

Module 2 – Teacher's Guide

Images Presented by the Media

Introduction

The SPEED programme module includes three activities of approximately one hour total to be carried out with the class. Materials and instructions for conducting the lessons are provided.

Module Objectives:

- Understand that images presented on social media do not represent reality.
- Understand that influencers are professionals with specific communication goals.
- Understand the consequences of comparing oneself with images proposed by social media.

Duration:

1 hour

Materials:

Presentation slides and student worksheets

Teacher's Worksheet

Activity 1 – Social Media Images vs Reality (20 minutes)

The teacher explains that images presented on social media do not correspond to reality, but can be manipulated and chosen to communicate a specific message:

Social media continuously presents images of influencers and celebrities, as well as people we know personally. These images are chosen to communicate specific messages to followers. To achieve this, two main strategies are used: selecting only certain images from specific moments of the day, and editing images so they are suited to communicating a particular message.

The images I will show you are just a few examples of this. In fact, when you create stories or videos for social media, you too use these strategies to communicate certain messages.

 Show images that can serve as examples for the concepts expressed.

Student Worksheet: Social & Reality

Activity 2 – Influencers: Communication Professionals (15 minutes)

The teacher explains that many of the images proposed by social media are from influencers or entertainment professionals whose appearance it is unfair to compare ourselves with:

Social media is full of images presented as photographs of everyday life by ordinary-seeming people, but influencers are individuals who use and manipulate their image professionally in order to communicate specific messages. They are professionals who often have a whole team of people working for them, creating carefully designed settings that are made to look like real-life scenes.

Many popular social media figures belong to the entertainment industry, where image is constructed with great care and attention to detail. It is not fair to compare ourselves with these people, because they have the means and tools to modify their image to such an extent that this has become their profession.

 Show images that can serve as examples for the concepts expressed.

Student Worksheet: What Do We Want to Communicate?

Activity 3 – The Consequences of Comparing Ourselves with Influencers (15 minutes)

The teacher explains that comparing ourselves with an image and communication professional is not fair to ourselves:

The people we compare ourselves with have made caring for their image the centre of their lives, dedicating time, money, and resources to it. Comparing ourselves with them is not fair because, in our own lives, we focus on many other things and we do not have access to all the tools a professional has.

Comparing ourselves with an influencer can only make us feel inadequate and inferior — both in terms of physical appearance and in terms of communication skills.

Student Worksheet: Comparing Ourselves