**Understanding Media: *Miss* Representation**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*“The most common way people give up their power is by thinking they don’t have any”*

*–*Alice Walker

**Vocabulary**

Audience

Depiction

Misleading

Sexism

Appealing

Gender

Sex

Narrowcasting

Stereotypes

Marketing

Perpetuate

Subconsciously

Portray

Sexualize

Title IX

Objectification

**Stereotypes of Women Discussion**

Google the following phrase in an image search: women stereotypes in advertising and media

**Notes on Film**

**Additional Resources:**

Institute for Women’s Policy Research conducts rigorous research and disseminates its findings to address the needs of women, promote public dialog, and strengthen families, communities, and societies. [www.iwpr.org](http://www.iwpr.org)

National Council for Research on Women is a network of research, policy, and advocacy centers that provide the latest news, analysis, and strategies needed to ensure fully informed debates, effective policies, and inclusive practices. [www.ncrw.org](http://www.ncrw.org)

Gender Equality Principles Initiative is a groundbreaking program that helps companies around the world achieve greater gender equality and build more productive workplaces through practical implementation of the Gender Equality Principles. [www.genderprinciples.org](http://www.genderprinciples.org)

Common Sense Media provide trustworthy information and tools, as well as an independent forum, so that families can have a choice and a voice about the media they consume. [www.Commonsensemedia.org](http://www.Commonsensemedia.org)