

SP.401      Fall 2010  
Class #13

**1. Growing Up Gendered: Social and Biological Influences**

- a) How do we interpret observable differences between boys and girls?
- b) Is there a “core gender identity”?
- c) To what extent can/should effects of biology be minimized?

**. The Circle of Socialization Expands: Popular Media and Beauty/Body Imagery**

Screening: Documentary Film: *Killing Us Softly 3*

Questions: What assumptions is Kilbourne making about the power of advertising? Do you agree?

How does she support her viewpoint through the analysis of ads individually and together?

What impact does she see advertising have on the way women define beauty and relate to their bodies?

What claims does she make about the relationship between the representation of violence against women in advertising and actual crimes of violence? How do you react to her argument?

What is her argument about the effect of advertising on men? Do you agree?

**Oral Presentation**

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SP.401 / WGS.401 Introduction to Women's and Gender Studies  
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