

## **Cultural Images of Men and Women in the Media**

### **GWS 294**

**Purpose:** The purpose of this exercise is to examine gender stereotypes as they are presented by the media. The project will be done in groups of 3-4 students. **This assignment is due Thursday Jan 27<sup>th</sup>.**

**Instructions:** Collect six or more full-color magazine advertisements that contain photographic images of women and men to be handed in. Sample magazines that traditionally target male (e.g. Maxim) and female (Seventeen) only audiences. You should have a sufficient number of advertisements to provide you with six images of women. Include at least one ad that portrays only men, one ad that portrays only women, and one ad that features images of men and women together. Try to include as many diverse images of men and women as possible by including examples of women and men from different ethnic and racial groups and social classes.

Write a 2 page paper providing your analyses of the images that are represented in the media about men and women utilizing the questions below as your guide. At the end of the paper provide a personal reaction using the Template of “What”, “So What”, and “Now What” that was provided in your readings from Students Helping Students.

1. How are women depicted in these advertisements? Describe similarities among the advertisements as well as differences.
2. How are men depicted in these advertisements? Describe similarities among the advertisements as well as differences.
3. How do gender stereotypes vary by race, ethnicity and social class? (If you have difficulty finding a diverse collection of photographs, you might want to comment on this fact.)
4. How do men and women interact in these advertisements? Comment on factors such as touch, images of strength dominance, sexuality, etc.
5. What cues, if any are present about sexual orientation? Describe.
6. Reverse the positions of men and women in each advertisement. Do the messages about gender change? If so, how?
7. What conclusions can you draw about how men and women are depicted in the media? How might these images relate to the development and maintenance of gender stereotypes?

Adapted from: Rickabaugh, C. A. (1998). Sex and Gender: Student Projects and Exercises. University of Redlands: New York.