

# THEY TAKE ON SEVENTEEN MAGAZINE—WIN



## COMMON CORE STATE STANDARDS

CCSS.ELA-Literacy.RI.8.1;  
8.2; 8.4; and 8.9

## HERE'S SPARK'S STORY!

It doesn't come as a surprise that the variety of readers of teen magazines enjoy seeing models that look like them. In the spring of 2012, a group of young women held a **mock** photo shoot outside of the headquarters of Seventeen magazine in New York. These young women were holding up signs calling for a more **realistic representation** of readers. As a part of the SPARK Movement, they were taking action to make the world a more positive place for both girls and women to thrive.

The SPARK (**Sexualization** Protest: Action, **Resistance**, Knowledge) Movement's goal is to push back against sexualized **imagery** of girlhood. It's a movement by girls, for girls. Sexualized imagery of young women can be harmful to the self-esteem of the girls who view it. It limits who can be seen as beautiful by mainstream society. It also turns girls' and women's bodies into a tool of marketing.

SPARK promotes the right to healthy sexuality. Healthy sexuality allows **intimacy** and is connected to more positive feelings as it doesn't leave room for harmful **objectification**.

SPARK has taken on a campaign against **photo-shopped** images of models' bodies and faces, especially in magazines aimed at teen girls. These **retouched** images can have very **detrimental** effects to the self-esteem and well-being of girls. These images show a very limited view of what is beautiful. (cont. next page)

## VOCABULARY

**mock**: to mimic or imitate

**realistic**: resembling or simulating real life

**representation**: action or speech on behalf of a person,

organization, or group

**sexualization**: to make an image sexual or have sexual characteristics

**resistance**: the act of opposing or not agreeing to go along with an idea

**imagery**: pictures

**intimacy**: a close, familiar, and personal relationship with another person or group

**objectification**: to present a person or group of people as an object

**photo-shop**: to change an image using this software

**retouch**: to change and improve something

**detrimental**: damaging or harmful

## SPARKS'S STORY (CONT.)

The SPARK team staged a mock photo-shoot and **protest** and was able to meet with Ann Shoket, the editor-in-chief of Seventeen. The team discussed how airbrushing models is harmful to the magazine's readers. After this meeting, SPARK continued to petition against the use of Photoshop in the magazine.

A few months later in her Editor's Letter, Shoket introduced the Body Peace **Treaty, composed** by her and other editors of the publication. The treaty celebrates and promotes girls of all shapes, sizes, and color. In addition, the magazine made a commitment to featuring a **diverse** range of models to reflect their diverse readership. The young women of SPARK made their voices heard and were successful in their **endeavors**.

## VOCABULARY

**protest:** an expression of objection

**treaty:** a formal agreement

**composed:** to make

**diverse:** different kinds or forms

**endeavors:** to make an effort or strive to do something