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Education & Training

PARENT SUPPLEMENT
MODULE 3

Evidence-based psychological skills training
for mental health, wellbeing and resilience
in your school

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Media Literacy

● **Key Concepts**

■ **Key Student Activities**

⬡ **Discussion Points**

★ **Parent Self-Reflection**

● **Key Concepts**

- We live in a heavily image-based society. For various reasons, we are bombarded with messages that tell us we should or must look a particular way; have a particular thing; or go to particular events.

- Media literacy is about being a critical consumer of media messages – including social media – and coming to recognise the multitude of ways in which we may be misled by the messages we see and hear.

- The manipulation of photographs by means such as photo-shopping has resulted in a plethora of images that are not real, but are presented as if they are. Common manipulations include skin tone, eye colour, and the shape of a person's body.

- Users of social media also commonly only present a favourable image of themselves – only posting the very best photo, or showing themselves only doing 'cool' or desirable things. This can create a false impression of what is real and normal, and in a subtle but pervasive way creates a desirable 'norm' that does not reflect real life.

■ **Key Student Activities**

- Watching video examples revealing the behind-the-scenes creation of fake images for the purpose of selling a product or promoting on social media.

- Watching a Coke commercial depicting beachgoers and exploring if this was a realistic image, and what the possible mechanism of advertising was.

- Identifying the modifications to various images (e.g., from web-based or social media advertising).

- Learn the 2 key questions when consuming various forms of media:
  1. What is unrealistic or has likely been altered?
  2. How are they trying to influence me?

2024

Discussion Points

- Can you spot the likely digital alterations in the image of Naomi Watts (above)?

- What proportion of magazine images do think have been altered from the original 'true' image?

- What are the consequences for us (members of society) when we are surrounded by images of an impossible ideal?

Parent Self-Reflection

- Do I evaluate my self-worth, or that of others, by appearance, shape or weight?

- How often do I make appearance-based comments, whether complimentary or critical?

- In what way might my own view of myself affect the way my child views themselves?

- Am I a critical consumer of the media? For example, am I able to consciously identify the promotion of unrealistic ideals in media messages?

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