

Kill Your Darlings: Analyzing Cultural Artifacts for Gender

*Instructions: Bring a cultural artifact to class. This might include song lyrics, a music video, a commercial, a movie poster, an advertisement, a toy, or anything else that can be shared quickly with your classmates (e.g., an entire book or movie is not appropriate). The artifact does not have to be obviously gendered, but consider an appropriate candidate for the questions below.*

*Share your artifact with your partner, then answer the following questions together:*

1. Who created this message? Who is the intended audience?
2. What is the intended message?
3. How might different people understand the message differently?
4. How are men and women represented in this message? Are transgender and non-binary people represented?
5. What broader ideologies are reflected in the representation of different genders in this message?
6. Does the representation of gender reflect the time period in which this cultural artifact was produced? Why or why not?
7. What values, lifestyles, and points of view are represented in this message? Which are absent?

8. How might the values, lifestyles, and points of view represented in and absent from the message reflect the creators and intended audience of the message?

*In your group of four, share what you found. Find similarities and differences in the themes and summarize them here using a diagram of your choosing.*