**Magazine Poses**

**Size-diversity Activity**

**Objectives:**
1. Investigate the lack of body-size diversity in magazines.
2. Understand the purpose of magazine ads.
3. Realize that magazine photographs are usually manipulated to produce unrealistic perfected images.

**Age:**
12 years and older.

**Length:**
Approximately 10 to 15 minutes.

**Supplies and Materials:**
Popular magazines targeted towards the ages and genders of the participants.
Provide one magazine for every 4 to 6 participants.

**Special Considerations:**
*Gender Differences:* For this activity, it is recommended to divide participants by gender with separate facilitators. The boys can work together with male-targeted magazines and girls can work together with female-targeted magazines.

**Activity Directions:**
1. Divide participants into groups by gender. Within those groups, divide into groups of four. Have one facilitator complete the following activity with the boys and one facilitator with the girls.

2. Discuss how the purpose of magazine ads is to sell a product, service or idea. Advertisers concentrate on selling an image in order to convince us to buy their product. Ask the following questions:
   - What do the models usually look like?
     - Females are usually very thin.
     - Males are often very muscular.
   - Is this what most people look like?

3. Distribute the magazines and ask each group to find the largest body size in their magazine and share. Ask the groups what they noticed about different sizes and shapes of people in their magazines (*limited diversity*).
4. Share that photographs in magazine advertisements are often manipulated. There are three primary ways that these images are created:
   * models themselves are taped and padded
   * the clothing is pinned and taped (you should see what the back side looks like)
   * computer alterations are made to take away wrinkles, change colors, and alter the size and shape of the body

5. Have groups look for an ad they think has been altered in some way and share. Some hints are to look for odd coloring, very unusual effects or inhumanly perfect appearances. (For example: no skin pores, moles, or freckles on faces.)

6. Next, have each person find one ridiculous or unnatural looking model pose they would like to try. Practice the pose for a few minutes, including facial expressions.

7. On the count of three, strike that pose and hold it for as long as you can.

8. Conclude with a brief discussion about what participants learned or noticed through this activity. One question can be “Why is it harmful to not have more diversity of body sizes shown in magazines?” The answer is because then almost everyone feels bad that their bodies don’t fit those images and also people spend a lot of money trying to achieve an impossible level of perfection.

**Take Home Tidbit**

Take home slip says the following:

“Ask me about the magazine ad poses we did at the WIN Kids Fun Day.”