



## Connecting Experience

# Deconstruct Stereotypes

AGE GROUP

11+

AMOUNT OF PEOPLE

10+

TIME

30 MIN

OBJECTIVE

To deconstruct stereotypes in the media, advertising, films, television; to develop critical thinking skills.

MATERIAL

Photos of advertisements per group (find on the internet)



### Instructions

During this activity, participants will explore sexism and the representations of women in everyday media. Each group will be given a set of adverts to look at and discuss their opinions about them.

Once participants have had time to discuss in small groups, each group should share their thoughts.

### Debrief:

- ▶ How do these adverts make you feel?
- ▶ Do you think there's a problem with them?
- ▶ Can you think of examples of sexism in other types of media?
- ▶ Do you think it's important to be aware of sexism in media? Why/why not?



CONNECTING EXPERIENCE PAGE  
<https://ej2020.org/connecting-experience/>

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