

**COMPETENCY #2:** Recognize how your appearance communicates a message about you to others.

**CONCEPT:** By learning more about fashion images/appearance, you can make better consumer choices.

**PREPARATION:** Prepare 6 large pictures as examples of different types of dress that stereotype people.

### **LECTURE/DISCUSSION**

Show students 6 large pictures of different people that could easily be identified within the following stereotypes:

1. Businessman or woman (three piece suit, formal etc)
2. Jogger, athlete, football player etc.
3. Nerd, social outcast, "geek" "wannabe"
4. Trendy, name brand watcher
5. Punk Rocker, motorcycle gang member,
6. Preppie, college bound, student body officer type

### **ACTIVITY:**

Ask the students to answer the following questions about each person based on the impression they get as they view the pictures. (Activity #1 work sheet follows)

Which person:

- \_\_\_\_\_ gets the best grades
- \_\_\_\_\_ has had trouble with the police
- \_\_\_\_\_ has the most friends
- \_\_\_\_\_ will be most likely to go to college
- \_\_\_\_\_ has the least friends
- \_\_\_\_\_ is the most stuck on themselves
- \_\_\_\_\_ has the best sense of humor
- \_\_\_\_\_ looks the most like you would like to look

Discuss as a class their responses to the questions, see how many of the class found it easy to put an image with each picture. Explain the relationship of this exercise with each individual.