Reflection

THE KIND OF MESSAGE PICTURES SEND

Recognizing codes in pictures, especially those referring to gender

Description

In pairs – assignment: Go through a newspaper or magazine and stop on a page where you see various pictures / persons. The more pictures / persons the better. - Analyse the pictures in regard to gender:

 How many women/men do you count all together?

 How are the women presented, how the men? By themselves? In a group?

 Who is in the center, in the background, etc.?

 Also look out for the line of sight?

 Consider the subtitles of the pictures and the context: from which area are the pictures – politics, economy, daily life, culture, commercials?

 Do the pictures emphasize gender stereotypes? If yes, how?

Options

Plenary - Only enter the quantitative results of the groups of two and have the other participants guess which area the pictures were from.

Small groups - Review a whole newspaper, vacation brochure, magazine regarding the presentation of women/men/girls/boys. - How many pictures, cartoons, illustrations in total emphasize the stereotypes? How many are neutral? How many show modern, non-cliché like, diverse presentations of gender?

Notes

This exercise can be used in general communication trainings by having participants work on questions like: what do all these pictures and their contextes tell you? What do you think is the intended message?

Material current daily papers, magazines

Timeframe 30 minutes

Supports creativity, presentation skills, understand differences in perception