

# Gender in film

### Fact:

Girls and Boys learn through observation and imitation. In a majority of children's film and television female characters are mostly about their physical appearance and tend to be a love interest to the lead male character or a secondary role.

### Think about:

The toys and movies you liked as a child. Did they have gender stereotypes?

### Discuss:

1. What do you think about this image?
2. What do you think about the clothes, body, posture and appearance of these characters? Who looks strong, weak, vulnerable, sexy? Why do princesses appeal to young girls?
3. Are they female heroes or role models for girls? Do they empower girls? How? Who are the heroes and role models for boys? Compare the similarities and differences.

### Take Action:

Learn more watch ["The hidden meanings in kids' movies: Colin Stokes"](#) at TEDxBaconStreet.

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## Jasmine

must get married so a king can rule her land. She is enslaved by a man who wants to be King, but luckily she has sex appeal and seduces a man to save her.

## Mulan

lives in fear of dishonouring her parents because she is deemed unsuitable for marriage. She challenges gender roles and pretends to be a man to fight a war. In the end she falls in love.

## Cinderella

is trapped in a miserable life by her evil and ugly step sisters and mother but because of her beauty she is rescued by a prince.

## Belle

tries to be independent but falls for a domineering man who she thinks she can change.



## Snow White

is so beautiful it threatens an older woman who is losing her beauty so she kills her but luckily a man rescues her.

## Sleeping Beauty

is given the gift of beauty at birth. She is also betrothed at birth. She is put to sleep by an evil woman and given a life saving kiss to wake her by a man whom she immediately falls for.

## Pocahontas

is arguably the first feminist Disney princess. She is a strong female that loves a man but will not give up her own calling for him.

## Ariel

changes herself and gives up her whole world including her voice for a man, until her father grants her freedom.

# Gender & Stereotypes

## “Man up”

### Fact:

Society teaches boys that to be a “man” they must be strong, powerful and tough. These are stereotypes that have a negative impact on boys and girls.

### Think about:

How are boys/men affected by gender stereotyping?

### Discuss:

1. What does the term “man up” mean? What is the opposite of “man up”?
2. Does the “man box” exist? how does it impact on boys and men?
3. What stereotypes do you sometimes fall victim to?

### Take Action:

Watch the Ted Talk by [Tony Porter A Call to Men](#) go to [acalltomen.org](http://acalltomen.org) Watch video from the Break the Box campaign at [causes.com/breakthebox](http://causes.com/breakthebox), share and take the pledge.

Learn more at [rethinkpink.net](http://rethinkpink.net)

Watch Start a “Who Needs Feminism” campaign go to [whoneedsfeminism.com](http://whoneedsfeminism.com) to find out more.

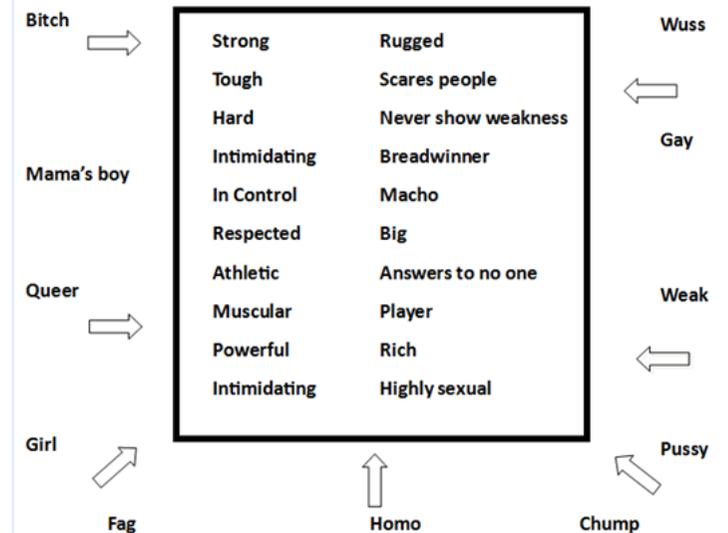
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## EVERY GIRL EVERY BOY

FOR EVERY GIRL WHO IS TIRED OF ACTING WEAK WHEN SHE IS STRONG, THERE IS A BOY TIRED OF APPEARING STRONG WHEN HE FEELS VULNERABLE. FOR EVERY BOY WHO IS BURDENED WITH THE CONSTANT EXPECTATION OF KNOWING EVERYTHING, THERE IS A GIRL TIRED OF PEOPLE NOT TRUSTING HER INTELLIGENCE. FOR EVERY GIRL WHO IS TIRED OF BEING CALLED OVER-SENSITIVE, THERE IS A BOY WHO FEARS TO BE GENTLE, TO WEEP. FOR EVERY BOY FOR WHOM COMPETITION IS THE ONLY WAY TO PROVE HIS MASCULINITY, THERE IS A GIRL WHO IS CALLED UNFEMININE WHEN SHE COMPETES. FOR EVERY GIRL WHO THROWS OUT HER E-Z-BAKE OVEN, THERE IS A BOY WHO SECRETLY WISHES TO FIND ONE. FOR EVERY BOY STRUGGLING NOT TO LET ADVERTISING DICTATE HIS DESIRES, THERE IS A GIRL FACING THE AD INDUSTRY'S ATTACK ON HER SELF-ESTEEM. FOR EVERY GIRL WHO TAKES A STEP TOWARD HER LIBERATION, THERE IS A BOY WHO FINDS THE WAY TO FREEDOM A LITTLE EASIER.



The “Man Box”





# Gender Characteristics

### Fact:

“By putting women in a situation where they’re not preoccupied with negative gender stereotypes, you can significantly reduce the gender gap in standardised testing performance.” Dr. Matthew McGlone.

### Think about:

Why are girls princesses and boys superheroes?

### Discuss:

1. What are some stereotypes among boys and girls?
2. What behaviours do these stereotypes promote?
3. How do you stereotype?

### Take Action:

Learn more at [sparksummit.com](http://sparksummit.com) and follow one of their actions. Watch the viral video

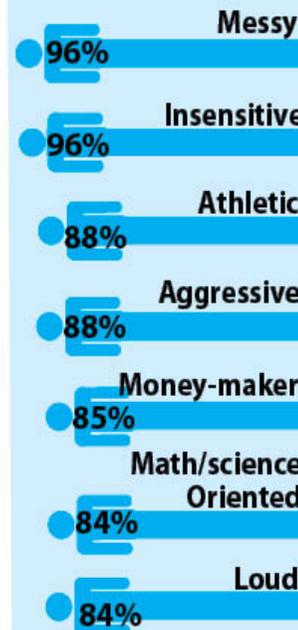
[Always #LikeaGirl](#)

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Last month the ROCK surveyed 180 students for the

### TOP 7 MALE characteristics



Last month the ROCK surveyed 180 students for the

### TOP 7 FEMALE characteristics



Survey of 180 students by Rock Bridge High School, MO, USA.

# The Gender Effect

### Fact:

Female-named hurricanes kill more than male hurricanes because people don't respect them.

### Think about:

Does society think of girls as weak and boys as strong?

### Discuss:

1. Why are male hurricanes taken more seriously?
2. How do you think the names might affect your view of a hurricane?
3. What is the cause of this?

### Take Action:

Read more on [National Geographic](#).

Talk to people about this, see if they would be influenced by the name and why.

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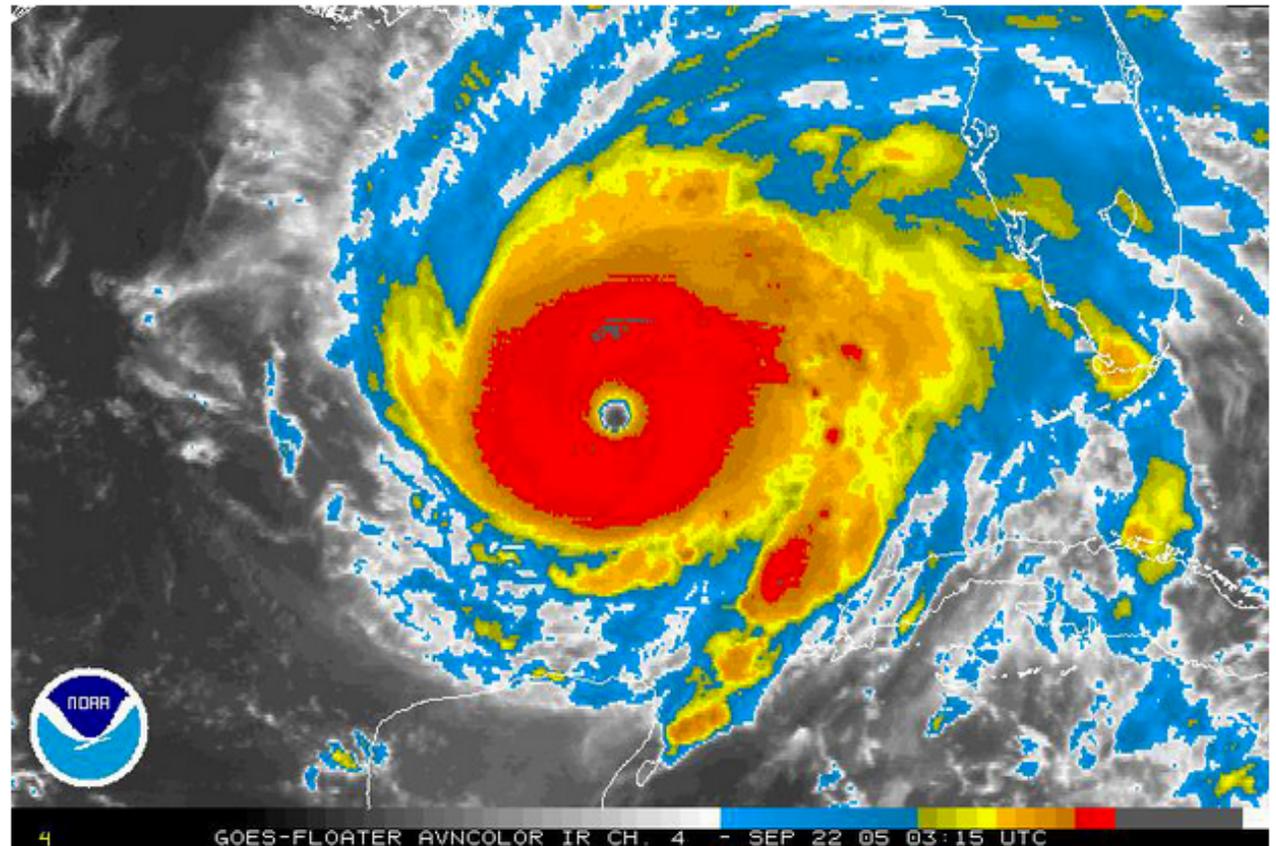
## Female-named hurricanes kill more than male hurricanes because people don't respect them, study finds

BY JASON SAMENOW June 2 at 3:05 pm



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Hurricane Rita (2005)

National Geographic, June 2014

# Gender Descriptions

### Fact:

A Harvard University study showed that by 13, at least 50% of girls are significantly unhappy about their appearance. By 17 up to 8 out of 10 will be unhappy with what they see in the mirror.

### Think about:

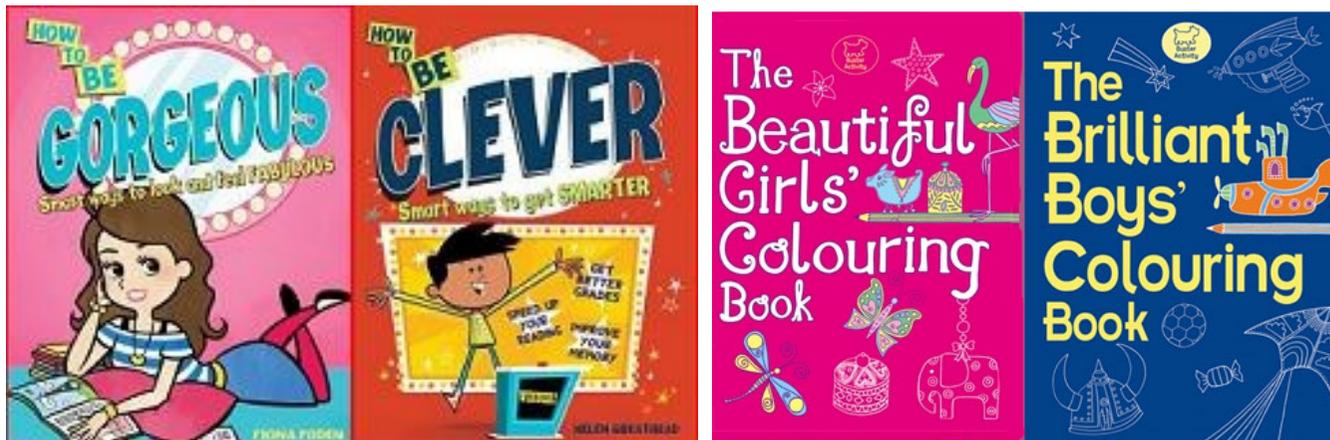
As a child what compliments did people give you?

### Discuss:

1. What compliments or descriptions do boys get?
2. How might this impact on a girl's self-esteem?
3. What if you were not a "pretty" girl? Discuss.

### Take Action:

Try and pay girls compliments on anything else but looks. Visit the site [towardthestars.com](http://towardthestars.com)



# Gender Advertising

### Fact:

There are many ways to be a girl. Girls and boys thrive when they see and experience a wide variety of role models.

### Think about:

Are girls being given a choice about what to play with when toy manufacturers market gendered toys to them.

### Discuss:

1. Are girls sold toys aimed at being pretty and pink while boys are excluded from roles because they have become too "girly"?
2. Why in the 1970's were toys more gender neutral than they are today?
3. How would you feel buying a doll and pushchair for a boy and a Lego set for a girl?

### Take Action:

Find out more watch [Lego friends Lego and Gender](#) read [atwomenyoushouldknow.net](#) and read the book **Packaging Girlhood**. Campaign with [#bravegirlswant](#)

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## How Toys Are Marketed



Images on the left are from a 1976 Argos catalogue, and on the right are images found on the Argos website today (created by [LetToysBeToys.org](#))