



Lesson on Gender Equality in Advertising

Pedagogical resources for children between 12 and 14
years old

Project Details



Abstract

Key Words : Advertising, Children; Gender equality; teachers; parents

The project addresses the issue of equality between men and women, one of the Fundamental Principles of the Council of Europe. It seeks to answer the following questions

- What does Gender Equality mean ?
- How to distinguish the concepts of gender and sex?
- Why is it so important to talk about Gender Equality ?
- Do brands keep up with social changes?
- What is known in Portugal about Gender Equality?

Through institutional advertising videos it challenges children to comment and reflect on everyday situations related to gender equality.

Project Details



Objectives

General Objectives: Develop training on Gender Equality for children aged 12 to 14; Provide educational materials on Gender Equality for teachers and parents

Specific Objectives: Understand the concept of Gender Equality; Distinguish gender and sex; Know the reality of Portugal about Gender Equality; Develop critical and reflective spirit of children on daily situations about Gender Equality.

Working Plan

Step 1 - Concepts Presentation

Step 2 - Dialogue on the importance of talking about Gender Equality

Step 3 - Explanation how advertising can help break gender stereotypes

Step 4 - Exposition of what is happening in Portugal about Gender Equality

Step 5 - Institutional advertising concept

Step 6 - Seven practical exercises on Gender Equality

Support Information

Support Information :

- <http://www.dge.mec.pt/educacao-para-cidadania> – Ministry of Education
- <https://www.cig.gov.pt/> - Commission for Citizenship and Gender Equality
- <http://cite.gov.pt/> - Commission for Equality in Work and Employment
- <https://www.pordata.pt/> - Pordata
- www.ine.pt – National Institute of Statistic
- <https://www.unric.org/pt/> - United Nations
- <https://womendeliver.org/our-work/> - Women Deliver
- [INUT – Inquérito Nacional aos Usos do Tempo](#)
- Always.com



Thank you all for listening to me

Thank you, Anita, Bettina and all the other committee members for your support

Committee “NGOs as advocates for Gender Equality and Women’s Rights”

Hermínio Corrêa



Parents International