

Critical Media Analysis

Look at a form of media such as a magazine or your Instagram feed. It could be anything just as long as it's a form of media. Then answer the questions below:

1. Do you know anyone who looks like the people you're seeing in real life?

2. Does the person in the media you're looking at look "perfect"? Do their photos seem edited or do they seem as if they've had plastic surgery? Why or why not?

3. Is the picture you're looking at part of an advertisement? If so, what is it advertising? Why do you think the people in charge chose this particular photograph to advertise their product? Is it effective? Why or why not?

4. How does the media you're looking at right now make you feel about yourself? Why so?

5. If the media has made you feel negatively about yourself, what steps can you take to alleviate your wellbeing?

6. If the picture is edited, why do you think that it was? What effect does this have on the audience of the product?

7. Do you think that if you saw the person you're looking at right now in real life without any editing and/or makeup, would they look the same?

8. In the person you're looking at right now, what do you think the media will value most in them? Is this different from what you value in people in your everyday life? Why?

BONUS QUESTION:

9. Why do you think advertisers choose to objectify their models? What effects does this have on whether or not we buy their products or not?
