



# GENDER STEREOTYPES

1. News Info. Video about stereotypes
2. Commercial media literacy. Spot the stereotypes.
3. Statements. Read and state if a stereotype or fact.
4. Boy or Girl thing. Examine your own stereotypes.
5. Persuasive writing. Dress codes.

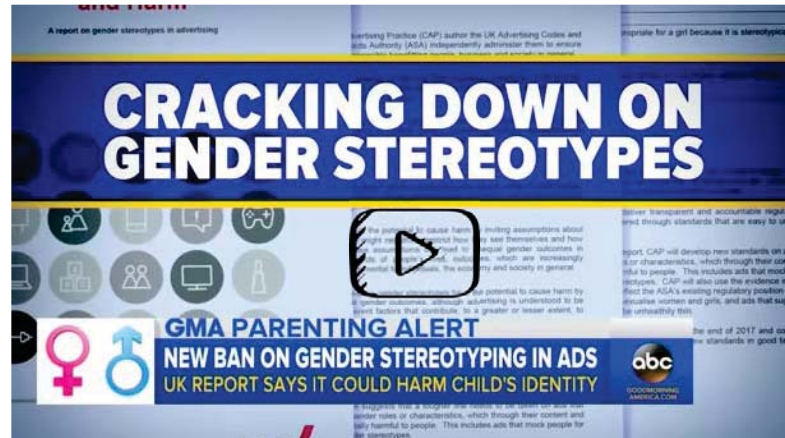


EXPLORE OUR MALE / FEMALE BIASES

# Guess The Stereotype

Many governments are now banning commercials because they promote "stereotypes" - they show a group of people as being one thing when not all people are like that.

Watch this news program about gender stereotyping. What stereotypes are shown? Do you agree these commercials are "gender stereotyping"?



Watch these commercials. Can you guess the stereotype? Write down your answer and after discuss with your group. Would you ban these commercials in your country for stereotyping?

Product	Stereotype
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

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Many governments are now banning commercials because they promote "stereotypes" - they show a group of people as being one thing when not all people are like that.

Watch this news program about gender stereotyping. What stereotypes are shown? Do you agree these commercials are "gender stereotyping"? Record the 2 products and stereotypes.



Watch these commercials. Can you guess the stereotype? Write down your answer and after discuss with your group. Would you ban these commercials in your country for stereotyping?

Product	Stereotype
1. <u>cereal</u>	<u>Physicality: Girl writes quietly. Boy plays as a superhero</u>
2. <u>baby formula</u>	<u>Intelligence: Girl is a ballerina. Boy is a scientist.</u>
3. <u>cleaning products</u>	<u>Women do the housework. Men work at the office.</u>
4. <u>dish soap</u>	<u>Woman need soft hands. Men, hard calloused hands.</u>
5. <u>dishwasher soap</u>	<u>Women do the dishes. Men make the money.</u>

**MEN ARE FROM MARS.**

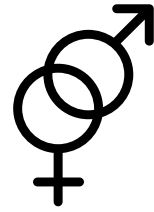


**WOMEN ARE FROM VENUS**



# AT THE OFFICE

## PERSONAL QUALITIES



1. Check if you think each quality is most often found in male (M) or female (F) workers.

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> bossy         | <input type="checkbox"/> dedicated    |
| <input type="checkbox"/> pushy         | <input type="checkbox"/> brown-noser  |
| <input type="checkbox"/> lazy          | <input type="checkbox"/> messy        |
| <input type="checkbox"/> sharp-dressed | <input type="checkbox"/> hard-working |
| <input type="checkbox"/> selfish       | <input type="checkbox"/> neat         |
| <input type="checkbox"/> punctual      | <input type="checkbox"/> erratic      |
| <input type="checkbox"/> loyal         | <input type="checkbox"/> show-off     |
| <input type="checkbox"/> organized     | <input type="checkbox"/> workaholic   |
| <input type="checkbox"/> intelligent   | <input type="checkbox"/> persuasive   |
| <input type="checkbox"/> vain          | <input type="checkbox"/> boss         |



2. Connect each quality with its opposite. Which are male - female? Is that really true at the office? Discuss.

## DISCUSS IT

## Women's Issues

1. What are women best at?
  2. What are some bad things about being female?
  3. In today's world which is better? To be a woman or to be a man?
  4. In marriage, what is the woman's role?
  5. Women on TV, in the movies - are they shown like it is in reality?
  6. Do women have a different personality in the office, in business than at home?
  7. How have things changed for men since your grandfather's time?
  8. Why do women like to shop, be pretty and gossip? Or are these stereotypes?
  9. In religion, are women treated as equal to men? Give an example.
  10. A woman's place is to "take care of the home." Do you agree?
- .....

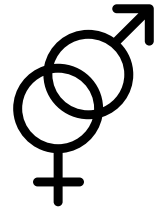
## DISCUSS IT

## Women's Issues

1. What is the first word you think of when I say, "Women"?
2. What are some good things and advantages to being a female?
3. Why do women usually earn less than men in the same job?
4. Do you think women / girls are better at the arts than men?
5. Why are so few of our political leaders women?
6. Why are so few scientists women? Do women make better teachers?
7. Should women be accepted if they stay single and don't have kids?
8. Who are the greatest women, the most inspiring women in your country?
9. What are some negative "traits" and things about "women culture" in general?
10. In 50 years, how will things be different for women?

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## (Gender) Stereotype!

Read these common beliefs and statements. Decide if it is a stereotype (S) and if so why.

- a) All of you are in \_\_\_\_ grade.
- b) Some \_\_\_\_ graders like recess.
- c) Girls like to wear dresses.
- d) Some girls like to draw.
- e) All of the boys like to play with trucks.
- f) Some of the \_\_\_\_ graders are boys.
- g) All of the \_\_\_\_ graders are girls.
- h) Teachers are all girls.
- i) Some of the \_\_\_\_ graders like playing tag.
- j) Nurses are all girls.
- k) Some boys like to play with trucks.
- l) Girls like reading.
- m) All boys like tag.
- n) All children identify as boys or girls.
- o) Girls like dolls.
- p) Some girls like to play with Legos.
- q) All children like to draw.
- r) Some boys like to play with Legos.
- s) Girls like the color purple.
- t) Some children like the color yellow.
- u) Some boys like the color pink.
- v) Some \_\_\_\_ graders like to dance.
- w) Boys like video games.
- x) All of the \_\_\_\_ graders are awesome!



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Tell the students, “Stereotypes are a simple idea about a large group of people that many people think is true, but it is **not true** for everyone in that group.”

5. Conclusion: Ask students to look again at the lists of stereotypes for boys and girls. Encourage them to think about how they identify today and to list any ways that they don't fit or “break” stereotypes for girls, boys, or children. Facilitate a conversation with your students about their reflections, asking, “Is it OK when stereotypes don't fit us? How does it feel when stereotypes don't fit? Why should we think about gender stereotypes, or stereotypes telling us about things for ‘boys’ and ‘girls’?”

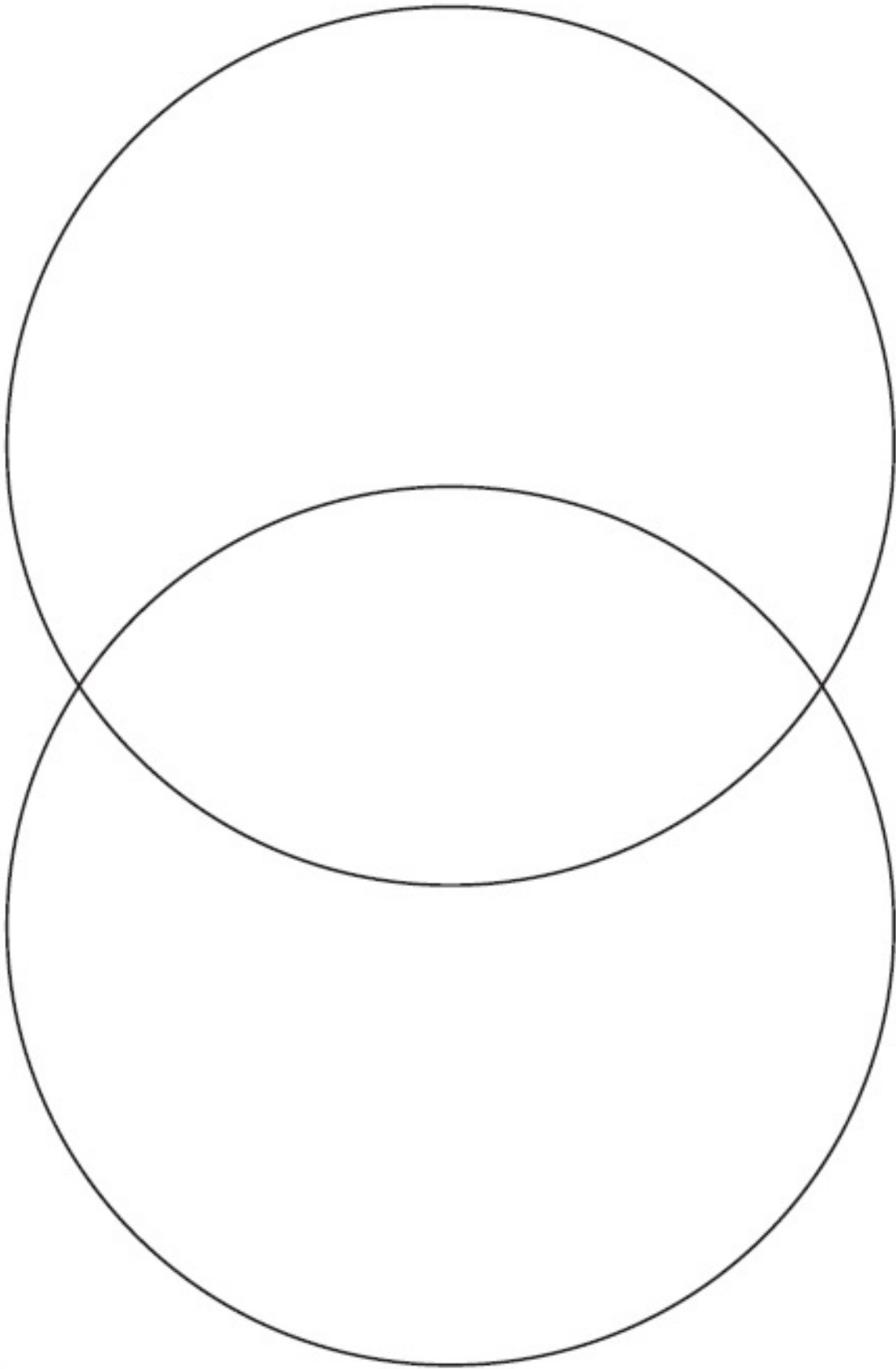
Remind students, “Gender stereotypes are harmful because they take a simple idea and try to say it works for everyone in a group. Gender stereotypes sometimes make people stop doing an activity they like and really want to do. They make it harder for people to be themselves and to like what they like.”



Name: \_\_\_\_\_ Date: \_\_\_\_\_

MEN

WOMEN



**NAME:** \_\_\_\_\_

For each of these jobs, write an “**M**” for men and a “**W**” for women, if you think that job is usually done by women or by men.



**DOCTOR**



**BALLET DANCER**



**RACE CAR DRIVER**



**SOLDIER**



**FLORIST**



**MAYOR**



**JUDGE**



**HAIR DRESSER**



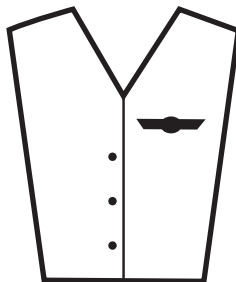
**NURSE**



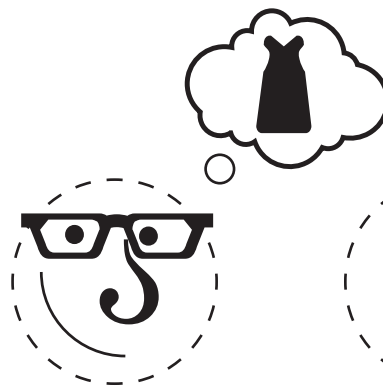
**PILOT**



**FIREFIGHTER**



**FLIGHT ATTENDANT**



**DRESS DESIGNER**



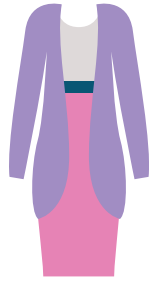
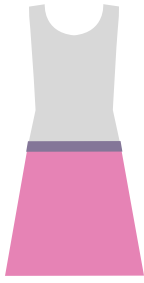
**BABYSITTER**

## Boys or Girls / Men or Women?

People sometimes have ideas about “what boys are like” and “what girls are like”—sometimes these ideas are true and sometimes they’re not. Write a “**B**” over words that you think boys *mostly* like, and write a “**G**” over words that you think girls *mostly* like. Remember, there are no right or wrong answers; just your opinion!

FAST RUNNER	ENJOYS VIDEO GAMES	ADVENTUROUS	CARES ABOUT WHAT THEY LOOK LIKE
GENTLE	GOOD AT ART	LIKES CARS	
LOVES CATS	LIKES TO COOK	LIKES SCIENCE	LIKES TO DRESS UP
LOVES SCHOOL	STRONG	ATHLETIC	
GOOD WITH COMPUTERS	LOVING	LOVES DOGS	BRAVE
			LIKES TIME WITH FRIENDS
CRIES A LOT	GOOD AT MATH		IS A GOOD LEADER

Draw a picture of yourself doing something that **doesn't** fit into the *stereotype* of a boy or a girl.



# PERSUASIVE WRITING

NAME

DATE

## SHOULD DRESS CODES BE ABOLISHED?

A lot of institutions like schools and offices have guidelines on acceptable clothing for students and employees. Some argue that these rules are sexist, while some feel that they are essential to keep order. Where do you stand? Persuade your readers to side with you.



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