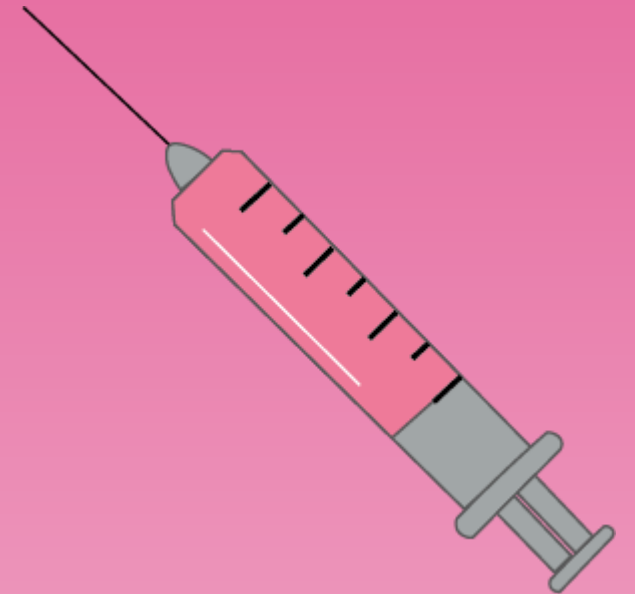


**Revealing the Truth About Unrealistic Beauty  
Standards in the Media.**

*– Paula Suarasan*



- In today's society, the promotion and brainwashing of unrealistic body types and body shaming as well as the use of photoshop has unfortunately become more common. The use of social media, advertising and magazines has had an impact on the way people view and perceive themselves and their own bodies, especially the younger generations.



- In this presentation, I will be aiming to break down and critically analyse why the media creates an unhealthy mindset for people, and how companies use various techniques and strategies to promote false advertising by displaying a few real-life examples from mainstream advertisements and discussing them.

*new!*  
I LOVE MY  
BODY

BY VICTORIA™

Meet our newest bodies.  
Body by Victoria® Racerback,  
Multi-way and Push-up.



In this image, we are looking at three models being advertised on a Victoria's Secret advertisement poster. The models in the image all have the same body type with the caption 'I love my body' written in big capital letters which gives off the impression that this is the standard body type for women, which is incorrect as all women have different body types.

## *What effect does this have on the mental health?*

- Insecurity
- Low Self-Esteem
- Eating Disorders
- Social Comparison
- Anxiety & Depression

- The models also have a low body fat percentage which is hard to achieve, as it requires an intense training programme and a healthy diet. This leads to many people overthinking, comparing their regular lifestyle to the models, and beginning to have negative thoughts of their own body which may lead to insecurities and eating disorders.

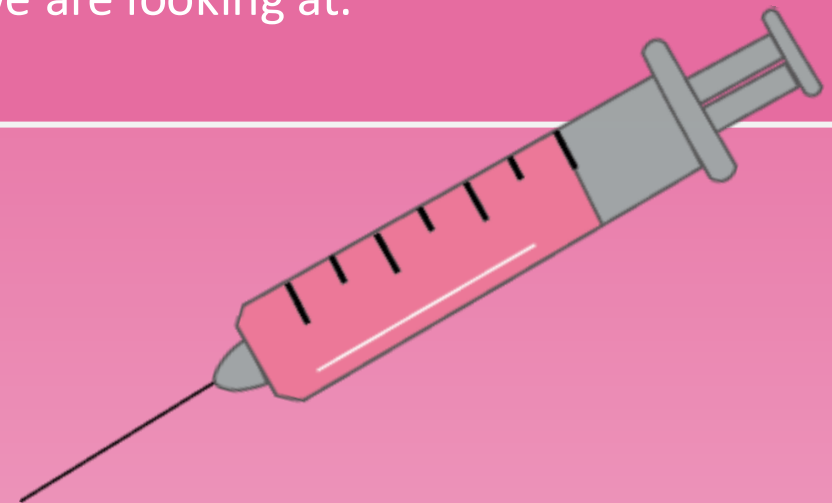




In this image, we are looking at two different comparisons of a magazine cover featuring the worldwide known celebrity, Britney Spears. On the left side of this image, we are looking at the original, and unedited version of a magazine cover, whilst on the right side, we are looking at the heavily retouched and digitally edited version.

The contrast between the original and retouched version, is a clear and evident example of how these companies use Photoshop and manipulate images, in order to create unrealistic beauty standards.

This creates a lot of self-doubt and insecurities for the viewers as they start to compare themselves and their own features not knowing that the images they are often looking at online, in magazines and on social media are retouched and manipulated just like in the image we are looking at.





Oftentimes, people are deceived into thinking that the advertisements they often see displayed on TV's, magazines, or in stores are completely truthful and accurate.

However, in reality, that's not the case at all, as these advertisements often contain false and misleading information, which is specifically designed to mislead the viewers.

the aim of this advertisement is to persuade and convince the viewers that the concealer has the ability to achieve flawless skin by 'erasing' the imperfections of the skin. This is done cleverly by the company, to create the illusion of a flawless and airbrushed appearance to promote the use of the concealer they are advertising.

This gives an unhealthy mindset for viewers, making them strive for an impossible standard of perfection and encourages them to contribute to unrealistic standards of beauty, which is unnatural and damaging to their own personal self-esteem.

## Subversive Advertisement Poster



I created a magazine cover featuring the doll 'Barbie'. The purpose of this cover is to represent how young girls are influenced to believe that Barbie represents the ideal beauty standard for women. With her 'Perfect' face and body, Barbie subtly influences girls into obtaining plastic surgery in their later years in order to achieve similar results.

*Thanks for watching!*