Handout | **Sex Sells?**

Grid for Analysis

Look at the picture you have chosen and describe it:

1) What roles people have in the picture, e.g. husband, wife, partner, parent, etc.
2) What are people actually doing?
3) What is their behaviour: active or passive, smiling or being sad, showing aggression, taking initiative, etc.

Once you identify the roles, activities and behaviours, assign them to a concrete person (write it down in the "Who?" column), e.g. husband (role) - man (who?)

In the "(In-)appropriate?" column decide if you consider the connection between the person (who?) and the role they have, the activity they do and their behaviour appropriate or inappropriate.

In the "Why?" column justify why you consider this connection appropriate or inappropriate.

Once you finish your analysis, write down different attributes assigned to people of different genders in your picture. These attributes should be written on post-its of different colour (your facilitator will tell you which colours to use). Attributes are usually qualities or features of a person, such as: dominant, self-confident, strong, weak, etc.

The picture

Sex Sells?

	What?	Who?	(In-)Appropriate?	Why?
Role				
Activity				
Behaviour				