Did you know the word *selfie* is now in the dictionary? Per Merriam-Webster online, it means: *a
image of oneself taken by oneself using a digital camera especially for posting on social
networks*. When it comes to posting images online, we all know about cropping and filters, but what
might come as a surprise is that there are apps designed to alter selfies by “fixing” facial and/or
body features. These apps promote the notion that a natural look is not pretty enough and
contribute to unrealistic standards for beauty.

*Ask students if an altered selfie is still a selfie?*

*AHA!* Some selfies are not real.

**Grade:** 7-12

**Key Question #1:** Who created this message?

**Core Concept #1:** All media messages are constructed.

**Key Question #2:** What creative techniques are used to attract my attention?

**Core Concept #2:** Media messages are constructed using a creative language with its own
rules.

**Key Question #4:** What values, lifestyles, points of view are included or omitted in this
message?

**Core Concept #4:** Media have embedded values and points of view.

**Key Question #5:** Why is this message being sent?

**Core Concept #5:** Most media messages are organized to gain profit and/or power.
https://www.youtube.com/watch?v=Bch1Ixd7prs

Activity: Ask students to pair up and talk about their social media habits. Do they post selfies? Do they alter their selfies? Do they think celebrities alter their selfies? If so, why? What do they think when they see a digitally altered selfie? Why do people post selfies in the first place? Is an altered selfie still a selfie?

Show *The Ugly Business of Beauty Apps* video and continue the discussion. Ask a few students to share their thoughts with the class as they address the Key Questions/Core Concepts of media literacy.

The Five Core Concepts and Five Key Questions of media literacy were developed as part of the Center for Media Literacy’s MediaLit Kit™ and Questions/TIPS (Q/TIPS)™ framework. Used with permission, © 2002-2017, Center for Media Literacy, http://www.medialit.com