Sociology **Name: _____**

Gender Socialization through the Media

The media has enormous influence over construction of gender roles in our society. For this assignment, you will investigate how the media (i.e., advertisements, music, cartoons, etc) shape values and behaviors related to gender in our culture.

Make a copy of this document, and type the answers on the document. For several of the videos, there are multiple questions. Be sure to answer all parts of the question.

All answers should be in-depth, and include specific examples.

Part One:

1. Watch the following videos from Dove's Campaign for Real Beauty.
    a. Watch the video Beauty Pressure. Based on this commercial, what are the reoccurring themes sent by the media to young girls? How does this "onslaught" of advertisements impact young girls? Young boys?

2. Watch the videoYou Look Disgusting.
    a. What is your reaction the visual images? What is your reaction to the comments? What role does the anonymous nature of the internet play in gender socialization?

3. Watch the video clip Killing Us Softly 4: Advertising's Image of Women. As you watch the video, take detailed notes. After the video, respond to the ideas in the video.
   Detailed notes:

   Your response:

4. Watch the Ted Talk by Cameron Russell "Looks aren't everything. Believe me, I'm a model."
   Detailed notes:

   What is the main message of her talk? What is your response?

5. Watch Oscar winner Lupita Nyong'o speech about beauty, self concept, and socialization
   Detailed notes:

   What is the main message of her talk? What is your response?

6. Watch the clip "Tough Guise: Violence, Media, and the Crisis in Masculinity".
   Detailed notes:

   What is the main message of his talk? What is your response?

7. Watch the following video: 48 Reporters Asked This Guy The Same Dumb Question About Women. His Response? Absolutely Perfect. What is your reaction? What are the major points he is trying to raise about the way women are portrayed in films?

8. Using all the information you learned from this Webquest, **how much** and **in what ways** has the media affected your own perceptions of what it takes or means to be a "real" man or woman in society today? Explain with specific examples from your own life.

Part Two: Classmates Recommendations

Sociology students in past years made recommendations of resources they thought would be good additions to the webquest. For each of the capitals letters below, pick the resources you would like to explore. Then decide whether you would give this resource a thumbs up or a thumbs down to be included in future webquests. Include 2-3 sentences on why, and type your answers below whichever video(s) you chose.

A. Pick one of the following:
   a. Rejected Princesses
   b. Frozen - A Musical feat. Disney Princesses
   c. Super Mario 3D
   d. Disney Princesses and Princess Leia

B. Pick three of the following:
   a. The Photoshop Effect
   b. You Can't Be A Princesses - WWYD?
   c. HeforShe Campaign
   d. Dove Real Beauty Sketches
   e. What Guys Look For In Girls - A Slam Poem
   f. Men Wear Make-up for the First Time

C. Pick one of the following:
   a. Being a Sex Object is Not Empowering
   b. How to Avoid Gender Stereotypes

D. Pick one of the following:
   a. Beyonce - Pretty Hurts
   b. Colbie Caillat - Try

E. Pick one of the following:
    a. Company Sign Anti-Photoshopping Pledge
    b. The Six Ways We Talk About A Teenage Girl's Age

F. Pick one of the following:
    a. If Journalists Treated Male Athletes Like Female Athletes
    b. Brave New Girl