

FASHION AND BODY IMAGE LITE BITE ACTIVITY

‘Media Images’

Resources you will need / preparation: Selection of magazines and newspapers and preferable internet access

Time it will take: 30 – 90 minutes depending on discussion

Group size and age: Suits 11 plus

Purpose: To explore the global dimension of fashion and body image

How it works:

- Ask groups of young people to look through newspapers / fashion magazines and cut out as many images of people as they can find.
- With these images ask them to cluster the images into common groupings – for example images of men, of women, of children.
- Secondly ask them to divide the clusters again – into racial groups, national groups, cultural groups, or into professions.
- Finally ask what they notice about what sorts of people are commonly represented as being professional, or fashion symbols etc.
- Why do they think this is?
- What does this say about stereotypes about men and women, about different races and cultures, about what is considered ‘beautiful’?

Adaptations:

- If the group has internet access the young people can look at fashion / news web-sites from different countries and cultures – and do a similar activity.

What next:

- From this activity young people can progress onto looking at how images are created in fashion magazines using photo manipulation and digital enhancement (see www.demo.fb.se/e/girlpower/retouch or www.touchofglamour.com or www.adiosbarbie.com)

Useful Information:

Natural beauty recipes that can be made at home:

www.anbportal/homemade_beauty_recipes.htm

www.mybeautyrecipes.com

Cosmetic ingredient dictionary - www.cosmeticcop.com/learn/dictionary.asp

Common toxic chemicals - www.greenpeace.org.uk/Products/Toxics

A body image site for all – www.adiosbarbie.com

Swedish campaign to show how easy it is to change someone’s appearance – www.demo.fb.se/e/girlpower/retouch

Advice on ethical consumerism – www.ethiscore.org

Information about trade justice - www.globalexchange.org

On-line digital re-touch - www.touchofglamour.com

NATURAL ENVIRONMENT

What 'beauty' products are made from
– effects on health of natural environment and human health

Example of sourcing talc from illegal mining in Indian reserves with endangered tigers

Cotton grown for clothing industry very damaging to the natural environment – unless it is organic cotton

DIVERSITY / IDENTITY AND CULTURE

Changing ideas of what 'beauty' is – concept being globalised

Labeling individuals into groups by image

Clothing / body decoration and identity (e.g. henna painting or tattoos)

Image and religious identity or fashion symbol (e.g. bindis / hijab)

Changing bodies e.g. female genital mutilation / tattoos / piercings

CHOICES AND DECISIONS

Peer pressure – wearing the 'right' clothes – bullying

Image and self-esteem / confidence

Different countries / cultures and age of consent to make own decisions about image

HEALTH

What 'beauty' products are made from
– effects on human health

Global beauty ideal and impact on emotional health

Attitudes to food and nutrition / eating disorders

FASHION & BODY IMAGE

WEALTH AND POVERTY

Clothes production and cheap / child labour

Image and status – jewellery or expensive clothes

Changing image of men and women – consumer ideal

PEACE AND CONFLICT

Images; clothing, symbols, tattoos, piercings and group / gang identity

Prostitution

Global beauty industry feeds and exploits insecurities

Status of women / gender issues

Men and tough / violent image

CLIMATE CHANGE

Impact of trade in consumer goods related to fashion and body image on carbon emissions and therefore on climate change

CONSUMPTION AND WASTE

Impact of the global media / advertising and the creation of the desire to consume - the latest mobile phones / clothing – throw-away culture

Bucking trend of re-use / re-cycle fashion shows