

Aim: To continue to explore the concept of identity and self-image

Learning objectives:

- To explore how we can be influenced by the media
- To explore our values and what motivates us to create our sense of identity
- To explore ways in which we are different and similar to others and the impact of this
- To begin to explore how we label and stereotype others

Resources:

Resource 2 – Media Adverts

Resource 3 – Values Worksheet

Resource 4 – People images; post-it notes

Vocabulary:

Identity; characteristics; personality, attitude; beliefs; values; culture; conform; emotion; feelings vocabulary; unique; special; influence; difference; similarity; prejudice; stereotype

Intro – 10 mins

Recap on the content covered in the last session and remind pupils what we mean by the term 'identity'. Ask pupils if they have thought of any ways in which they conform to someone else's idea of what their identity should be or ways in which they may feel free to be themselves.

Activity 1: Influencing our Identity 20 mins

Discuss with pupils if we are happy with our current sense of identity, or are there parts of us we would like to change? Discuss whether we are encouraged to change by the media and the world around us. Working in small groups, give pupils copies of the media adverts (Resource 2) and ask them to list the ways in which they are trying to influence our sense of identity. What are they trying to change about us? (You may wish to find your own images from magazines)

Discussion Points:

- What do you think the advert is trying to sell?
- How is it trying to influence the viewer?
- How do you feel when looking at the advert?
- How does it make you feel about your own self-image?
- Does it make you want to buy the product? Why?
- Does the advert make you feel more confident about yourself, less or the same? Why?

Activity 2: Values – 15 mins

Remind pupils that one aspect of our identity are our values – the things that are important to us. Our values underpin everything we do as we will usually make decisions and live our lives based on what we believe and what is important to us.

Hand out copies of the Value List worksheet (Resource 3) and ask pupils to highlight the top 5 values they think are important to them. Ask pupils to consider all aspects of their lives and to put them in order from what they think is the thing they most value at number 1, to value less at number 5.

Discussion Points:

- What did you list as your top value?
- Can you think of some ways in which you meet that value in your life?
- Can you think of some ways in which you might not be meeting that value?
- How does that feel?
- What happens when we feel we have to live up to someone else's idea of who we should be and what should be important to us? (such as the media)

Activity 3: Different or the same? – 15 mins

Place pupils into small groups of 5-6 and give each group a copy of the images of people (Resource 4) and some post-it notes and ask pupils to work together to highlight the ways in which those people may be similar to them and different, writing their answers on post-it notes and sticking them to the image. Ask pupils to also record any ideas they have about that person's identity – who do they think the person is? What may be their values? What may be aspects of their inner and outer identity?

Share answers as a whole class and begin to introduce the idea of stereotypes, which we will be exploring next session.

Conclusion Ask pupils to reflect on their close friends – are they very different or the same as them? Referring to the Feelings Ladders created last session, ask pupils how we feel about others who are very different? E.g. a different race, religion, those who speak a different language, have a different sexual orientation, etc. You may wish to introduce the concept of prejudice here.

Opportunity for assessment: Most pupils should be able to:

- Understand the concept of identity and define aspects of their identity
- Explore how our sense of identity can be influenced by others, particularly the media
- Explore how our values influence our identity and our lives
- Explore how we are different and similar to others, and how our difference can create prejudice and fear
- Utilise a range of emotional vocabulary to articulate thoughts and feelings

Resource 2: Media Ads



L'Oréal Paris Hair Care Challenge Campaign (Summer 2015). lorealparis.com

SECRETS OF EXTRAORDINARY OIL BANISHES FRIZZ AND FLY AWAYS

NEW LIGHT NON-GREASY FORMULA



A FINISHING TOUCH: LEAVES HAIR LUXURIOUSLY SMOOTH AND SHINY.

- MELTS IN INSTANTLY.
- DEEPLY NOURISHES.
- ENDS FRIZZ AND FLY AWAYS.

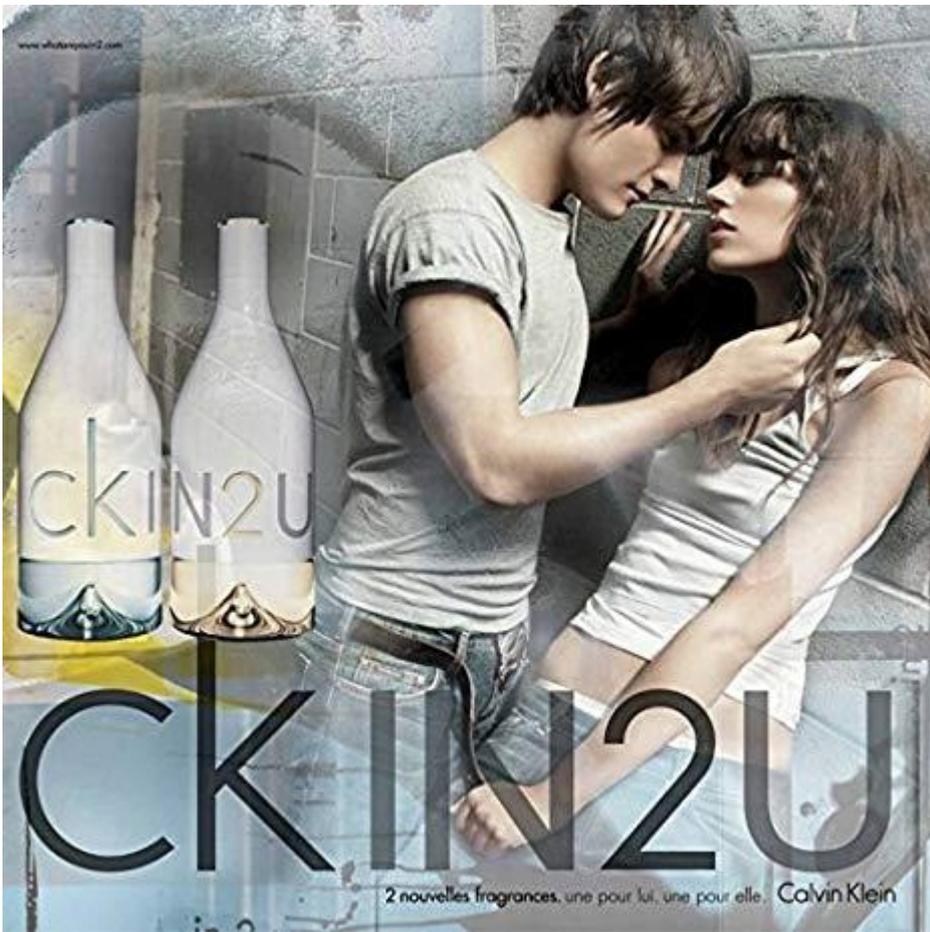
ELVIVE EXTRAORDINARY OIL

Secret n°3

"AS A FINISHING TOUCH, I ADD A FEW DROPS TO MY DRY HAIR AND FRIZZ VANISHES."
Bianca Balti

Because you're worth it.
L'ORÉAL PARIS





PREPARE TO CREATE THE BEST IN STORE COMMUNICATIONS

Challenge
To encourage men to try Gillette premium blades & razors while leveraging the Gillette Champions to strengthen the emotional connection with the brand.

Solution
A global promotional campaign based on the 'Be Your Best Today' campaign idea that established the Champions as well groomed men - not just sports icons - and inspired confidence that Gillette can help men look and feel their very best.

Result
A 14% increase in Gillette's global grooming business since the launch of Gillette Champions. In-store activations were in 90% of global markets within eight months of launch and shares of Gillette Fusion are at an all time high.

Gillette
The Best a Man Can Get

Resource 3: Values Worksheet

Name:..... Date:

Choose 5 of the below that describe the things you value the most in your life – which of these things are most important to you? Write your values underneath and order them from 1-5, with 1 being the thing you value most.

Pleasure Truth Nature

Community Excellence Beauty

Health/fitness Religion Love

Friendship Achievement Peace

Competition Loyalty Commitment Honesty

Education Adventure Fulfilment Wisdom

Creativity Security Freedom Confidence

Trust Money Independence

Empowerment Balance Happiness

List your 5 core values in order of importance:

- 1.
- 2.
- 3.
- 4.
- 5.

Resource 4: People Images



