**Media’s Impact on Gender Role Stereotypes Assignment**

**Part 1: Reflection on Gender Stereotypes; answer the following questions using full sentences.**

1. What are GENDER ROLE STEREOTYPES?
2. How do gender stereotypes **influence** typical male/female thoughts, beliefs, decision-making, behaviours, and actions (give at least three examples)?
3. How are gender role stereotypes used to **exploit** us by advertisers?
4. What can we do to **protect** ourselves against gender role stereotypes?

**Part 2: Media Analysis**

1. Find **two current advertisements, music videos or commercial** that show stereotypical male and female gender roles. You must include a copy of the media or a link to the source.
   1. One media selection must show **stereotypical male gender roles**
   2. The other media selection must show **stereotypical female gender** **roles**

**ANALYSE BOTH MEDIA SELECTIONS BY ANSWERING THE FOLLEOWING FOR EACH SELECTION:**

1. In both media selections who is the **target audience** & **describe** what is going on in each of your media selections both ***explicitly and implied***.
2. In both media selections how are the **males portrayed**?
   1. What are their attitudes, beliefs, behaviours and thoughts (Explicit and/or implied)? What male stereotypes are being portrayed (Explicit and/or implied)?
3. In both media selections how are the **females portrayed**?
   1. What are their attitudes, beliefs, behaviours and thoughts (Explicit and/or implied)? What female stereotypes are being portrayed (Explicit and/or implied)??
4. In both media selections **what is the gender message** being presented? (e.g. women/men are supposed to…)

**Written Section Part 3 (answers based on Documentary *Gender Codes***

1. What is the difference between **sex** and **gender**?
2. How does Goffman (the researcher in the documentary) see gender? (at birth, throughout our life, in society, etc)
3. Choose one of the following and **discuss** what we see in advertising: woman’s hands vs. man’s hands; body stance of women vs. men; men and women’s positions in advertising.
4. If someone from another planet was to visit North America, how do you think they would describe us? (explain your answer in terms of men and women and how they interact, etc)

Due Date: Tuesday, May 9

**Media’s Impact on Gender Roles and Sexuality RUBRIC**

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| --- | --- | --- | --- | --- |
| **Thinking and Inquiry** | Uses thinking skills with limited effectiveness | Uses thinking skills with some effectiveness | Uses thinking skills with considerable effectiveness | Uses thinking skills with a high degree of effectiveness |
| **Communication** | Communicates information and ideas with limited clarity | Communicates information and ideas with some clarity | Communicates information and ideas with considerable clarity | Communicates information with a high degree of clarity and confidence |
| **Mechanics** | Poor grammar and spelling; lack of full sentences; | Some grammatical errors and spelling errors. Incomplete sentences and ideas. | Good grammar and spelling with limited errors. Ideas expressed in proper sentences | Exceptional grammar and spelling. Exceptional written material. |

1 3 7 10

Part 1: All questions complete exceptionally\_\_\_\_\_\_adequately\_\_\_\_\_\_insufficient\_\_\_\_\_\_ 0-5\_\_\_\_\_\_\_\_\_\_\_

Part 2: Two forms of media chosen\_\_\_\_\_\_\_\_\_ 0-2\_\_\_\_\_\_\_\_\_\_\_

Part 3: All questions answered on each media form 0-8\_\_\_\_\_\_\_\_\_\_\_

Assignment passed in on time: 10\_\_\_\_\_\_\_\_\_\_\_\_

Effort in class: 10\_\_\_\_\_\_\_\_\_\_\_\_

Total out of 65