

Socialization Throughout the Life Course

	Family	School	Peers	Media
Childhood	agents of socialization throughout the life course			
Adolescence				
Adulthood				

Socialization Throughout the Life Course

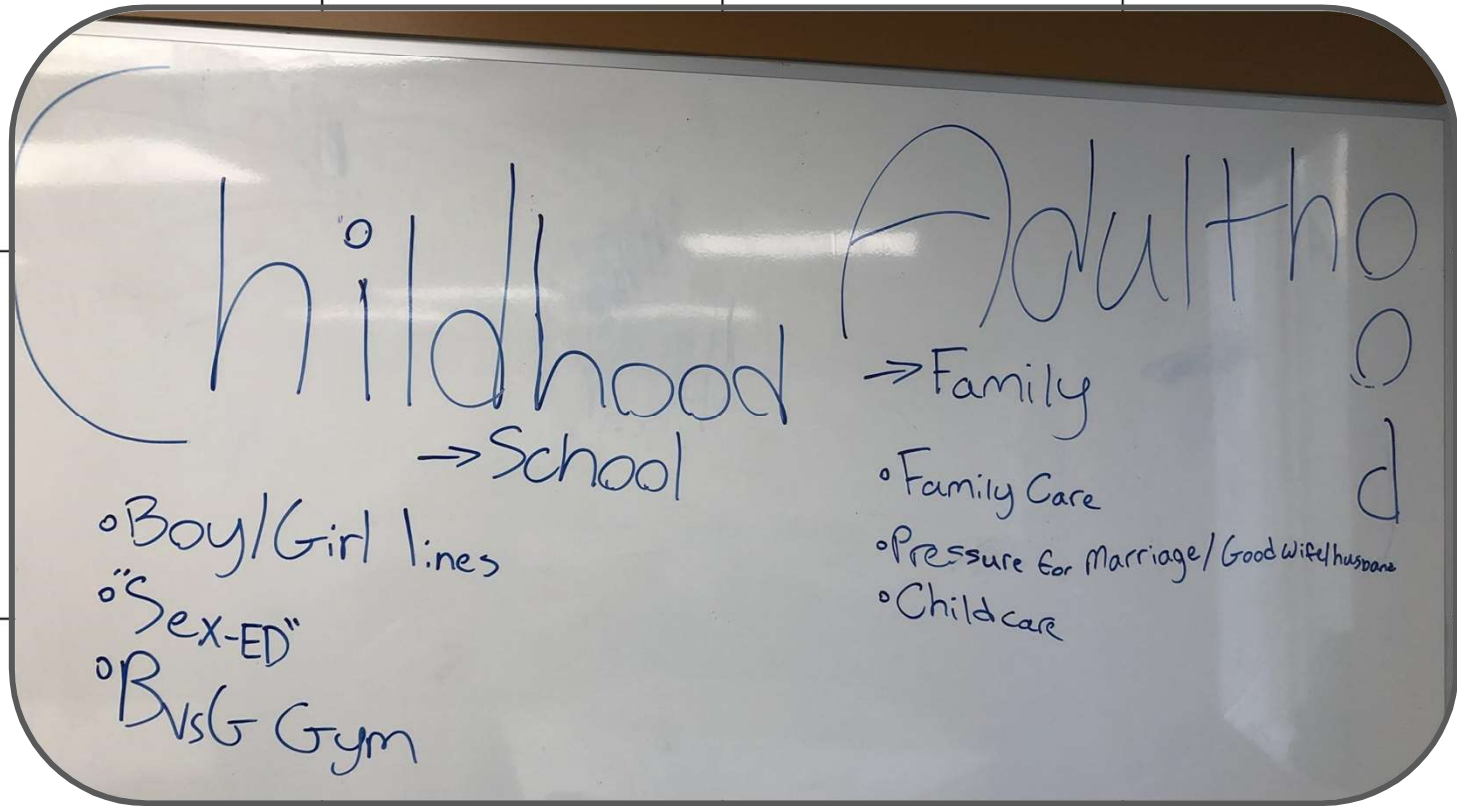
	Family	School	Peers	Media
Childhood	<div>activity</div> <div>part I: find examples</div>			
Adolescence				
Adulthood				

Socialization Throughout the Life Course

	Family	School	Peers	Media
Childhood	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <h3>Childhood / Peer</h3> <p>Boys play sports while girls play skipping rope</p> <p>Boys play with other boys vice versa with girls</p> <p>Boys play with cars while girls play with barbies</p> <p>Boys joke around with their friends while girls are more serious and display emotions</p> <p>Boys are not expected to cry while girls are</p> </div> <div style="width: 48%;"> <h3>Adolescent / Media</h3> <p>Girls need to fit a certain body type</p> <p>Media profits from girls beauty standards</p> <p>Boys are portray as tough "Alphas"</p> <p>Boys are suppose to like watching sports and girls like reality tv</p> <p>Girls are suppose to drink diet tea to slim down</p> </div> </div>			
Adulthood				

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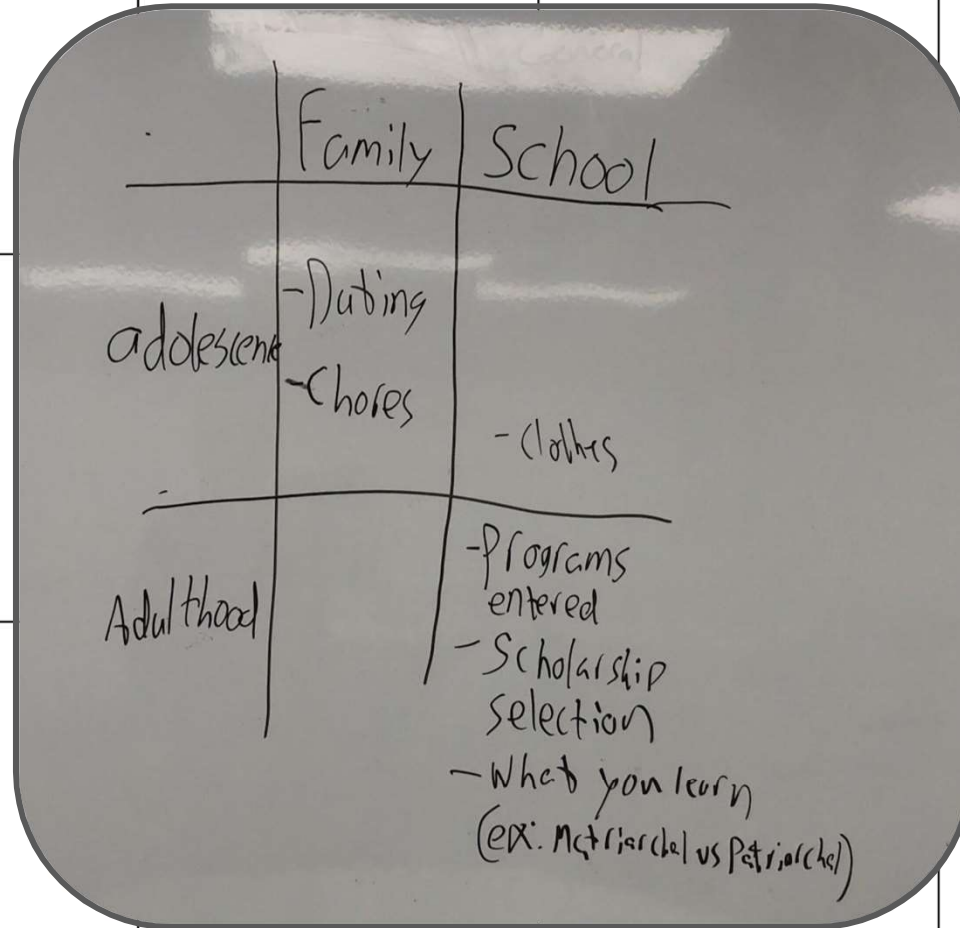


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	Family	School	Peers	Media
Childhood				
Adolescence				<p>McDonald's HAPPY MEAL TOY!!!!</p> <p><u>Media and Kids</u></p> <ul style="list-style-type: none"> - Babyalive → only little girls in the commercials - Kitchen sets → sports ↳ girls → ballet - easybake oven → boys → hockey - My Little Pony vs. Pokémon - Disney Princesses vs. Ninja turtles - Unrealistic body expectation <p><u>Adulthood and Peers</u></p> <ul style="list-style-type: none"> - Women being pressured to get married and have kids ↳ Rather than having a career - Men pressured to be the provider - Women are expected to do baby chores ↳ Men are rewarded
Adulthood				

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	Family	School	Peers	Media
Childhood				
Adolescence	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>peer / teens:</p> <ul style="list-style-type: none"> - boys getting in more trouble - boys shouldn't cry - girls should be good-looking & well dressed </div> <div style="width: 45%;"> <p>media / adulthood</p> <ul style="list-style-type: none"> • Pressure on women for marriage (late 30s) from marriage industry. </div> </div> </div>			
Adulthood				

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McDonald's HAPPY MEAL TOY!!!!

Media and Kids

- Babyalive → only little girls in the commercials
- Kitchen sets
 - sports
 - ↳ girls → ballet
- easybake oven
 - ↳ boys → hockey
- My Little Pony vs. Pokémon
- Disney Princesses vs. Ninja turtles
- Unrealistic body expectation

Adulthood and Peers

- Women being pressured to get married and have kids
 - ↳ Rather than having a career
- Men pressured to be the provider
- Women are expected to do baby chores
 - ↳ Men are rewarded

Exploring socialization in action: Gendered toy advertising

How are toy commercials gendered?

What do they teach us about girls' and
boys' social roles?

Why does it matter?





The HTML5 Gendered Advertising Remix

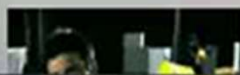
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About

LEGO

Flash

Ads Targeting Boys



Mashup

Swap

Clear



Ads Targeting Girls



Exploring socialization in action: Gendered toy advertising

Online resources:

Video about gendered toy advertising:

https://www.youtube.com/watch?v=rZn_IJoN6PI

Gendered advertising remixes:

<http://www.genderremixer.com/html5/>

WHEN SOCIAL INEQUALITY IS UNCHALLENGED IN THE CYCLE OF SOCIALIZATION...

... internalized homophobia
... internalized sexism
... internalized racism
... internalized classism,
etc...

