



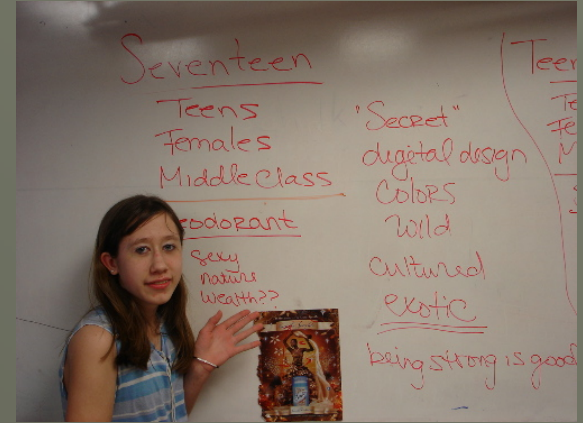
# Teaching a Feminist Perspective on Mainstream Media to Young Girls

## An Independent Women's Studies Project

By: Jennifer Fitzpatrick  
Keene State College  
Spring 2006

# Project Description

- ◆ Where: Hinsdale, NH Middle/High School
- ◆ Who: Open to females in grades 7-12
- ◆ When: Every Friday 2:45-4:45 (7 Total Sessions)
- ◆ What: Girls Group After School Program



# Participant Goals

- To achieve a basic knowledge of feminism
- To achieve a basic knowledge of stereotypes and gender roles
- To develop understanding of why these ideas/issues are important
- To develop a healthier body image
- The possibility of becoming inspired and involved in activism and Women's Studies
- TO HAVE FUN!!

# Personal Goals

- To become an adequate and engaged mentor
- To bring awareness of such importance to young girls
- Curriculum development
- Apply knowledge to real world issues
- To enhance my skills working with adolescents
- TO HAVE FUN!!

# Girls Group Information

- ◆ Initial Project SPRING 2005
  - Women and Leadership
  - Goals and Accomplishments
    - ◆ Mentoring/Leadership Skills
    - ◆ Self-esteem, confidence, body image
    - ◆ Outcomes
- ◆ New Project SPRING 2006
  - Similarities
    - ◆ Empowerment
    - ◆ Self-confidence
  - Differences
    - ◆ Focus
  - Outcomes
    - ◆ Questionnaire
    - ◆ Journals
    - ◆ Production
- ◆ Future Plans for Girls Group



# Outline of Activities

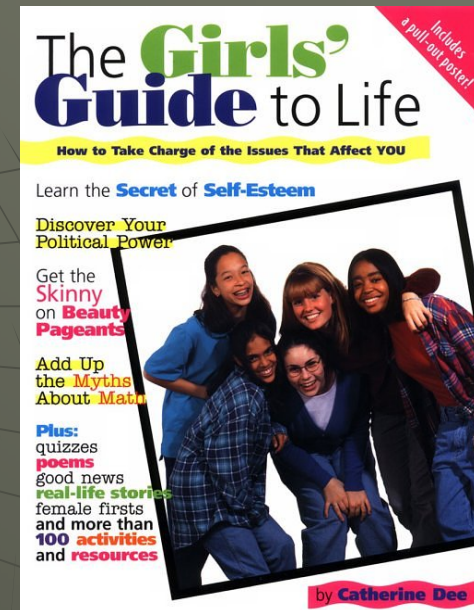
- I. Women's Rights Movement/  
Women's History
- II. Stereotypes/ Gender Roles
- III. Patriarchy/ Feminism
- IV. Self-Esteem/ Body Image
- V. Media Literacy

# Women's Movement/ History

## *The Girls' Guide To Life: How to Take Charge of the Issues That Affect YOU*

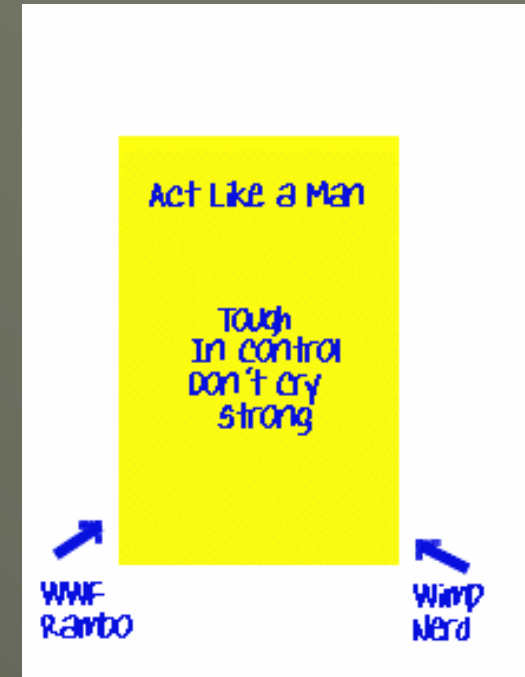
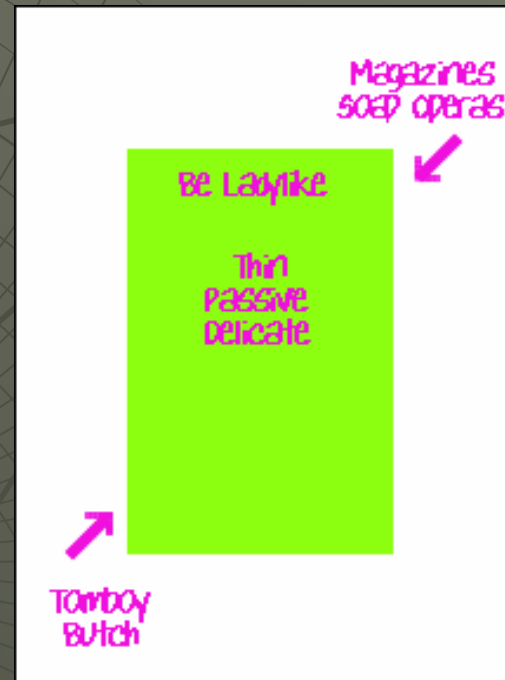
by: Catherine Dee

- Timeline/Highlights
- Quiz
  
- Internet Search
- Discussion



# Stereotypes/ Gender Roles

- ◆ Definitions
- ◆ Diagrams
  - Male Box
  - Female Box
- ◆ Discussion
- ◆ Journal Assignment





# Patriarchy/Feminism

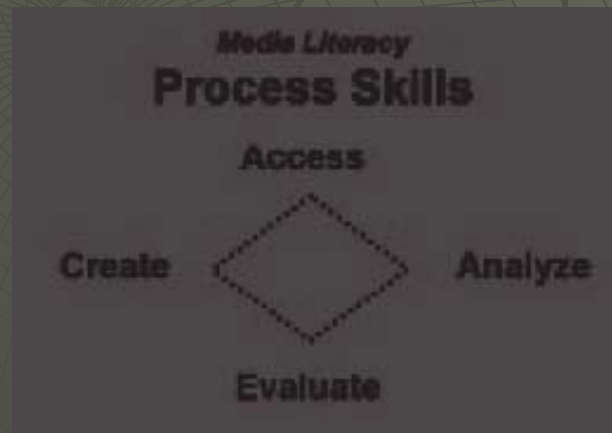
- Designing A Model of Patriarchy
  - ◆ Definitions
  - ◆ Diagram
  - ◆ Discussion
- Feminism
  - ◆ Definitions
    - Oppression/Subjugation/Feminism
  - ◆ Feminist Lens
  - ◆ Discussion

# Self-Esteem/ Body Image

- ◆ Quiz
- ◆ “What Your Answers Mean”
- ◆ Cartoon
- ◆ Discussion
  - Many thought their self-esteem was higher than it actually was.
- ◆ Journals
- ◆ Solutions

# Media Literacy

- ◆ Definitions
- ◆ Deconstructing Ads
- ◆ Killing Us Softly
- ◆ Create Your Own Commercial
- ◆ Journals/ Homework



# Teaching Media Literacy:

## Deconstructing Ads

Becoming a more critical consumer

### ◆ “Five Core Concepts”

- All media messages are ‘constructed’
- These messages are constructed using creative language with its own rules
- Different people experience the same media message differently
- Media have embedded values and points of view
- Most media messages are organized to gain profit and/or power

(Center for Media Literacy, 2005)

### ◆ “Five Key Questions”

- Who created the message?
- What techniques are used to attract my attention?
- How might different people understand the message differently?
- What values, lifestyles, and points of view are represented, or left out of this message?
- Why is this message being sent?

(Center for Media Literacy, 2005)

# “Who’s renting my eyeballs?”

- ◆ “Every day, Americans are subject to about 3,000 Ads on average.”
- ◆ This includes those that we notice and those that we may not... however they all have an affect.
- ◆ About 1 in 5 young women have an eating disorder.

*(Killing Us Softly, Jean Kilbourne)*



# OFFENSIVE ADS



- Gucci- "This ad attempts to demonstrate a woman's "place" in the world—at a man's feet—right below his...uh... Just don't stand up too fast, sister!"



- Maker's Mark- "What is it about selling alcohol that makes advertisers want to belittle and insult women... does it really make men feel more powerful? Don't answer that."



- **Longchamp**- "This is an ad for luggage right? And the nearly naked, bronzed women is there because...? When creativity fails insert sex."



- **Candies**- "This is too easy. Is that a space shuttle on your computer, or are you just happy to see me? This ad is so obvious in its "subliminal" message, it's sad".

# Resources

- ◆ [www.media-awareness.ca](http://www.media-awareness.ca)
- ◆ [www.medialit.org](http://www.medialit.org)
- ◆ <http://loveyourbody.nowfoundation.org/offensiveads.html>
- ◆ <http://www.jeankilbourne.com/>
- ◆ [www.mediaed.org](http://www.mediaed.org)
- ◆ *The Girls Guide to Life: How to Take Charge of the Issues That Affect You*, by Catherine Dee
- ◆ Teen Voices Magazine



# Works Cited

- ◆ Lewis, J., & Jhally, S. (1998). The struggle over media literacy. *Journal of Communication*.
- ◆ Internet Site: <http://loveyourbody.nowfoundation.org/offensiveads.html>
- ◆ Internet Site: [www.medialit.org](http://www.medialit.org)
- ◆ Kilbourne, J. (2002). *Killing us softly 3: Advertising's image of women*.