Title: The kind of message pictures send

Exercise Code SLQUALED016

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| Modules: | Group size: | Duration: |
| 1. Social Learning | Small group  Large group | 30 min |

**Purpose:**

This exercise helps to recognize codes in pictures, especially those referring to gender and understand differences in perception. It also supports creativity and presentation skills.

# Description:

In pairs, participants go through a newspaper or magazine and stop on a page where they see various pictures with persons. The more pictures, the better. They 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?

# Material:

Current daily papers, magazines

# Methods:

Observation, Discussion

# Advice for Trainer:

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?

# Source/Literature:

Modified and adapted from: Handbook Labour Office & Clients  
Improving the Communication Between Labour Office Advisers and Their Clients   
Úrad Práce, Dunajská Streda 2006