

# Ads in the Media

## “Real People. Real Media”

### Materials:

- An advertisement (from a magazine or billboard)
- Paper
- Writing and colouring materials

### Instructions:

- Discuss with the students what media is. Allow them to give examples (T.V., magazines, billboards, radio, social media- Twitter, Facebook, Instagram, etc.) and explain how they are exposed to media all day.
- Discuss the difference between the celebrities we see in the media, versus what they would like in real life (BANA example: if we took a trip to Selena Gomez’ house and knocked on her front door right now would the Selena that answers the door look the same as the Selena on the cover of a magazine? Why not?)
- Allow the students to come up with the idea of Photoshop and explain that every image they see has been retouched in some way (could be something small like taking away a model’s freckles, or big like making the model’s neck look longer).



Review the videos below and discuss the use of photo shop and edit to alter reality to the “ideal” image. What might be still be “real” about them and what has been enhanced.

### Photoshop Videos:

Dove Evolution: <https://www.youtube.com/watch?v=hibyAJOSW8U>  
<https://www.youtube.com/watch?v=AKIVyUJw3TM>

Once they have looked at the ads, explain to students that they will be finding an advertisement or a picture in a magazine and recreating the image as it would appear without photo shopping or editing.