

■ IDENTITY MEDIA

Give students pictures of popular media stars, politicians, etc. Have them choose three and answer the following questions about each:

- What does this person's brand represent? (Adjectives)
- How have they created that brand? Look at clothes, make-up, words that they use, etc.
- Who are they trying to appeal to? How?
- Write one line stating the most important characteristic of this person: S/he is the most_____.
- Is this person a positive or negative role model? Why?
- Is it easy to change your image?
- Is it harder to lose a good image or a bad image?