

NSPCC

Stereotypes and the media

Talk Relationships

EVERY CHILDHOOD IS WORTH FIGHTING FOR

PSHE Association
Quality Assured
Resource

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Stereotypes and the media

Learning objective:

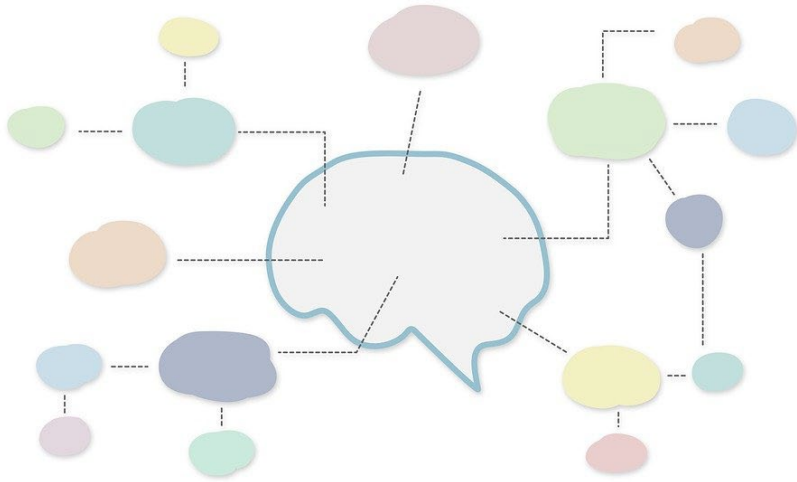
To learn how media affects people's expectations of themselves, others and relationships.

Learning outcomes

- Explain what gender stereotypes are and why these can be unfair, misleading or limiting.
- Describe how people and relationships can be affected by media influence and gendered stereotypes.
- Identify strategies to manage pressure and influences from sexualised media, including social media.

Baseline assessment

Create a mind map showing your current understanding about stereotypes. Try to address the questions below:



What is a stereotype and what influences the stereotypes people hold?

How do these stereotypes impact the way people behave or are treated?

What can we do to challenge stereotypes (as a society or as individuals)?

Media review

Where are stereotyped representations of gender seen in society?

Media review- continued

Where are stereotyped representations of gender seen in society?

Annotate the examples around the room with answers to the following questions about the media:

Where is pressure being put on the reader/viewer to look a certain way?

Where is pressure being put on the reader/viewer to behave in a certain way?

What stereotypes about gender can be seen in these examples?

Strategies

After reading Tara and Armand's scenario, write down as many ideas as you can about what they might do next in this situation.

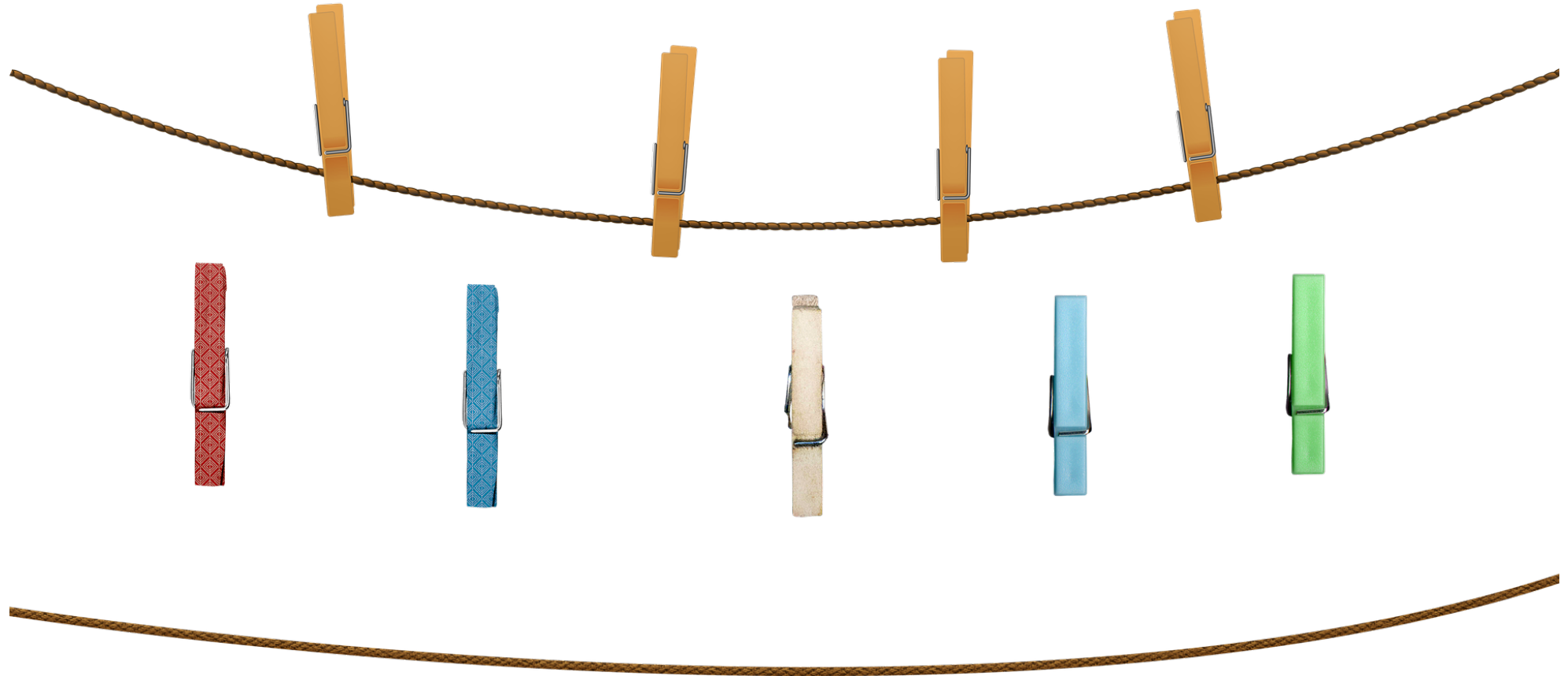


Can you come up with 10 ideas, even if you don't think they are all helpful?

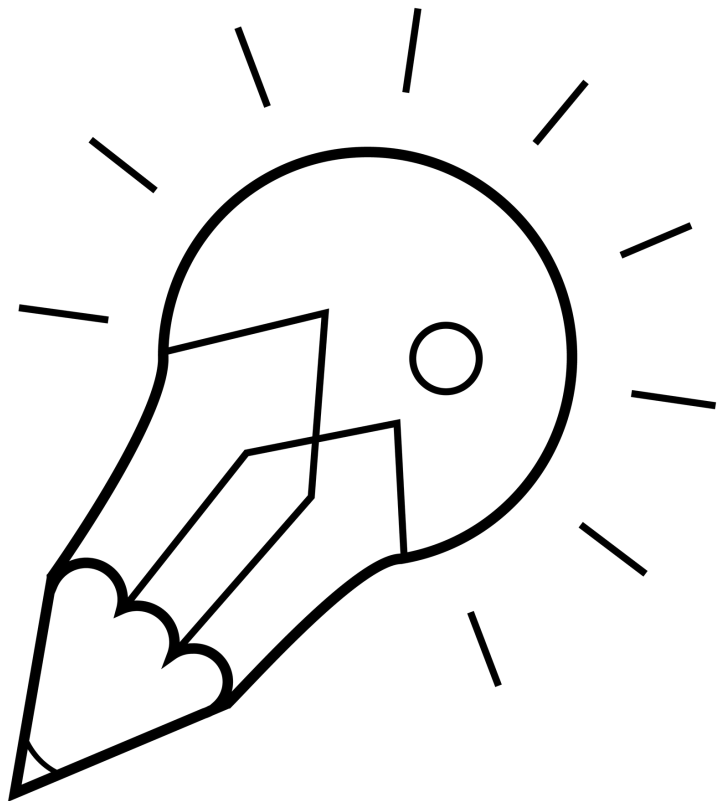
Strategies

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Arrange your strategies on the washing line according to how effective you think they might be.



Reflection



Take a moment to consider:

How might you challenge stereotypes when you experience them?

This is a personal reflection and doesn't need to be shared.

Signposting support

If you need support or advice, or have concerns, seek help:



In school

- Teacher
- Tutor
- Head of Year



At home

- Parents or carers
- Other family members



Childline

If you need support or advice, or have concerns, seek help:

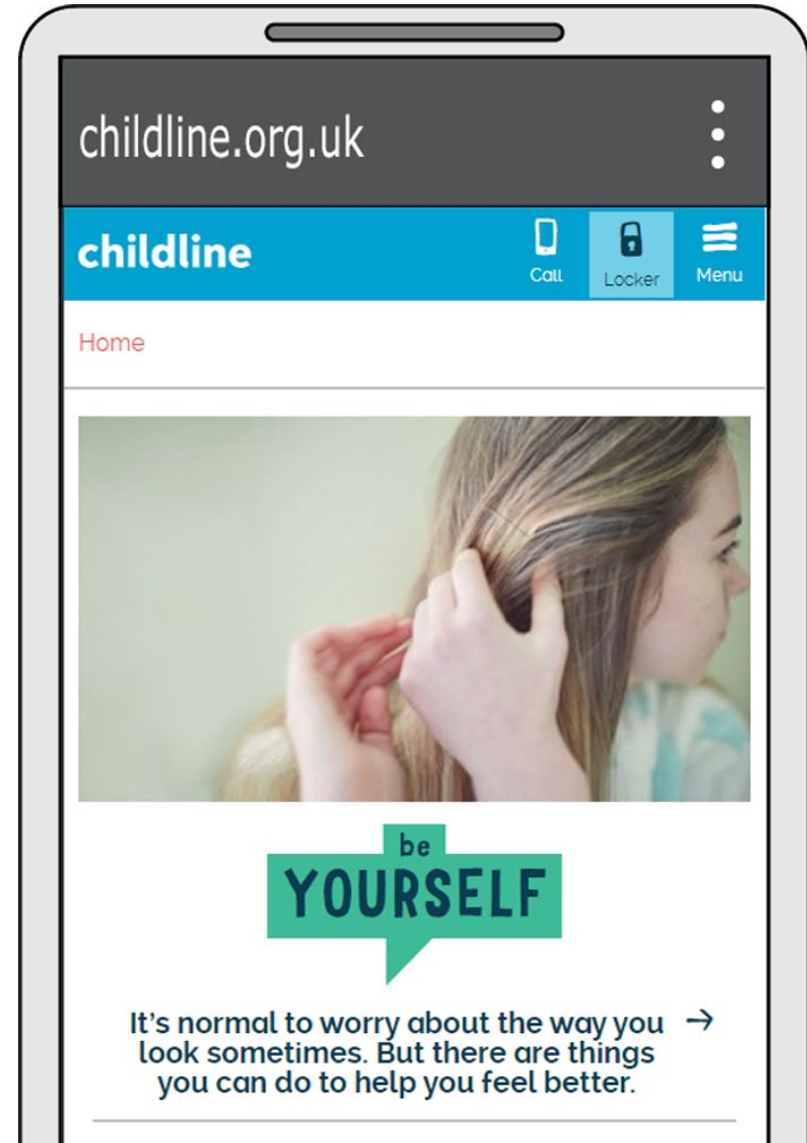


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Extension activity

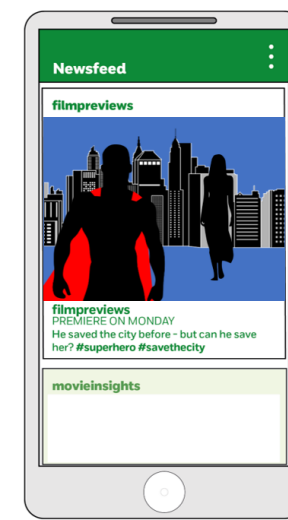
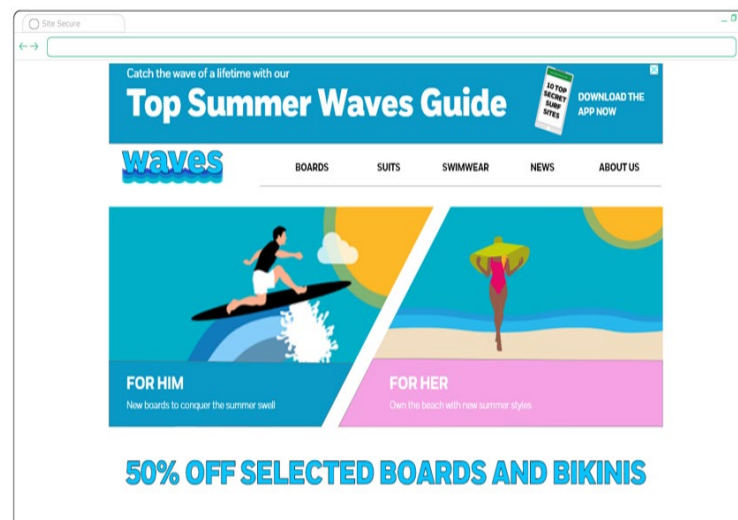
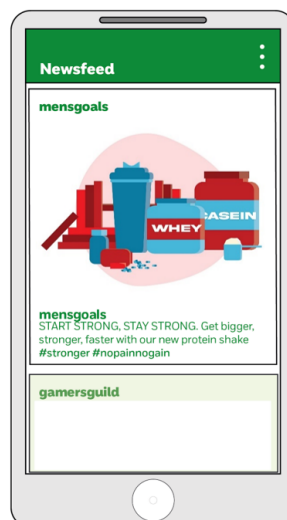
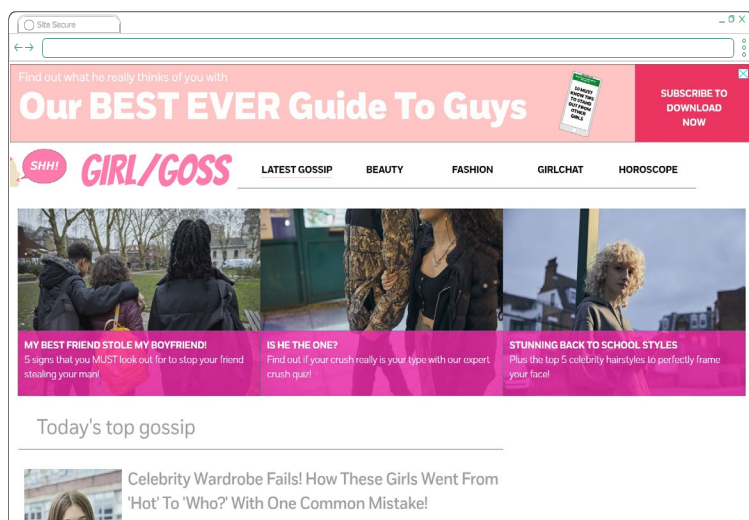
Extension 1

Look again at the images from *Resource 1: Media review*.

Redraft one of these to demonstrate a more balanced portrayal of people of different genders.

Extension 2

Write a letter to a magazine editor explaining what changes they should make to the front covers of their magazine to challenge stereotypes.



Questions?