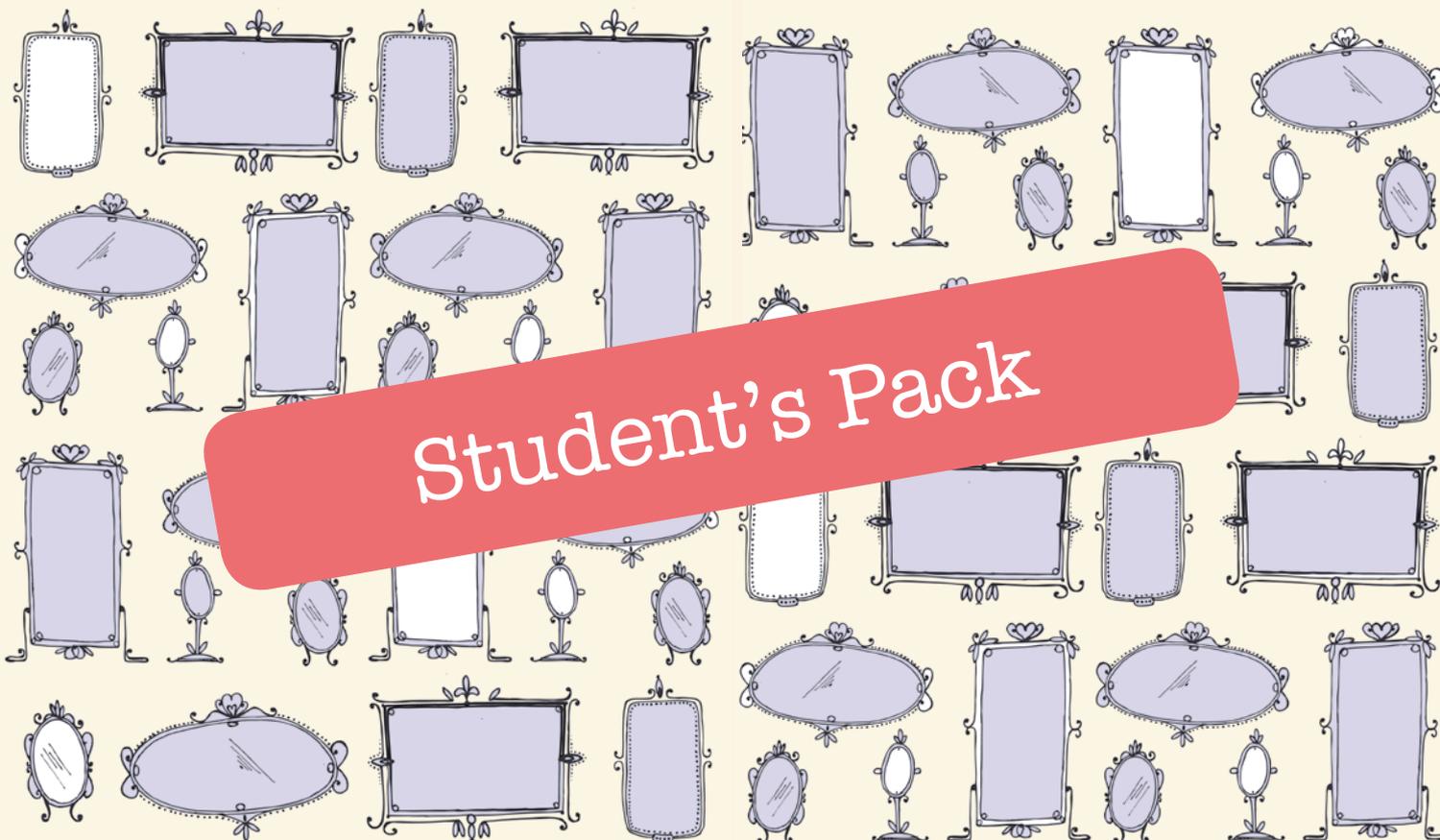
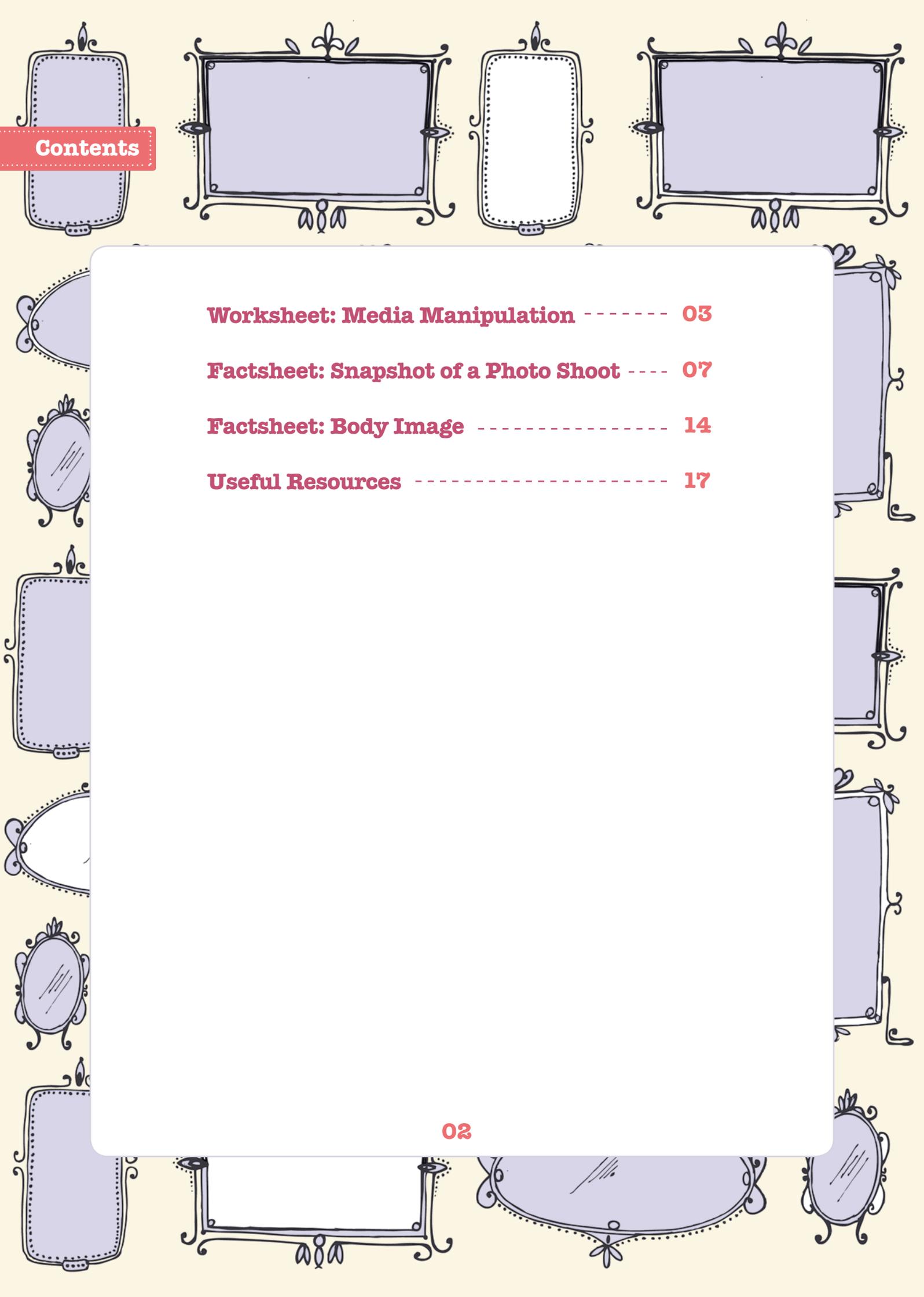


Gok's Teens: The Naked Truth



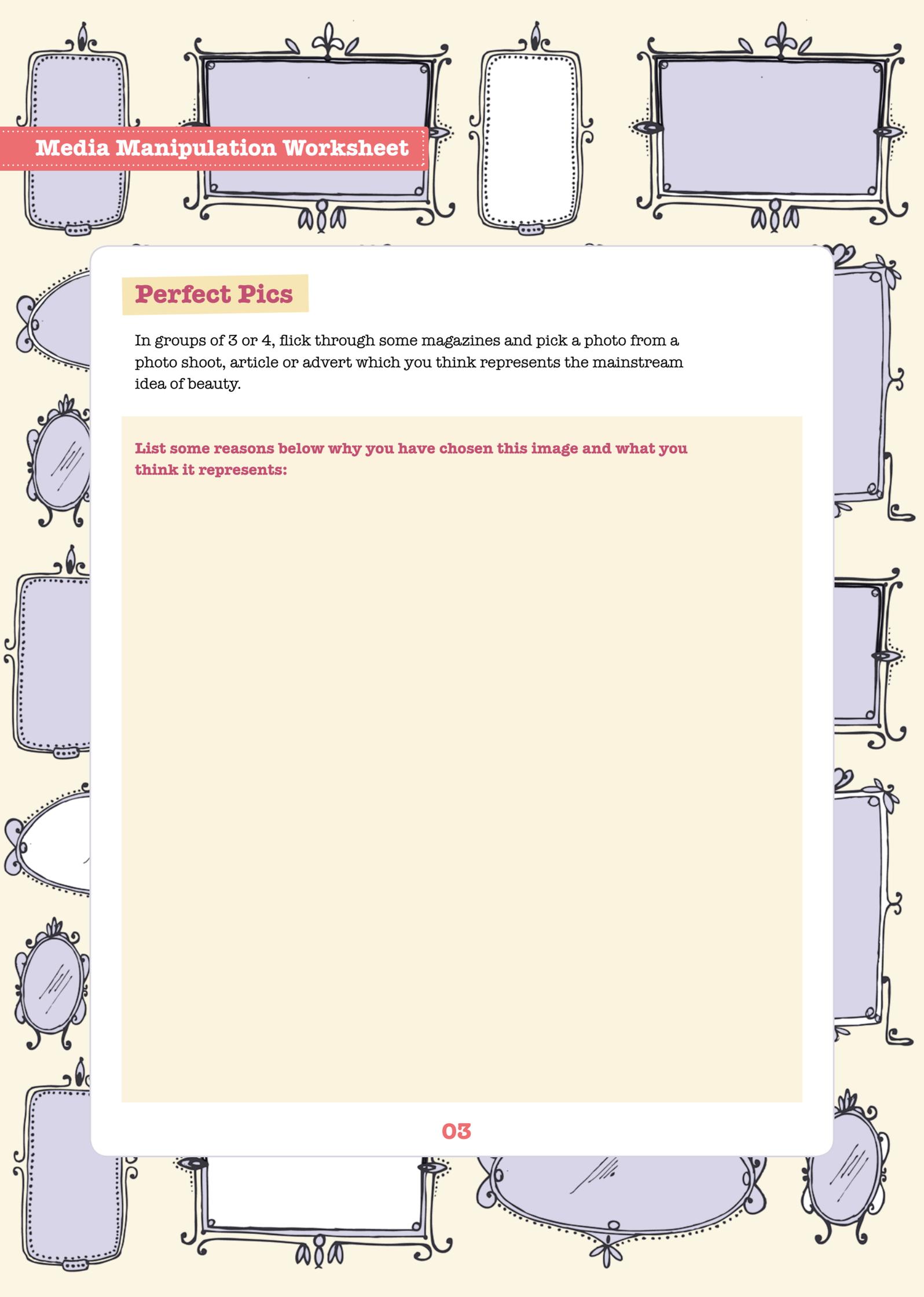
Student's Pack





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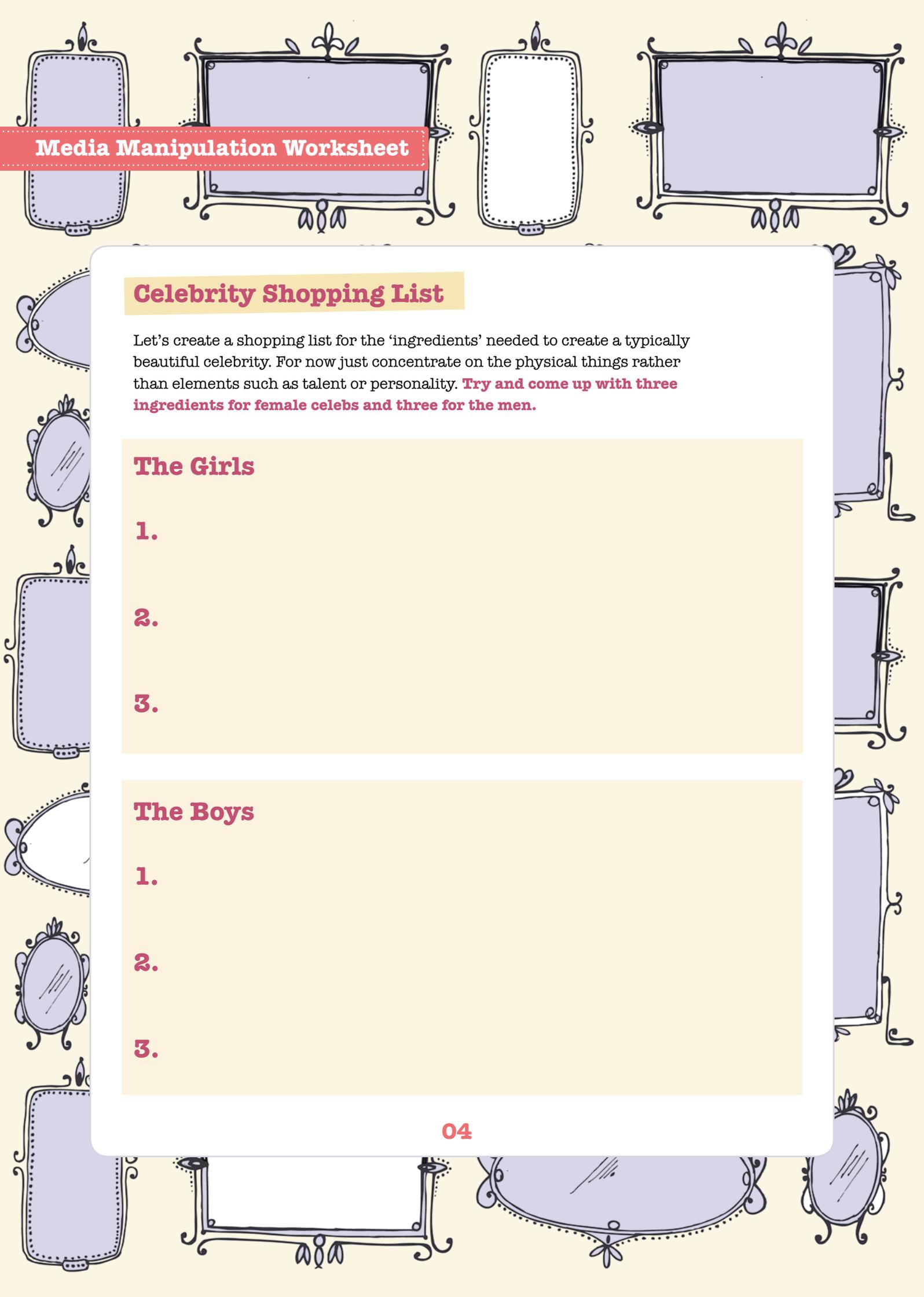


Media Manipulation Worksheet

Perfect Pics

In groups of 3 or 4, flick through some magazines and pick a photo from a photo shoot, article or advert which you think represents the mainstream idea of beauty.

List some reasons below why you have chosen this image and what you think it represents:



Media Manipulation Worksheet

Celebrity Shopping List

Let's create a shopping list for the 'ingredients' needed to create a typically beautiful celebrity. For now just concentrate on the physical things rather than elements such as talent or personality. **Try and come up with three ingredients for female celebs and three for the men.**

The Girls

1.

2.

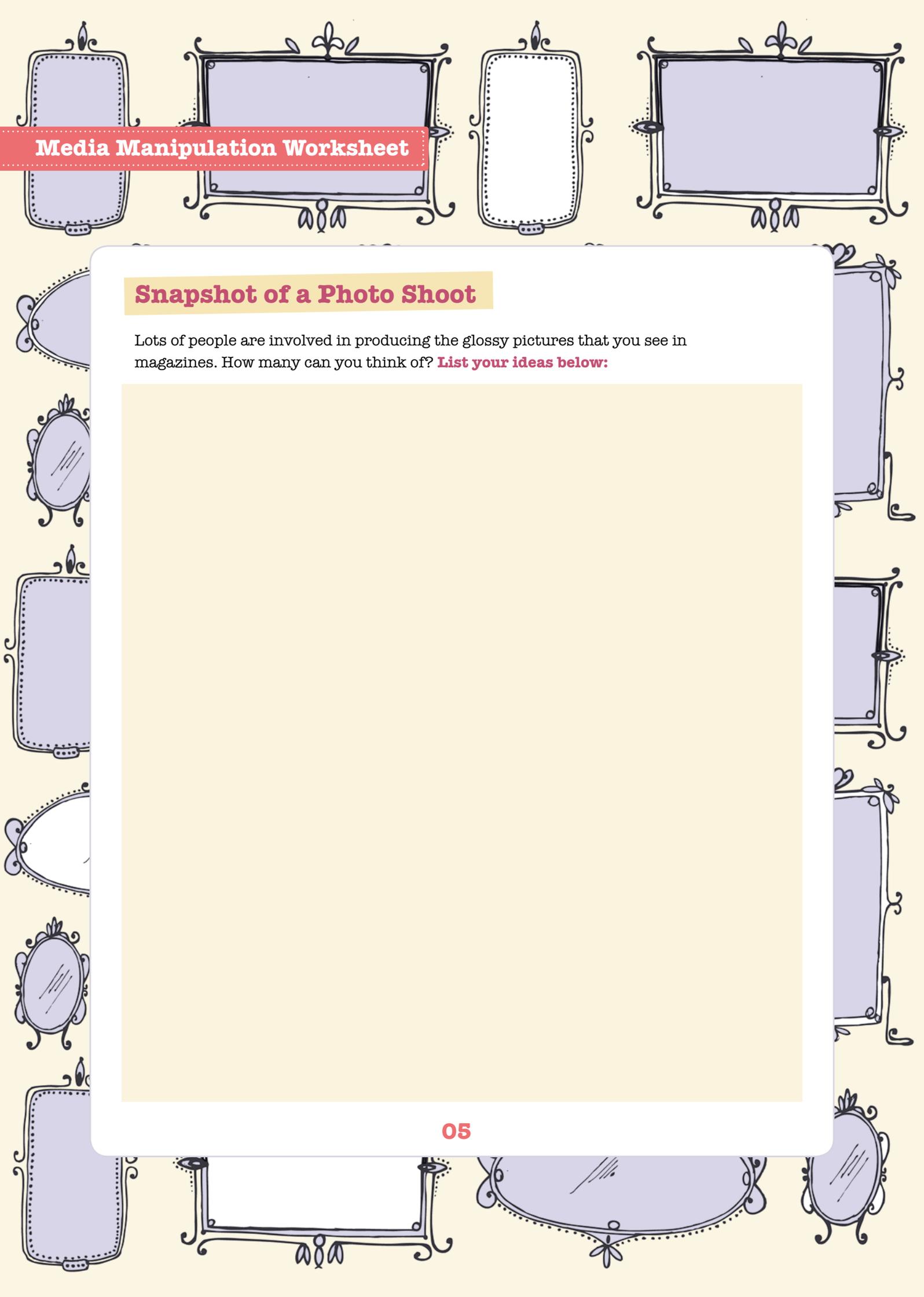
3.

The Boys

1.

2.

3.

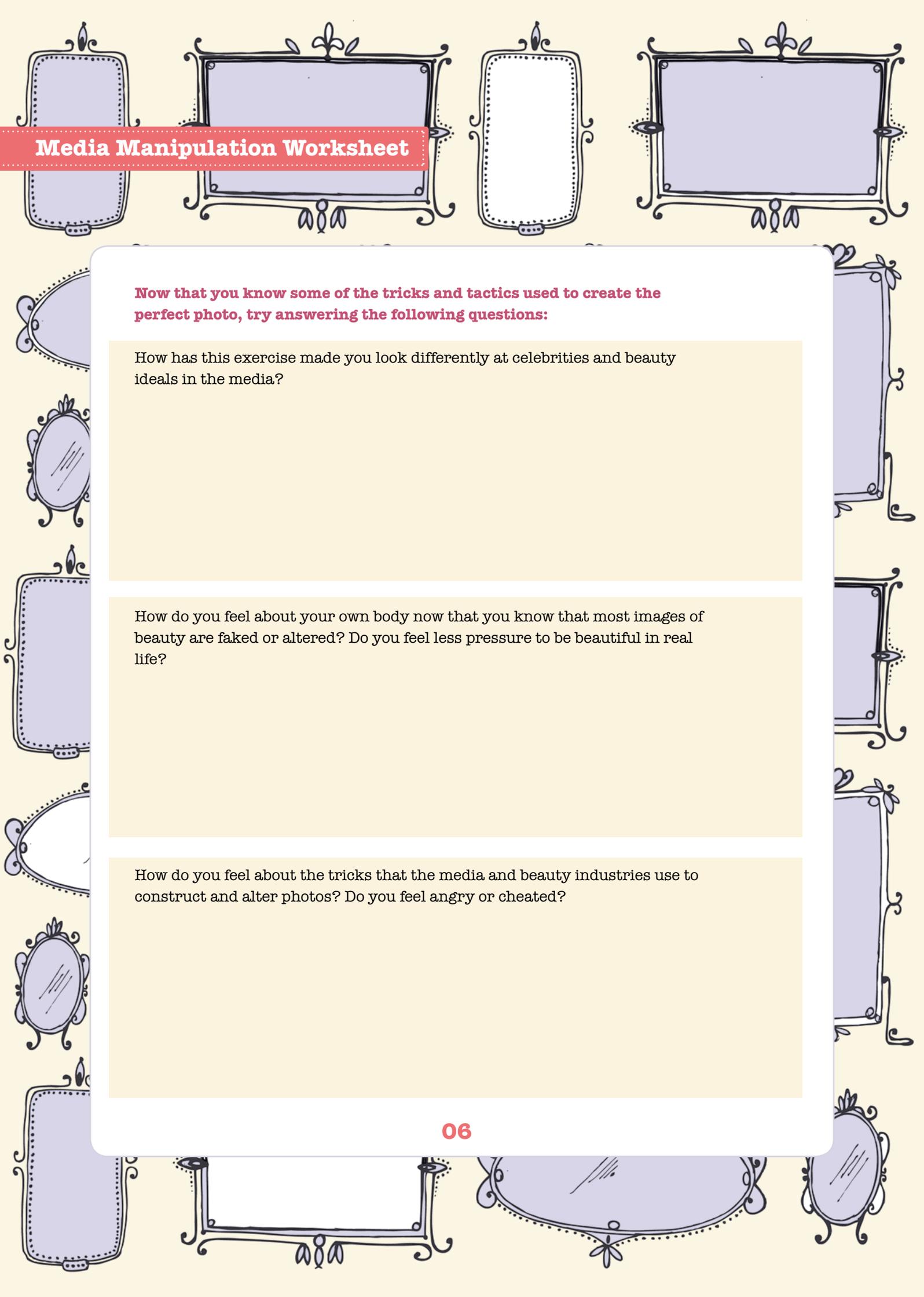


Media Manipulation Worksheet

Snapshot of a Photo Shoot

Lots of people are involved in producing the glossy pictures that you see in magazines. How many can you think of? **List your ideas below:**





Media Manipulation Worksheet

Now that you know some of the tricks and tactics used to create the perfect photo, try answering the following questions:

How has this exercise made you look differently at celebrities and beauty ideals in the media?

How do you feel about your own body now that you know that most images of beauty are faked or altered? Do you feel less pressure to be beautiful in real life?

How do you feel about the tricks that the media and beauty industries use to construct and alter photos? Do you feel angry or cheated?

Snapshot of a Photo Shoot: Factsheet



BEFORE



AFTER

Picture Perfect?

When you look at a photo of your favourite celebrity or a gorgeous model in a magazine or advert, you'll probably find yourself wanting to look like them. It's tempting to think that if you eat less, exercise harder or even have cosmetic surgery, you could achieve those picture-perfect looks too.

The thing is, the picture isn't perfect to begin with. It's actually the product of a series of tricks by the media and the fashion industry, designed to make you believe in a certain idea of beauty so you'll buy into the products they're selling.

When you look at a magazine photo, it is unlikely that you are looking at reality. What you are in fact seeing is the result of a whole range of illusions, tactics and fibs used at several different stages of production. What's more the image is likely the product of a whole army of people and a budget running to thousands of pounds.

By learning what goes into producing a typical magazine photo, you'll see how each stage relies on various tricks and untruths, any one of which would make it very hard for normal people like us to achieve these images of perfection. When we add them all up, it becomes obvious that no-one can look like these photos in real life, even the superstars and models that appear in them!

By realising that these images are illusions that are impossible to live up to, hopefully we can all be a bit easier on ourselves and learn to love the fabulous bodies we've got.

Over the next few pages we'll begin to pick apart a typical magazine photo to see all of the ingredients involved and find out just how unfair those beauty ideals really are!

Snapshot of a Photo Shoot: Factsheet

The Celebrity or Model

Before the camera even begins to roll, the rich, famous and beautiful already have an unfair advantage over the rest of us:

- 🌀 **Beautiful Freaks:** Even with all the diet and exercise in the world it is thought that only a tiny proportion of us (probably less than 5%) are physically able to achieve the body shapes that these celebs are blessed with. It is almost impossible for most of us to naturally look like these 'beautiful freaks' who have been lucky enough to be born with amazing genes!
- 🌀 **Beauty is Hard Work:** Many celebrities spend thousands of pounds on hiring personal trainers to keep them in the peak of fitness and on dieticians who specially design their meals. Not only is this very expensive, it takes up far more time and effort than most of us have because we're always at school, college or work. For these celebs being beautiful is a full time job!
- 🌀 **Plastic Fantastic:** Often even freaky genetics, killer exercise plans and strict diets aren't enough with more and more celebrities are opting to use plastic surgery to boost their beauty. From boob jobs and liposuction to botox and hair implants, those famous hunks and honeys are spending big bucks and risking dangerous procedures to keep themselves looking beautiful.
- 🌀 **The Chosen Few:** Thousands of people try and break into the modelling and entertainment industries every year with most applying to specialist agencies who can find them work. With so many applicants, agents can afford to be fussy and can choose only the most beautiful and most talented for their books. One leading model agent has even estimated that only one girl in every 10,000 has what it takes to be a model!
- 🌀 **Picked for a Reason:** Getting an agent is only the first step. When you see a photo in a magazine, that model's pretty face or hunky body hasn't ended up on the page by accident; it has been carefully selected to promote a certain product or to fit an editorial style. The casting agents, producers and editors who are looking for models have the luxury choosing from hundreds of candidates to find just the right person for their campaign. Even with a modelling contract, competition is fierce with many models failing to make the grade.

Snapshot of a Photo Shoot: Factsheet

The Photo Shoot

When the model or celebrity has been chosen for the photo shoot and the lens cap finally comes off the camera, the hard work really starts. Even though they're already starting with an extraordinary looking model, it takes a small army of people and a whole heap of kit to get them looking their best. Let's have a look at a few of the key factors:

- 🌀 **The Photographer:** Fashion photographers are often stars in their own right and will be chosen by brands, magazines and advertisers because of their proven talent and experience. What's more, most professional photographers will use cameras, lenses and photography equipment worth thousands and thousands of pounds. Frankly with all that kit and expertise, they should be able to make your Gran look like a cover girl!
- 🌀 **The Lighting:** By using lights and filters photographers can employ a whole range of tricks to flatter or transform their model. From making them look dramatic or moody to using soft light for added glamour, there's little that can't be done with the aid of a few expensive flash guns, spotlights and reflectors.
- 🌀 **The Fashion Stylist:** The model in the photo clearly hasn't got dressed in the dark. Their fabulous clothes will have been carefully picked by an expert stylist to fit a specific mood, message or feeling for the shoot (or in the case of a fashion advert to promote a particular product or range). Not only are the clothes hand selected by a fashion expert, they may also be vintage or designer and may even have been specially tailored or altered to fit that particular model.
- 🌀 **The Hair Stylist:** It takes a lot more than ten minutes with a pair of cheap straighteners and a dollop of styling mouse to get the model to look salon perfect. Professional fashion hair stylists are experts in their field with a whole range of fancy gadgets, hair products, hairpieces and dyes at their disposal. We're certainly talking about far more than a cheap cut-and-colour down your local hairdresser if you want a seriously high-fashion hair do!
- 🌀 **The Makeup Artist:** Whether we're talking about the sort of amazing theatrical face paint that would make Lady Gaga go weak at the knees or 'fresh-faced' beauty, there is sure to be a whole load of cosmetics involved. Makeup artists are highly paid professionals who use top quality materials in their creations, often needing hours to build up a specific look.

Digital Post Production

With the photo shoot over, it is now time for the most controversial part of the process: post production. Here the raw photo is digitally 'retouched' or 'airbrushed' on a powerful computer using advanced photo editing software such as Photoshop.

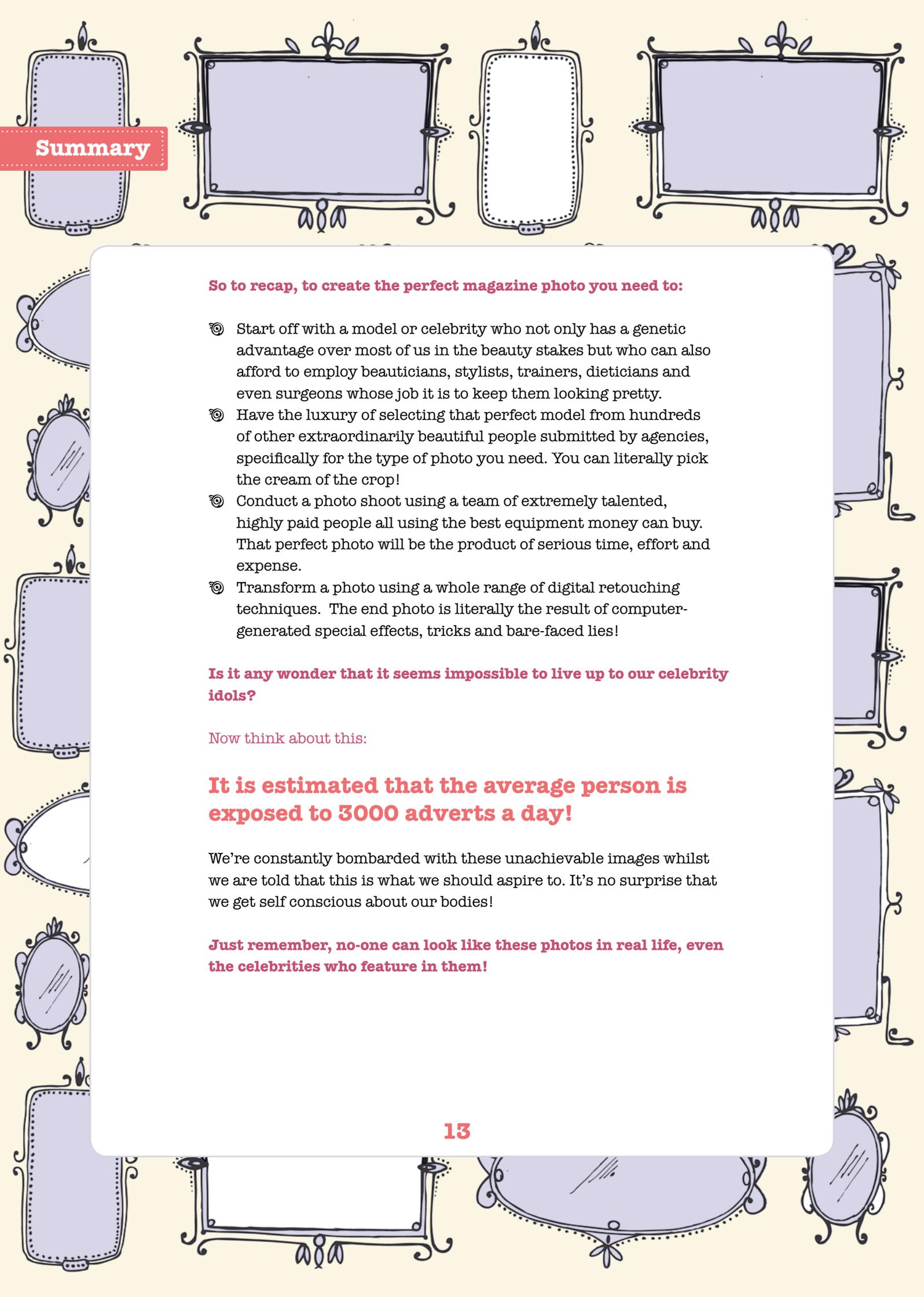
These computer-generated special effects allow a skilled designer to totally alter the image, transforming the original photo by adding, removing, reshaping or re-colouring elements to fit their design brief. This can include anything from removing the odd stray hair or to literally stretching or swapping body parts!

By the time the designer is finished, the photo can be totally different from reality but the power of the retouching process means that we are tricked into believing what we are seeing. Let's have a look at some of the sneaky tricks that can be used in post production:

- 🌀 **Colour Swapping:** Everything from your eye colour, hair colour and the colour of your clothes can be altered in post production. They can even boost your tan!
- 🌀 **Spot Removal:** Forget medicated face wash, Photoshop can remove every pimple, mole, blackhead birthmark or scar to leave the model perfectly blemish free. It can even cover up tattoos (or add them in if you're feeling rebellious!).
- 🌀 **Wrinkle Reduction:** There's no need for botox when you have digital retouching software. Magazine photos are often edited to remove lines and creases around the mouth and eyes to make celebs look younger. They can even remove eye bags to make it seem like they had a good night's sleep!
- 🌀 **Body Stretching:** This bit is really sneaky. Photo editors can actually change the shape of a model's body to make them look more attractive. From boosting their boobs or enlarging their muscles to lengthening their legs and neck to make them appear slim and graceful, anything is possible. They can even make the eyes bigger to make a face seem more appealing.

Digital Post Production (Contd.)

- 🌀 **Tooth Whitening:** Even smiles can be faked. Tooth whitening is one of the most common retouching effects used in magazines and it's really easy to straighten crooked teeth using Photoshop.
- 🌀 **Fat Removal:** When dieting, exercise and surgery aren't enough, digital retouching can go the extra mile to remove even the slightest trace of fat. Special tools in editing software allow designers to trim away excess fat or to literally push unwanted bulges back into place. They can even use blending tools to smooth away stubborn cellulite.
- 🌀 **Not So Natural:** Surely it's only the glossy studio shots and adverts that get digitally manipulated, right? Wrong! Even natural-looking shots taken in the real world can be altered too. Whether that star has been snapped at the beach or 'papped' on the red carpet, that image might still have been digitally airbrushed. Many celebrities will even employ personal Photoshop experts to retouch every single image of them that gets released in addition to any retouching that happens in magazines or adverts.



Summary

So to recap, to create the perfect magazine photo you need to:

- ① Start off with a model or celebrity who not only has a genetic advantage over most of us in the beauty stakes but who can also afford to employ beauticians, stylists, trainers, dieticians and even surgeons whose job it is to keep them looking pretty.
- ② Have the luxury of selecting that perfect model from hundreds of other extraordinarily beautiful people submitted by agencies, specifically for the type of photo you need. You can literally pick the cream of the crop!
- ③ Conduct a photo shoot using a team of extremely talented, highly paid people all using the best equipment money can buy. That perfect photo will be the product of serious time, effort and expense.
- ④ Transform a photo using a whole range of digital retouching techniques. The end photo is literally the result of computer-generated special effects, tricks and bare-faced lies!

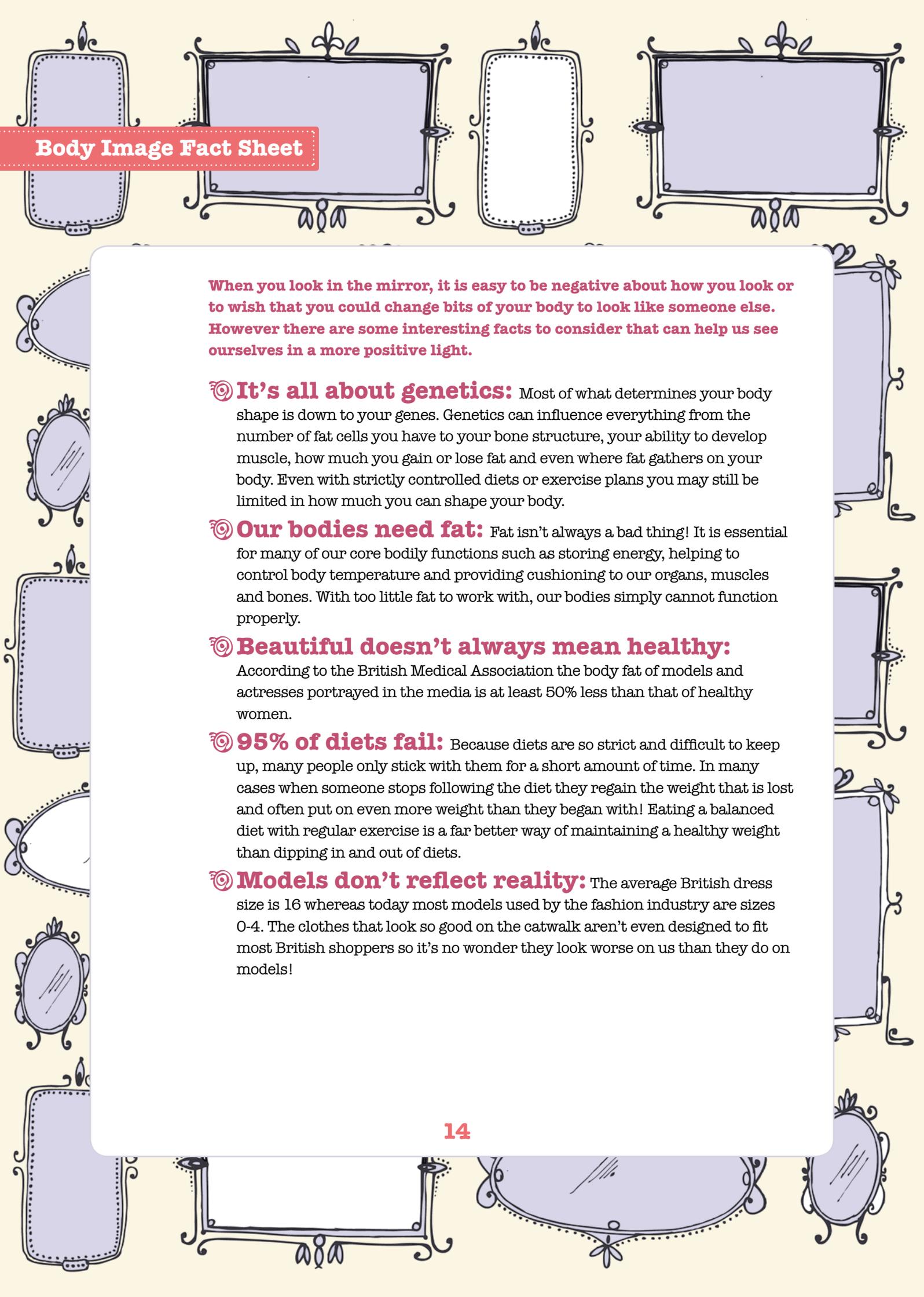
Is it any wonder that it seems impossible to live up to our celebrity idols?

Now think about this:

It is estimated that the average person is exposed to 3000 adverts a day!

We're constantly bombarded with these unachievable images whilst we are told that this is what we should aspire to. It's no surprise that we get self conscious about our bodies!

Just remember, no-one can look like these photos in real life, even the celebrities who feature in them!



Body Image Fact Sheet

When you look in the mirror, it is easy to be negative about how you look or to wish that you could change bits of your body to look like someone else. However there are some interesting facts to consider that can help us see ourselves in a more positive light.

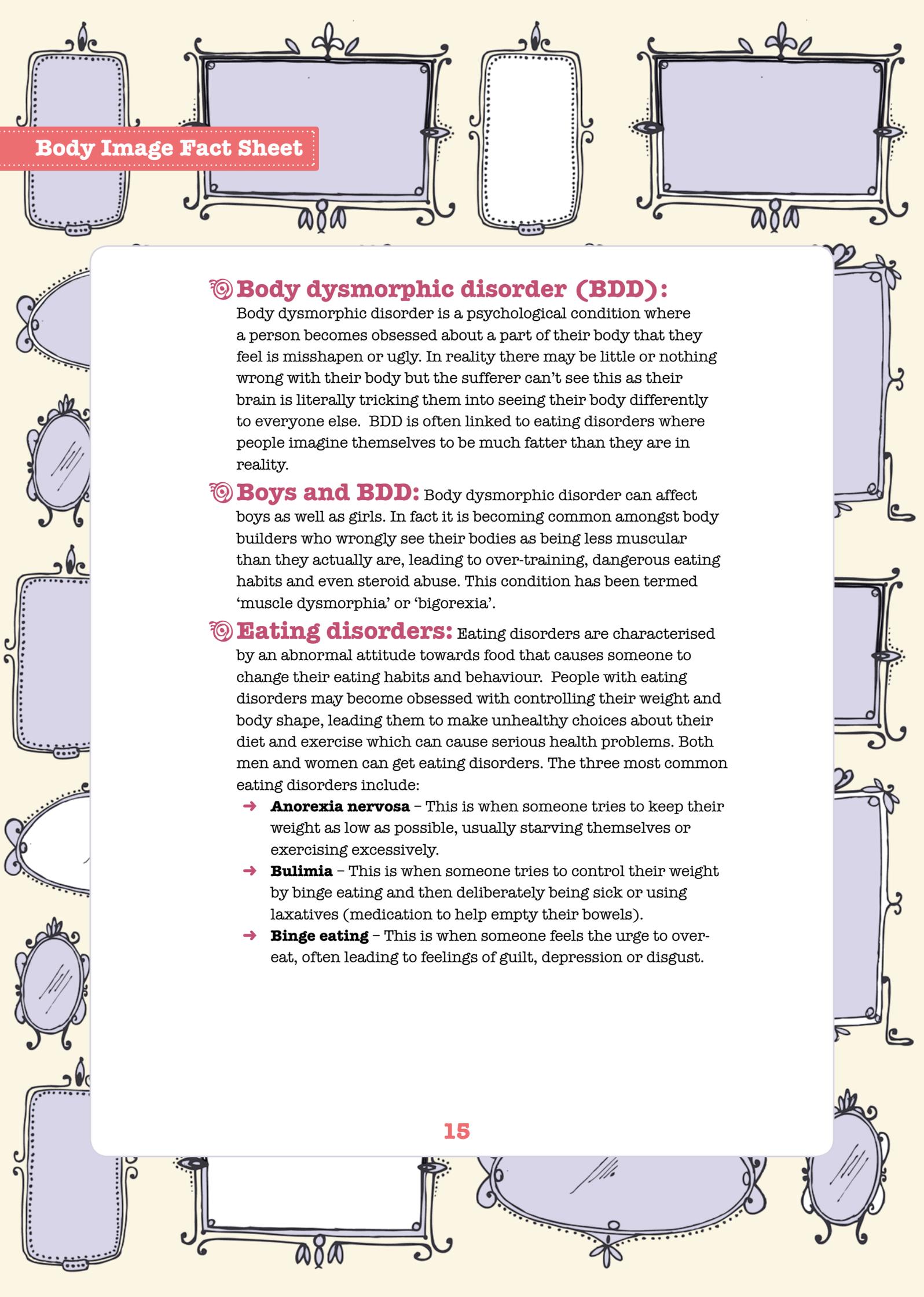
🌀 It's all about genetics: Most of what determines your body shape is down to your genes. Genetics can influence everything from the number of fat cells you have to your bone structure, your ability to develop muscle, how much you gain or lose fat and even where fat gathers on your body. Even with strictly controlled diets or exercise plans you may still be limited in how much you can shape your body.

🌀 Our bodies need fat: Fat isn't always a bad thing! It is essential for many of our core bodily functions such as storing energy, helping to control body temperature and providing cushioning to our organs, muscles and bones. With too little fat to work with, our bodies simply cannot function properly.

🌀 Beautiful doesn't always mean healthy: According to the British Medical Association the body fat of models and actresses portrayed in the media is at least 50% less than that of healthy women.

🌀 95% of diets fail: Because diets are so strict and difficult to keep up, many people only stick with them for a short amount of time. In many cases when someone stops following the diet they regain the weight that is lost and often put on even more weight than they began with! Eating a balanced diet with regular exercise is a far better way of maintaining a healthy weight than dipping in and out of diets.

🌀 Models don't reflect reality: The average British dress size is 16 whereas today most models used by the fashion industry are sizes 0-4. The clothes that look so good on the catwalk aren't even designed to fit most British shoppers so it's no wonder they look worse on us than they do on models!



Body Image Fact Sheet

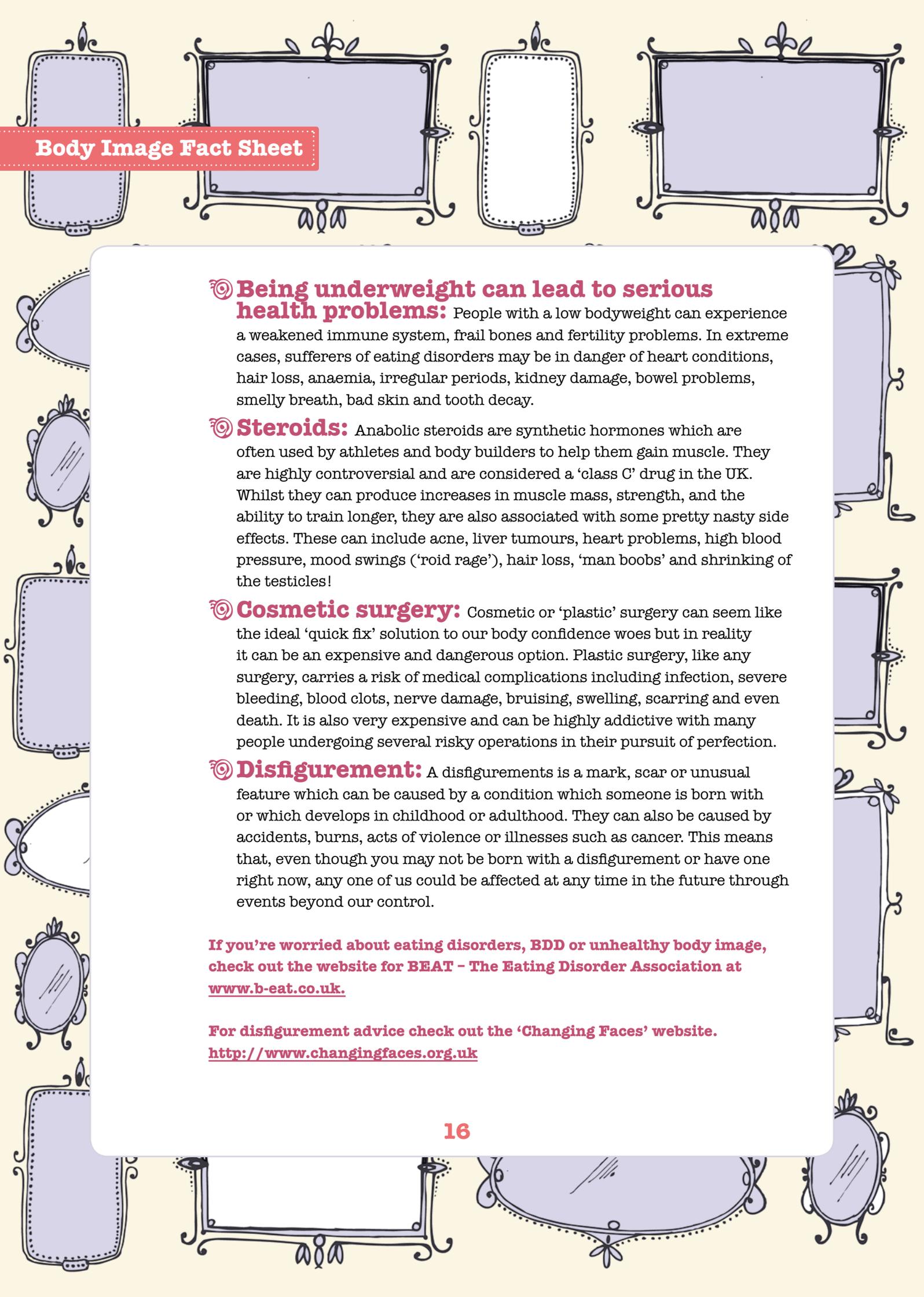
🌀 **Body dysmorphic disorder (BDD):**

Body dysmorphic disorder is a psychological condition where a person becomes obsessed about a part of their body that they feel is misshapen or ugly. In reality there may be little or nothing wrong with their body but the sufferer can't see this as their brain is literally tricking them into seeing their body differently to everyone else. BDD is often linked to eating disorders where people imagine themselves to be much fatter than they are in reality.

🌀 **Boys and BDD:** Body dysmorphic disorder can affect boys as well as girls. In fact it is becoming common amongst body builders who wrongly see their bodies as being less muscular than they actually are, leading to over-training, dangerous eating habits and even steroid abuse. This condition has been termed 'muscle dysmorphia' or 'bigorexia'.

🌀 **Eating disorders:** Eating disorders are characterised by an abnormal attitude towards food that causes someone to change their eating habits and behaviour. People with eating disorders may become obsessed with controlling their weight and body shape, leading them to make unhealthy choices about their diet and exercise which can cause serious health problems. Both men and women can get eating disorders. The three most common eating disorders include:

- **Anorexia nervosa** - This is when someone tries to keep their weight as low as possible, usually starving themselves or exercising excessively.
- **Bulimia** - This is when someone tries to control their weight by binge eating and then deliberately being sick or using laxatives (medication to help empty their bowels).
- **Binge eating** - This is when someone feels the urge to over-eat, often leading to feelings of guilt, depression or disgust.



Body Image Fact Sheet

🌀 **Being underweight can lead to serious health problems:** People with a low bodyweight can experience a weakened immune system, frail bones and fertility problems. In extreme cases, sufferers of eating disorders may be in danger of heart conditions, hair loss, anaemia, irregular periods, kidney damage, bowel problems, smelly breath, bad skin and tooth decay.

🌀 **Steroids:** Anabolic steroids are synthetic hormones which are often used by athletes and body builders to help them gain muscle. They are highly controversial and are considered a 'class C' drug in the UK. Whilst they can produce increases in muscle mass, strength, and the ability to train longer, they are also associated with some pretty nasty side effects. These can include acne, liver tumours, heart problems, high blood pressure, mood swings ('roid rage'), hair loss, 'man boobs' and shrinking of the testicles!

🌀 **Cosmetic surgery:** Cosmetic or 'plastic' surgery can seem like the ideal 'quick fix' solution to our body confidence woes but in reality it can be an expensive and dangerous option. Plastic surgery, like any surgery, carries a risk of medical complications including infection, severe bleeding, blood clots, nerve damage, bruising, swelling, scarring and even death. It is also very expensive and can be highly addictive with many people undergoing several risky operations in their pursuit of perfection.

🌀 **Disfigurement:** A disfigurement is a mark, scar or unusual feature which can be caused by a condition which someone is born with or which develops in childhood or adulthood. They can also be caused by accidents, burns, acts of violence or illnesses such as cancer. This means that, even though you may not be born with a disfigurement or have one right now, any one of us could be affected at any time in the future through events beyond our control.

If you're worried about eating disorders, BDD or unhealthy body image, check out the website for BEAT - The Eating Disorder Association at www.b-eat.co.uk.

For disfigurement advice check out the 'Changing Faces' website. <http://www.changingfaces.org.uk>

Useful Resources

Here are some useful resources which can be used to help you further explore the themes of body confidence, self esteem and beauty.

Videos

Gok's Teens: The Naked Truth

www.channel.com/goksteens

A selection of clips from the series exploring a variety of teen issues.

Gok's Teens: The Naked Truth YouTube Channel

<http://www.youtube.com/user/Channel4NakedTruth>

Gok has been asking celebs how they made it through their teenage years, and what tips and tricks they can share. See all the videos on the Naked Truth You Tube channel.

Central YMCA 'Bodywash'

http://www.youtube.com/watch?v=OuN4KB1xzDU&feature=player_embedded

A great video featuring some eye opening statistics about body confidence.

Bodytalk 'Fabricating Beauty'

<http://www.youtube.com/watch?v=UToGBorgDqo&feature=Bfa&list=WL5744A4153366344F&index=12>

This video explores the tricks and manipulations behind a typical fashion photo shoot.

Dove 'Evolution' Commercial

http://www.dove.co.uk/cfrb/videos/videoplayer.html#v=http://edge.dove.com/US_en/10229/global/video/cfrb/evolution.flv

This video demonstrates the power of digital retouching in producing beauty photos.

Useful Resources

The Photoshop Effect

http://www.youtube.com/watch?v=DS6vyTTTfgc&annotation_id=annotation_750771&feature=iv

A fitness journalist gets an eye-opening Photoshop digital makeover.

Games and Tools

Channel 4 'Cover Girl' Game

<http://www.playcovergirl.com/>

An online game which puts you in the role of a photo editor at a dodgy celebrity magazine, tasked with digitally manipulating photos of the stars.

Channel 4 'Judging by Looks' Game

<http://www.channel4.com/programmes/beauty-the-beast-ugly-face-of-prejudice/articles/judging-by-looks>

Test your powers of perception in this game which challenges you to make snap judgements about total strangers based on their looks alone.

Embarrassing Teenage Bodies

<http://www.channel4embarrassingillnesses.com/teenage-bodies/>

A special section of the Embarrassing Bodies website which explores a range of teen health and wellbeing issues.

'Girl Power' Retouching Tool (Swedish Ministry of Health and Social Affairs)

<http://demo.fb.se/e/girlpower/retouch/retouch/index.html>

An interactive magazine cover which lets you turn on or off the various digital retouches performed on the cover girl to show you how the image has been digitally manipulated.

Information, Campaigns, Support Groups and Charities

Central YMCA Campaign for Body Confidence

<http://www.ymca.co.uk/bodyconfidence/>

A brilliant body confidence resource with loads of useful information about healthy eating, exercise and the media's portrayal of beauty.

Body Gossip

<http://www.bodygossip.org/>

An innovative campaign which collects people's real experiences of body confidence and beauty.

Dove Campaign For Real Beauty

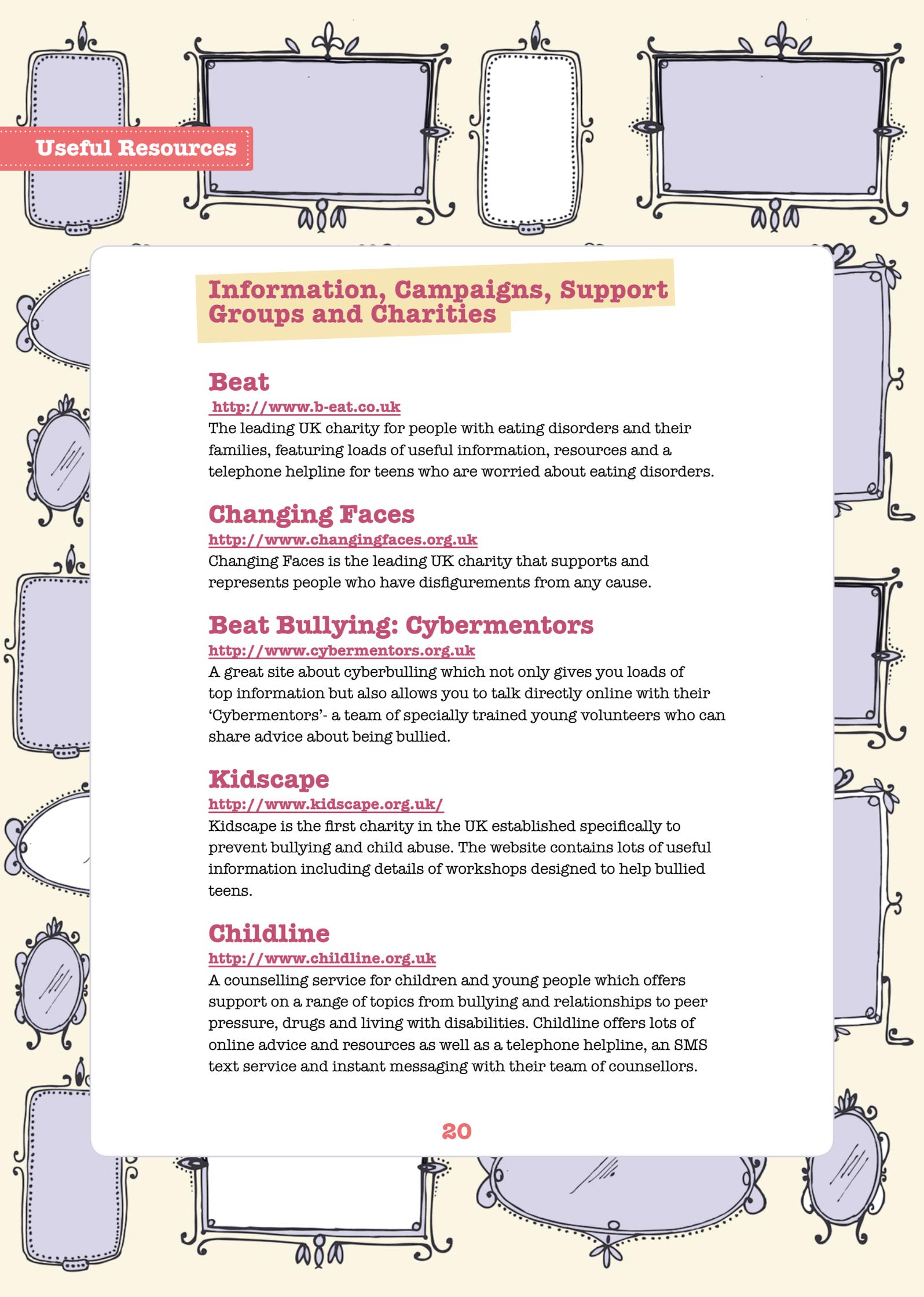
<http://www.dove.co.uk/campaign-for-real-beauty.html>

A great website from the Dove beauty brand which promotes 'real beauty' and celebrates diverse body shapes. The site contains loads of resources for teens, teachers and parents.

Battlefront - Natural Beauty: Keeping it Real (Channel 4)

<http://www.battlefront.co.uk/content/kaya-cheyanne-natural-beauty>

A campaign to introduce warning labels for airbrushed images started by 18 year-old Kaya Cheyanne (who features as a mentor in our brand new series Gok's Teens: The Naked Truth).



Useful Resources

Information, Campaigns, Support Groups and Charities

Beat

<http://www.b-eat.co.uk>

The leading UK charity for people with eating disorders and their families, featuring loads of useful information, resources and a telephone helpline for teens who are worried about eating disorders.

Changing Faces

<http://www.changingfaces.org.uk>

Changing Faces is the leading UK charity that supports and represents people who have disfigurements from any cause.

Beat Bullying: Cybermentors

<http://www.cybermentors.org.uk>

A great site about cyberbullying which not only gives you loads of top information but also allows you to talk directly online with their 'Cybermentors' - a team of specially trained young volunteers who can share advice about being bullied.

Kidscape

<http://www.kidscape.org.uk/>

Kidscape is the first charity in the UK established specifically to prevent bullying and child abuse. The website contains lots of useful information including details of workshops designed to help bullied teens.

Childline

<http://www.childline.org.uk>

A counselling service for children and young people which offers support on a range of topics from bullying and relationships to peer pressure, drugs and living with disabilities. Childline offers lots of online advice and resources as well as a telephone helpline, an SMS text service and instant messaging with their team of counsellors.