

Social Justice Art Program Lesson 4**INTRODUCTION (slide 1)**

- Facilitators welcome everyone back for the fourth week.
- Quick check-in: Youth give their first name and mention one thing they learned from the week before.
- Community contract of group rules.

LESSON 4 MEDIA, CULTURE & GENDER (slide 2)

- Today we're looking at media, culture and their interaction with masculinity and femininity.

BLOCK 1: DEFINITIONS

SLIDE 3: WHAT IS MASS MEDIA?

- Get answers from group participants before clicking through answers on slide.

SLIDE 4: WHAT IS SOCIAL MEDIA?

- Get answers from group participants before clicking through answers on slide.

SLIDE 5: WHAT IS CULTURE?

- Ask group for their ideas of culture.
- Review definition of culture provided online by Merriam-Webster dictionary

SLIDE 6: WHO HAS CULTURE? WHERE DOES IT EXIST?

- Culture exists in every group of people.
 - From families, to neighbourhoods and countries.
 - From non-profit groups, schools and churches to businesses and governments.
 - It also exists in racial groups and within genders.
 - You, like everyone, are part of a number of cultures.

SLIDE 7: WHAT IS GENDER?

- Gender is defined by culture. As such, it is also defined by mass media and social media.
- Few people fit entirely into the cultural definitions of what makes a man and a woman.
- Identities of gender are not always aligned with biological sex characteristics.

BLOCK 2: GENDER

SLIDE 8: GENDER BOXES ACTIVITY

- This activity provides awareness of the social construction of gender.
- Using a chalkboard a whiteboard or pieces of paper, draw two unattached boxes. Write "woman" in one box and "man" in the other.
- Woman
 1. Ask the group for words that media and culture say define women.
 2. Write those words inside the woman box.
 3. Ask the group for words that are not associated with being a woman in the Caribbean?
 4. Write those words outside the box.

5. Ask the group what happens when a woman has characteristics outside the box. This might lead to answers including: lesbian; butch; tomboy; weird
- Man
 1. Ask the group for words that media and culture say define men.
 2. Write those words inside the man box.
 3. Ask the group for words that are not associated with being a man in the Caribbean?
 4. Write those words outside the box.
 5. Ask the group what happens when a woman has characteristics outside the box. This might lead to answers including: gay; sissy; fag; girl
 - Point out that very few women fit entirely into the woman box and that very few men fit into the man box

SLIDE 9: DIFFICULT TO FIT INTO ONLY ONE BOX

- These are words that Thesaurus.com used as synonyms for feminine and masculine.
- The point of this slide is to emphasize that the synonyms do not actually define what makes a woman and what makes a man.
- Review some of the words in the feminine box and the words inside the masculine box.
- Think of, and share, some situations where men have feminine traits and where women have masculine traits. For example:
 - There are many strong women in St. Lucia. Why is that a masculine trait?
 - What if a woman is brave, honorable or plays sports? Does that make her less of a woman?
 - What if a man is kind? Does that make him less of a man?
 - What about fatherhood? Is a father still a man if he is gentle and tender towards his young children?
- Many men have traits here that are feminine and many women have stereotypically masculine traits. We want you to know that this is okay. As much as possible, be true to yourself and be who you are without worrying too much about gender roles.

SLIDE 10: NOT EVERYONE FITS INTO A BOX

- Here we will present five celebrities who do not fit in boxes of masculine and femininity:
 - **Eddie Izzard** is a comedian and actor who travels the world to perform.
 - Sometimes he appears more masculine and sometimes he appears more feminine.
 - **Sinead O'Connor** is a singer and musician from Ireland.
 - As a young person in the 1980s, she shaved her head to protest traditional views of women. She also said, "I don't feel like me unless I have my hair shaved." (<http://www.theguardian.com/world/2007/feb/20/gender.music>)
 - In the 1980s and 1990s, white women were expected to have longer hair. It took courage to shave her head.
 - **Conchita Wurst** is an Austrian singer. She won the 2014 Eurovision Song Contest.
 - **Grace Jones** is a Jamaican singer, musician, actor, model and producer.
 - She has performed in all roles since the 1970s
 - Grace Jones presents a strong and powerful appearance.
 - **Boy George** is a famous British singer, songwriter and DJ.
 - Boy George was a member of the 1980s band, Culture Club and continues to perform solo around the world.

- Here he is wearing Pharrell Williams' hat. (Pharrell famously sang "Happy")

BLOCK 3: MEDIA IMAGES

SLIDE 11: FALSE IMAGES OF WOMEN IN THE MEDIA

- There is a difference between what real people look like and the images we see in the media.
- This difference is created using lighting, make-up and Photoshop. Photoshop is a computer application used to change photographs.
- The first image shows a woman who was made to look thinner for a magazine.
- The second image shows Madonna. She is currently 56 years old. The photo on the left shows her as she is while the photo on the right shows her after changes with Photoshop.
- The third image shows a woman with completely normal bumps on her face. Using Photoshop, bumps and wrinkles are very easily removed.
- Ask the group, "Are you beginning to see what the media does to show images that are not real?" and "What do you think about that?"

SLIDE 12: JENNIFER HUDSON

- Has anyone heard of Jennifer Hudson?
- She is a singer and actress. She was a finalist on American Idol in 2004.
- Here are two photos of her from when her first album was released. What are some of the differences between the real photo and the fake photo?
- Her record company felt it would be better to make her thinner for her album cover.
- A few years later, here is what Jennifer had to say about her album cover:
 - "It's like where's the rest of me?"
 - "Why would you Photoshop that?"
 - "It did not send out a good message. And it did not represent me well."

SLIDE 13: FALSE IMAGES OF MEN IN THE MEDIA

- Can you see how this image of Justin Bieber was changed with Photoshop?
 - His chest muscles were made larger.
 - His bicep was also made larger for this photo.
- This next photo shows the same man without body and facial hair and with hair.
 - "Hairy" was one of the words used to describe masculine traits. It is now common for grown men to shave their body hair. This is an example of how the definition of masculine has changed over time.
- The last photo on this slide shows the popular R&B singer, Miguel. While the colour photo is just fine, someone decided it wasn't good enough for an official photo. Do you see how lighting and Photoshop was used to make this man appear more perfect? What happened to the marks on his forehead?

SLIDE 14: SEXUALIZATION IN ADVERTISING

- The media also often portrays people in sexualized ways in order to sell products.
- The first image shows a Dolce & Gabbana advertisement.
 - Here we have a group of men standing around in various stages of undress while another appears to be forcing himself on a woman.
 - Some have criticized this image saying that it promotes gang rape.

- Whatever the image is meant to mean, I see no indication that the woman is consenting to this treatment. And why are the other men just standing around watching?
- This ad uses sex to sell some sort of product. Not only does it exploit sexuality, it appears to exploit non-consensual sexuality to sell a product.
- Next see a young woman in an American Apparel ad.
 - I find this image disturbing because it looks like a young girl acting sexual for a camera.
 - It also looks like a company exploiting a young girl to sell clothing.
 - This ad was permitted in the USA but was banned in the UK.
 - The young woman in the ad was apparently 18 and the ad was only placed in magazines intended for adults.
- The last image for this slide uses the muscular abdominals of a man to sell chocolate.
 - Lighting and Photoshop were used to accentuate the man's six-pack.
 - If you eat a lot of chocolate, do you think your abs will look like this?

BLOCK 4: CONSENT

SLIDE 15: WHAT IS CONSENT?

- I mentioned "consent" in the last slide. Can anyone tell me what "consent" is?
- Consent happens with all partners in a sexual act verbally and clearly agree to that sexual act.
- Sexual activity should NEVER occur without CONSENT of all persons involved.
- Sexual activity should NEVER occur without CONSENT of all persons involved.
- Married or not, CONSENT is ALWAYS required for healthy sexual activities.

SLIDE 16: WHAT IS AND WHAT IS NOT CONSENT?

- According to Campaign4Consent:
 - "If someone wants to engage in sexual intercourse, they will give their consent – in other words, they will agree, so there is no confusion."
 - "If someone is crying, admits to feeling pressured, says no or is unable to give consent (underage, incoherently drunk, etc.), they have not given consent, and should not be persuaded or forced to do anything."

SLIDE 17: ST. LUCIA LAWS ON CONSENT

- **Age of consent is 16.**
 - It is a crime to have sex with someone under age 16. **It is RAPE!**
- **Section 123, Criminal Code. Rape.**
 - anyone who has sexual intercourse with another person without their consent, or with consent if this was obtained through force, threats, impersonation, false or fraudulent representation as to the nature of the act, the administration of drugs, or intimidation, is liable to imprisonment for life.
- **Section 124, Criminal Code. Unlawful Sexual Connection.**
 - anyone who has a sexual connection with another person without their consent, or with consent if this was obtained from a minor under the age of sixteen, extorted by force, threats, impersonation, or false or fraudulent representation as to the nature of the act, or by the administration of drugs is guilty of a crime.

- This means that a person must agree to sex for it to be legal, and that agreement obtained using force, trickery or while drunk or high. Sex with a person 16 or under is illegal in EVERY situation.

SLIDE 18: PEOPLE ARE MORE THAN THEIR BODIES

- Everyone is much more than the way they look:
 - They are someone's child;
 - They are someone's sibling;
 - They might be a father or a mother;
 - They have people that love them;
 - They might be students, teachers, nurses, doctors, lawyers, childcare workers, business owners, social workers, artists, husbands, wives, farmers;
 - They have feelings – they laugh, they hurt, they think, and they bleed.

SLIDE 19: RESOURCES

- Present resources for group members. These might be people, professionals and agencies that can help.

SLIDE 20: ART

- This slide simply lists a number of possibilities for group members' art projects.