

Lesson Learning Gender Stereotypes Mediasmarts

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Lesson Learning Gender Stereotypes Mediasmarts

This is the second of three lessons that address gender stereotypes. The objective of these lessons is to encourage students to develop their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, rock music, newspapers and magazines. The lesson begins with a review of stereotypes that are associated with men and women and their possible sources - including the role of the media.

Learning Gender Stereotypes - Lesson | MediaSmarts

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www.mediasmarts.ca. © 2012 MediaSmarts 1. Overview. This is the first of three lessons that address gender stereotypes. The objective of this lesson is to encourage students to develop their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, rock music, newspapers and magazines.

Lesson Exposing Gender Stereotypes - MediaSmarts

The Impact of Gender Role Stereotypes Level: Grades 8-9 About the Author: From the award-winning Violence-Prevention Curriculum Healthy Relationships, produced by t he Nova Scotia advocacy group Men For Change. LESSON PLAN Overview This is the third of three lessons that address gender stereotypes. The objective of these lessons is to encourage

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To make students aware of the dangers of gender stereotyping and the media's role in perpetuating gender stereotypes. Learning Outcomes. Students will demonstrate: an understanding of the potentially damaging effects of living up to stereotypes, and how they can lead to abuse and violence against ourselves and others.

Gender Stereotypes and Body Image - Lesson | MediaSmarts

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Learning Outcomes . Students will: discuss characteristics of male and female stereotypes in our society; identify ways in which their own lives have been affected by these stereotypes; and; identify the aspects of these stereotypes that are related to violence. This lesson and all associated documents (handouts, overheads, backgrounders) are available in an easy-print, pdf kit version.

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Lesson Link: Learning Gender Stereotypes. Description: The objective of these lessons is to encourage students to develop their own critical intelligence with regard to culturally inherited stereotypes, and to the images presented in the media - film and television, rock music, newspapers and magazines. The lesson begins with a review of stereotypes that are associated with men and women and their possible sources - including the role of the media.

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In this lesson students explore gender roles in advertising by taking an ad campaign they have seen which is specifically directed to one gender, and redesigning the campaign to target the opposite gender. Learning Outcomes. Students demonstrate: an awareness of gender stereotypes that are used by advertisers to sell products; an understanding that advertisements are designed to deliver very specific messages to consumers; This lesson and all associated documents (handouts, overheads ...

Marketing to Teens: Gender Roles in Advertising - Lesson ...

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