




Values and Attitudes Education for Inclusive Europe
2019-1-BE02-KA201-060238

TOPIC	STEREOTYPES IN THE MEDIA
IMAGE:	 <p>Source: Wikimedia Commons https://commons.wikimedia.org/wiki/File:Gender_roles_.jpg</p>
TITLE:	<p>STEREOTYPES IN THE MEDIA <i>prof. Gabriela Șandru, Școala Gimnazială „Tudor Vladimirescu” Târgu Mureș</i></p>

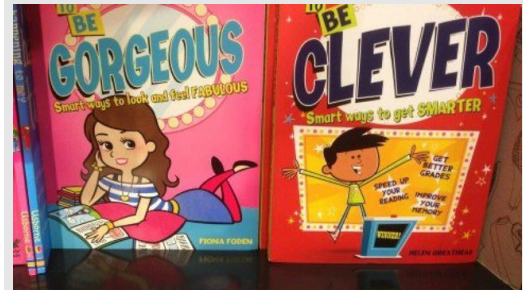


<p>DETAILS:</p>	<p>Purpose:</p> <p>The lesson aims to address gender stereotypes, familiarize students with the concept of gender stereotypes in the media and encourage students to adopt democratic attitudes, developing their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, music, newspapers and magazines, social media.</p> <p>Objectives: At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> ▪ to recognize that the media constructs reality and media representation is not always accurate; ▪ to identify how their own lives have been affected by stereotypes; ▪ to understand that stereotypical perfection is illusory; <p>Relevant Vocabulary: gender stereotypes, gender representation, body image, peer pressure</p>
<p>HOW TO USE THIS LESSON:</p>	<p>Activities:</p> <p>1) Preparation</p> <p>Before the lesson, the teacher will prepare worksheets for each student;</p> <p>At the beginning of the lesson, the teacher will present the theme, the learning objectives and how the goals will be pursued and achieved;</p> <ul style="list-style-type: none"> • The teacher will present the material and web resources, and will instruct students how to use them. Propose the main learning methods: studying on working sheets, exploration of media and e-learning resources, role-play, discussions.



2) Learning activities

- Students will be split into boys/ girls groups and discuss these pictures:



- The boys are asked to list the female characteristics and interests as represented by these pictures. The girls will do the same for male characteristics. Discuss the findings as a class and introduce the topic of the lesson - *gender stereotypes*.
- The teacher invites students to watch a short presentation made with *Genially* and answer the quiz questions.

<https://view.genial.ly/62b717d46681c40012a38e0f/game-gender-stereotypes-in-media>

- Before watching the **video** featuring in the presentation, the teacher asks students to focus on *who is playing with the toy, what music is there in the background and what are the predominant colours*. A discussion is initiated on „Act like man” (*be strong, don't cry, be in control, decide*) VS “Be Ladylike” (*be fragile, delicate, thin, passive*) and the conclusions are drawn – boys and girls are not born this way and these roles are learned.
- The students are now judges in an advertising contest. They are asked to produce their own ads using <https://www.photocollage.com/>. They are encouraged to create an ad that would let both boys and girls know it a fun



toy.

- The projects are presented (**A Gallery Walk** in [Padlet](#)) and a vote for the least stereotypical ad is called.
- Next, students will have to create a *parody advertisement* that mocks the stereotypical images of boys and girls on **Instagram** (e.g. great pic poses and captions that regular kids could incorporate in their lives).
- At the end of the activity, the funniest ad is rewarded.

3) Ensuring retention and transfer

- Using the table below as an example, students will compare their real lives with that on characters shown on TV sitcoms of their choice.

My real life Homework and taking care of six brothers and sisters, band, basketball, watching television	TV life Dates and skiing trips, Wasting your allowance, blasting the stereo, being sassy
My after-school life Very busy with homework and studying	TV after-school life Joking around, going out, playing games
My friends All different races	TV friends All white or all black.
Divorce in real life Alone with Mom	TV divorce Lots of kids, pets and noise
My real Mom Works real hard, strict	TV Mom Don't deal with real problems. Always live in nice homes without having to work

- Students are asked to work in groups of 4 and imagine a sitcom they would like to watch and write a screenplay for one act.
- Next class, students will perform the scene and a class vote is set.



MATERIALS:	<p>1) Genially Quiz https://view.genial.ly/62b717d46681c40012a38e0f/game-gender-stereotypes-in-media</p> <p>2) Photos (see above)</p> <p>3) Reading materials (learning resources) https://egirlsproject.ca/outreach/mediasmarts/media-and-gender/</p> <p>4) Students' worksheets, markers, whiteboard, devices connected to the internet, projector</p>
CATEGORY:	E-learning lesson
MAIN TARGET GROUP	13-14 years old / secondary school students
RELATED SCHOOL TOPICS:	English, Ethics, Citizenship Education, European Studies, English as a Foreign Language, Human Sciences

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