

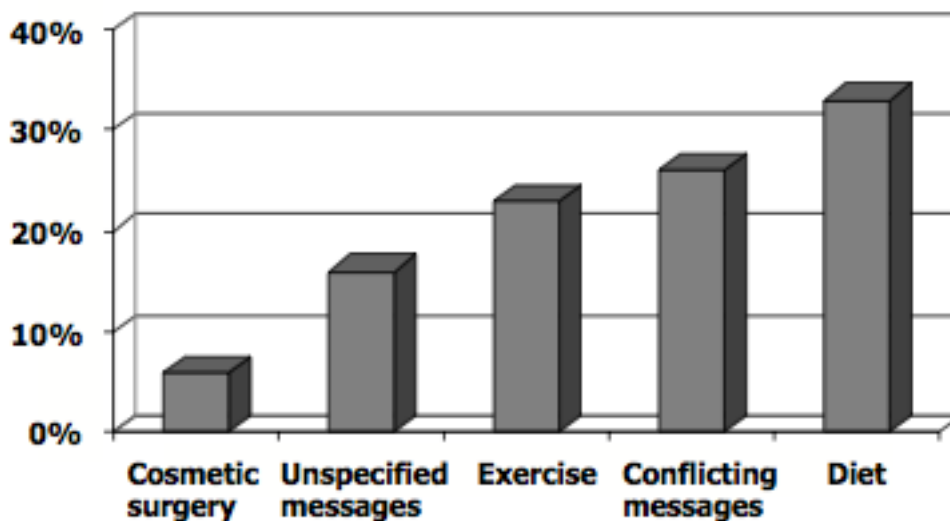
Media Facts-Gender Roles 8 th grade girls group		
Materials	Media facts wkst, video viewing guiding questions, computer/overhead	
Essential Question	How does the media influence our perception of women in society?	
Objectives	Students to be made aware of how gender is often represented in advertisements. Students to be aware that such representations sometimes perpetuate problematic stereotypes	
ASCA Standards	A:A3.5 Share knowledge A:B1.2 Learn and apply critical-thinking skills PS:A1.2 Identify values, attitudes and beliefs	
	Overview	Notes / Process
Opening	Media Fact Sheet Guess and Check (8 min)	<ul style="list-style-type: none"> Last week we talked about the Girl Box, what we as a society value or don't value. Did anyone complete the take home assignments? (Discuss and reward) What influences our values? (family, friends, culture MEDIA) Today we are going to take a closer look at the media's influence on women and girls. MFS answers: 78, 0, 26, 73, 74 w, 16, 2, 18, Discuss: did any answers surprise you? How do you feel about ____?
Activity 1	Historic & Modern Advertisements – Wkst (15 min)	<ul style="list-style-type: none"> Hand out viewing guiding questions http://www.youtube.com/watch?v=CharHzB2EpQ&edufilter=gOPfCTz7yQCXqTC2Xcyl4w laundry detergent 1950s (1min) http://www.businesspundit.com/10-most-sexist-print-ads-from-the-1950s/?img=21460 sexist print ads historic (3 mins) Have we changed? http://www.youtube.com/watch?v=8z6ks8Z0X20&edufilter=gOPfCTz7yQCXqTC2Xcyl4w Modern commercials (3 min) http://www.youtube.com/watch?v=ziTmA8z6X2s&edufilter=gOPfCTz7yQCXqTC2Xcyl4w snickers commercial (1 min)
Activity 2	Make a pose (10-15 min)	<ul style="list-style-type: none"> Review http://www.buzzfeed.com/jpmoore/men-ups-manly-men-in-classic-pin-up-poses or http://thesocietypages.org/socimages/201

		1/09/30/yolanda-dominguez-exposing-the-artificiality-of-women-in-fashion/ <ul style="list-style-type: none"> • Have students pick advertisements and pose and the group will guess if the advert. Is a man or female
Close	Discussion (3 min)	<ul style="list-style-type: none"> • How does the media effect women? Career, educational choices, toy choice
Take home practice		<ul style="list-style-type: none"> • Try to find a commercial that does not follow gender stereotypes. Bring a clip/photo

Media Fact Sheet

- One content analysis of 21 popular young women's magazine covers showed that ____ percent contained a message about bodily appearance. ____% of young men's magazines contained such messages. Also, ____ percent of women's magazine covers contained conflicting messages (e.g. a message about losing weight next to cookie recipe) regarding weight loss and dietary habits).

Figure 4: Percentages of message types on 21 popular young women's magazine covers.¹⁸



- Frequent music video viewing may be a risk factor for weight concerns among girls and young women. Among young women ages 15–18 who said they had used weight-control pills in the past year, ____ percent

were also frequent readers of health and fitness magazines.

- Research has consistently found that the types of interactions portrayed between females and males in TV commercials are stereotypical. Women have been associated with domestic settings at home and men with outdoor settings away from home; some researchers say this creates models of limited options for girls.
- In a study of 1,428 characters appearing on prime-time TV, the female characters were overwhelmingly white (____%), followed by African American (____ %), Asian (4%), and Hispanic (____ %).
- In 2011, women comprised ____% of all directors, executive producers, producers, writers, cinematographers, and editors working on the top 250 domestic grossing films. This represents an increase of 2 percentage points from 2010 and an increase of 1 percentage point from 1998.

As you watch the videos ask yourself...

- Who is missing?
- How are men and women represented?
- What is the advertisement selling?
- What is the *implicit* message in the advertisement?
- Who is the target audience?
- Other thoughts?

**Implicit: implied though not directly expressed*