



IMPROVING GENDER BALANCE SCOTLAND

Gender stereotypes and the media

Objectives

After this lesson, students will be able to:

- Recognise that the media often portrays men and women stereotypically
- Reflect on how this might affect our attitudes

Resources needed

- Paper, coloured pens
- *Stereotypes and the media* slides
- A copy of the *gender stereotypes and the media* handout (printed one-sided)

Suggested structure and timings

5 mins	<p>Introduction</p> <p>Introduce the concept of gender stereotypes. Explain that they will be working in groups and looking at how both adverts and films may influence us.</p>
10 mins	<p>Gender stereotypes in advertising</p> <p> Split the class into six groups. Provide each group with one of the handouts. Ask them to reflect on the following:</p> <p> <ul style="list-style-type: none"> • How do you think the advert portrays men or women? • Do you think such adverts do any harm? </p> <p>Ask each group to present their thoughts to the rest of the class. Record any gender stereotypes they identify on the board.</p>
15 mins	<p>Designing a gender neutral advert</p> <p> Show the class the gender-neutral advert on the slide. This is intended to contradict stereotypes about women doing the majority of housework and childcare. Ask each group to choose a gender stereotype (either from the board or one of their own) and design a gender-neutral advert that avoids or challenges the stereotype.</p> <p> Provide each group with paper and coloured pens and ask them to mock-up / sketch their advert for classroom display.</p>
10 mins	<p>Stereotypes in films and TV</p> <p> Ask each group to think of one film or TV show and discuss whether they think it uses gender stereotypes. There are some prompts on the slide. Some groups may prefer to choose an example that actively challenges stereotypes, and they can use the same prompts to discuss how it does so.</p> <p> Give them some time to discuss in their groups then ask them to share their thoughts with another group.</p>
5 mins	<p>Class discussion</p> <p> <ul style="list-style-type: none"> • Ask the class if they think the media portrays men and women accurately. • Do they think this affects people's attitudes or behaviour? </p>

Additional guidance

The fictitious examples on the handout illustrate how the media portrays gender stereotypes in advertising.

Advert	Stereotype portrayed
A	Women should do the majority of the housework/childcare
B	Men don't take things seriously
C	Girls need to learn how to cook/ women are responsible for childcare
D	Men are inept at cooking
E	Women should worry about being fashionable/like pink
F	Men make more of a fuss than women