

## SESSION 1: GENDER ROLES/STEREOTYPES FOR WOMEN

### Anticipated Learning Objectives:

Students will learn how to identify feminine stereotypes and examine the role of society in reinforcing them. Students will also learn about the pervasive and significant role of advertising in our society.

### Materials/Equipment:

DVD: The Strength to Resist: Media's Impact on Women and Girls

TV/VCR

### Procedure:

- ❖ View the entire DVD
- ❖ After showing the DVD, elicit any questions and comments that may have occurred to the students. Questions and comments may take until the end of the period. If they don't have any questions or comments, get them to discuss some of the issues discussed in the video.
  - Do advertisements pressure girls to feel that the most important things about them are their beauty, popularity or sexuality? Where else might they get these messages ... friends? Guys? Music videos?
  - Is there really some ideal image of female beauty against which girls judge themselves? Can girls relate to the feeling of "not measuring up" to the standard?
  - Is thinness portrayed in today's ads as much as it was a few years ago? Do ads help explain our cultural obsession with dieting? Are they related to eating disorders?
  - What does this topic have to do with the topic of dating violence?
  - Other questions?
- ❖ IF TIME PERMITS, Facilitators can review the concept of stereotypes, and elicit examples from the class. In addition, facilitators can discuss the role of advertising in our society. Get the class to discuss their favorite advertisement, either in print or from the television. Find some examples that might be funny or amusing. Are these adds the product of much thought and effort, or just thrown together by careless advertisers? (Hint – since millions of dollars on spent on these ads, it's a good bet that whatever is depicted was well thought out and intentional).

SESSION 1 SUMMARY: Stereotypes about women that portray them as "objects" of beauty, by dehumanizing them, set women up for violence. Young women often lose self-confidence and self-esteem when they reach adolescence because the cultural standards for female beauty are so unrealistic and unattainable. The worse they feel about themselves, the more likely they are to tolerate emotional and physical abuse from males.