

The Ideology of Gender Roles



Rhetoric, History & Practice Comm 3100

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INTRODUCTION

PROJECT OVERVIEW

The existing assumptions and attitudes about gender roles vary from home life to workplace and public status. It is assumed that men have more aggressive, independent, logical personalities whereas women are more submissive, dependent, and emotional. It is also assumed that in the home a man just watches sports on tv while drinking beers and takes out the trash, while a woman is the caregiver who cooks, cleans, and takes care of the children.

However, considering the progressive state of society it has been assumed that these gender roles are starting to dissolve. Women are expected to be more independent and logical while men are expected to be more emotionally sensitive. So we're excited to see what results we get from doing a questionnaire on gender roles, if the traditional expectations are still valid or if more people are evolving into the new set of standards.

We wanted to gather and create rhetorical artifacts that identify well with the results of our surveys. So throughout this report you will find that the group is able to combine our interpretations of the questionnaire results to come up with supportive artifacts.

INDIVIDUAL EXPLORATION OF GENDER ROLES

Brittany Rosario

I am from New York, a state that I believe has people who are so genderfluid that typical gender roles don't affect them but also has a place for people who break the stigma of gender roles and for people who stick to the traditional values of the ideology. I grew up in a household with a single mother who remarried after my father passed away. My step father played the role of an uncle more than a father. He wasn't the breadwinner but he helped and did what he could. My mom worked for the federal government and even took several nights of overshift and holiday pay to provide. My older brother was always there to take care of me emotionally and be my guiding support through the years. Similar to a father figure connected with his daughter.

Over the years, I've become more and more aware of the effects that the four areas of influence have on a person (those four areas being education, homelife, religion, and of course, gender). These influences shape the way you not only think about but handle situations in life. My education has taught me that women were originally thought of as housewives and even property like slaves but as society has progressed women have constantly been breaking that stigma. My home life taught me that women can be whatever they want to be. They could do anything and be just as strong and independent as any man. That actually women don't really need men as much as men need women. My religion, although I don't identify with a particular group, has overall taught me that cultural and religious values create a man first for a reason but to me it's overrated. Lastly, my gender, as a woman in America has taught me that I am nothing else but a human being. I am emotional. I am logical. I am independent while also being dependent. I am whatever and whomever I make myself in this world regardless of gender roles.

So with my bias and life experience in mind, I went into this project with an open mind. I thought that there wouldn't be as many progressive people as me, especially since I am in the south now. I thought there would be more traditional results. I expected my ideals of gender to be conflicted or argued against with the survey results. But I was pleasantly surprised instead with the questionnaire results.

Zachary North

From my perspective, even though I live my life in a way that tends to ignore the ideology of gender roles, I understand that those roles still exist in other places around the world. Gender roles are normally defined as jobs or things that are more suited for either men or women. Because of this, people are normally shunned by society for doing things that are outside of their predetermined roles.

This ideology is interesting because the artifacts and ideas that surround it are as old as the human race and have evolved as society grew into what it is today. Whether it is something as simple as a favorite color or as complex as working on a car, there are places and concepts in life where people believe that only people of certain genders are supposed to be. What we are trying to do is see how much people like to stick to those roles that were created so long ago.

McKenna Hight

When people used to hear that I went to an engineering school, they'd think I was super smart and challenging what it means to be a successful woman, but when they heard that I was (and am) pursuing a communications major, those assumptions changed. Our school is unique in that it offers both ends of the spectrum, but it's always bothered me that engineering majors are seen as more male-oriented and requiring smarter people than other majors. Add that to everything else I've experienced – from odd looks when I change my car's oil to laughter and rolled eyes when I do something “girly” like get excited for a friend or (Heaven forbid) buy lingerie – and you have a whole lot of frustration towards gender roles.

I also have a lot of experience with babysitting and nannying, and most of the children of whom I've taken care have been young boys. It breaks my heart to see them, over the years, start to feel more and more like they're not “allowed” to play with certain toys, play with their sisters, or cry, because those things are seen as inherently feminine. Gender roles play a huge part in our society today, and I look forward to exploring how they do so. There are many questions I'd like to ask in order to better understand gender roles. Why are some things seen as feminine? What would you do if your son wanted to play with dolls? When I say “doctor,” do you think of a man or a woman? Why are men so “afraid” of seeming “feminine”? What's wrong with it? What does that mean for you and for this world, this society?

Katelyn Hohn

While I do not like constrictive gender roles, especially those of centuries past, where women were second class citizens meant to stay at home and please men all day, however, I am wary of how this generation is so quick to dismiss these gender roles...in favor of making women more like men. Think about it: if a female character in a movie, show, or book is praised these days and seen as a feminist icon, she is revered for having typically masculine traits, she is not praised for her femininity. This is a whole other debate in itself.

It's interesting looking at artifacts we have of the past and how they portray gender roles versus today. Even though we like to praise ourselves on having become more feminist and tolerant, have we really improved upon gender roles? We can look at advertisements, entertainment, real life people, and our own survey results for answers.

QUESTIONNAIRE RESULTS

MEN'S RESULTS

The age groups ranged from 18-40 with 21-25 being the most popular participant result. Most men were in the Engineering or Engineering Technology fields. Whereas the least fulfilled occupations were in Humanities & Social Sciences and Business (accounting, marketing, customer service).

Men's favorite colors tended to be blue and green with red, orange, yellow, and purple being the least desired. One male participant made it clear that they don't have a favorite color at all. Seven results for this gender resulted in error and therefore didn't have a response to this question.

Men found themselves to be logical, independent, strong, solution centered, passive, and even emotional. The least self-reflected personality traits were being dominant, aggressive, problem centered and submissive.

Most men described their bedrooms as being bare or regular with nothing really in it to decorate except for a few movie or video game posters here and there. Some men also had pictures of family and friends, sports, figurines, and/or bobble heads.

When it came to household task and who should do what 16 men said that men and women should do any or all chores. Where 2 men said that it depended on their marital status. When it came to what household the male participants actually did themselves they said that they would most likely wash the dishes, do laundry, take out the trash, kill bugs, grocery shop, watch sports and drink beer, and mow the lawn. Typical "manly" stuff according to previous societal gender roles.

Surprisingly enough, only one-third of our male participants (7/21) actually don't like sports. However the other 14 men said their most favorite sports to watch or play included football, basketball, baseball, soccer, and tennis.

According to the obvious needs of survival most men spend their money on food. However, in the otherwise ranked categories of options men most likely would spend their money on technology (video games & electronics), clothing, and other things if food wasn't a list item. With this in mind, 18 out of the 21 male participants stated that it didn't matter who the breadwinner is in a relationship. To our surprise there was only one male participant who said the breadwinner should be a man. However, no one specifically indicated that it should solely be a woman.

When it comes to being apologetic men have a stigma of only saying sorry if they need to and not because they want to. This was proved to be true as 10 out of 21 said they would only say sorry if they actually did something wrong. In this same category of interpretation 7 out of 21 men said they would apologize to be polite (similar to saying excuse me). Only one male said he

would say sorry if he actually felt guilt or was wrong about something but wouldn't apologize otherwise.

Lastly, was Valentine's Day. There are a lot of cultural and societal expectations set on what a man should do versus what a woman should do to celebrate this wondrous heartfelt holiday. When asked, "It's Valentine's Day, what do you get your significant other?" most men said flowers, make something at home, candy, cards, or a date to their favorite restaurant. The least expected gifts to give were a poem, ice cream, all of the above, and nothing.

WOMEN'S RESULTS

The age groups ranged from 18-over 40 with the most frequent age group being 18-30. The most sought after and fulfilled occupations for the female participants were in Engineering or Engineering Technology, Humanities & Social Sciences, Arts, and Education or Teaching. With the least being Communications, Accounting, Administrative Assistant, and otherwise.

Women's favorite color tended to be black with all other colors listed as the least desired. With this in mind, we found that many women find themselves to be logical, independent, strong, solution centered, dominant, aggressive, and of course, emotional. These personality traits were expected due to the constant stigma of gender roles that women are trying to break away from to be taken more seriously, as well as, the fact that the most popular favorite color would have been expected from men and not women, which was an interesting unexpected twist provided in the survey results. It was rare that women saw themselves as submissive, problem centered, or dependent. That is something that is currently fading in societal gender roles.

With a natural desire to be festive (or at least so we presume) women had extremely descriptive answers for the various ways they decorated their bedrooms. About 16 out of the 18 female participants said that they had more than 2 colors for the interior design of their private living space. Out of these women most had bookshelves, rugs, posters, paintings or artwork of some sort, and fresh plants or flowers.

When it came to household task and who should do what 12-14 women said that men and women should do any or all chores. Where only one woman said that it depended on their marital status. When it came to what household the female participants actually did themselves they said that they would most likely wash the dishes, do laundry, cook, and grocery shop, take out the trash, sweep or mop, and care for children.

*Please keep in mind that some of our female participants are older than our male participants and have children and are married whereas some of the men did not have that experience due to their younger age group.

Surprisingly enough, only a majority of our female participants (14/18) actually like sports. These sports most popularly included football, soccer, ice skating, basketball, ballet, and tennis.

According to the obvious needs of survival, most women spend their money on food. However, in the otherwise ranked categories of options women most likely would spend their money on books, clothing, and hair products or household appliances. With this in mind, half of the female participants stated that the breadwinner in a relationship should be both the man and women. Six of the other women said it didn't matter who the breadwinner was and only two said the breadwinner should be a woman. However, no one specifically indicated that it should solely be a man.

When it comes to being apologetic women have a stigma of being too apologetic by saying sorry for the littlest things. This was proved to be only halfway an invalid assumption as 8 out of 18 said they would only say sorry if they actually did something wrong and 7 out of 18 said they would apologize to be polite (similar to saying excuse me). Only one female said she doesn't say sorry at all.

Lastly, was the question of Valentine's Day. There are a lot of cultural and societal expectations set on what a man should do versus what a woman should do to celebrate this wondrous heartfelt holiday. Mostly that women are given gifts and treats to show affection and men are left out of that equation. When asked, "It's Valentine's Day, what do you get your significant other?" most women said cards, a date to their favorite restaurant, make something at home, candy, or write a poem. The least expected thing for a women to do, according to this survey, is to ask their significant what they want or get them nothing at all.

INDIVIDUAL INTERPRETATION OF RESULTS

Brittany Rosario

Overall, my general impression was surprised. When I went through the survey results I was taken away by how many people have come to the shared implication that gender roles are beginning to disappear in society. The typical male ideal of being a breadwinner, working all day to provide, and doing whatever they please while the women would be a stay at home wife who cooks and cleans all day then takes care of the children and shops with no regard to finances. I like that our participants agree with my view of gender roles that not many care anymore about “a woman should do this” or “a man should do that.” The majority of results point in the direction of a shared responsibilities, tasks, attitude, and style and I’m glad this has happened.

Zachary North

Looking over the survey results, I was pleased with the varied answers we gathered from the men and women we surveyed. The favorite colors were all over the spectrum, the personality traits had a high focus on logical, independent, strong and solution-centered, which aren’t necessarily “gender-specific” personality traits and both genders did a lot of the same chores. Most people believed that any and all task from the survey should be done by both genders, which I was happy to see. I also liked that most people we surveyed said the breadwinner either doesn’t matter or that it is both genders. These results were pleasing to see because it shows that the concept gender roles have been diminished greatly from where they were so long ago.

McKenna Hight

I thought it was interesting that the people who had gender role-based answers about what household chores men and women should do (women should clean, men should lift and do harder things, type of answers) had such different backgrounds. I had expected these results to come from mainly engineers based on my experience of engineers, but they had all sorts of majors, including accounting, engineering, and even a bartender. For the same reason, I was rather surprised (pleasantly, though) by how many engineers did not respond this way. It was also interesting to me that all of the people who did answer with gender role-based answers all liked sports, and I wonder if these two opinions have any correlation.

I was also interested by why people say they apologize; many of them didn’t seem to think that they usually always apologize because they actually have reason to do so. It honestly shocked me that only one person (even though it was a man) said that the man is the breadwinner and that everyone else said that it was either the woman or that it doesn’t matter. It shocked me to eventually see the genders of the people who took our survey. One of the reasons of this was the fact that we got so many different opinions, and they didn’t necessarily show sexist trends, which I was honestly expecting. I will be interested to see how we are able to collaboratively dissect the information we got from the survey in the future.

Katelyn Hohn

I expected that more guys would like sports, but since the results are from former SPSU students, students on this campus are less likely to obsess over sports unlike our Kennesaw counterparts. Of the sports listed, obviously football was going to be number one, but I was pleasantly surprised that soccer was the second most popular sport for guys. I was also surprised

at how many of the women surveyed enjoyed sports, I didn't think we had that many girls on this campus that passionate about sports. Hmm, that was an interesting subversion of gender stereotypes, but it doesn't stop there.

I thought the guy's answers for Valentine's Day gifts were funny. Of all the guys asked, only three thought to do the obvious and ask the girl what they want. Most men turned to flowers, candy, or simple cards, but a good number of guys wanted to make their gift at home, which shows more creativity than I expected.

As to the personality results, I'm not surprised that most men consider themselves independent—it's something that's forced into men more than women (though women have become more independent over time, they're still more likely to share apartments with friends, probably for social interaction and—most importantly—safety). I was surprised that ten of the men interviewed considered themselves passive and only six considered themselves dominate. That defies that typical gender stereotype that men are always the dominate ones and that women are the passive ones—or the naggers—in a relationship. The women questioned actually considered themselves more dominate than most of the men. Today's shifting gender roles have made passivity unappealing, I suppose.

For everyone's favorite color, I think we should re-do that question since seven guys chose Option 1, which was an error.

I think we should note that the women interviewed were of a more diverse age group than most of the men, who were typically college age, which probably skews our results to a degree.

VISUAL ARTIFACTS

BRITTANY ROSARIO

1. Gender Roles Compilation: BuzzFeed.

This video illustrates the gender role assumptions in society from favorite color to who should handle electronics and heavy machinery, as well as, how to decorate your personal space if you're a man or a woman and household task and organization all the way down to how each gender should act (personality/attitude), be treated in the workplace, and be the breadwinner.

BuzzFeedVideo. "Childhood Gender Roles In Adult Life" Online video clip. YouTube, 31 Mar. 2014. Web. 8 Oct. 2015.

2. Gender Roles & Personality Traits: Big Bang Theory

According to our survey results, more women find themselves to be strong and independent and men more logical and passive so I chose a video that illustrated this ideal. In *Big Bang Theory*, Leslie (female scientist) displays how women are strong and independent in their actions, logical in their thought, and dominant in being solution centered which breaks the stigma of gender roles from decades ago. A male character named Sheldon (male scientist) takes the role of a logical man who is solution centered and wants to be independent in his work but just ends up being emotional and passive when he can't even think of an adjective.

Misty Wren. "Bias & Stereotype Big Bang Theory" Online video clip. YouTube, 31 Oct. 2012. Web. 8 Oct. 2015.

3. Food Advertisements: Carl Jr's/Hardee's

Even though it is agreed that everyone, male or female, loves food. Fast food commercials still find a way to make sexist advertisements. *X Men Man Up*: in this commercial they use the shape shifting character from *X Men*, Mystique, to transform a woman into a man to show how "manly" one must be to "eat like you mean it" with the Western X-Tra Bacon Thickburger. *Natural Beauties*: in this commercial the mushrooms get a close up that also is sexualized into looking like a woman's natural butt. This tactic is used to get men attracted to buying the sandwich. It shows how women are typecast by gender roles to be oversexualized and taken advantage of for men's needs.

CarlsJr. "Mystique & The Western X-Tra Bacon Thickburger at Carl's Jr." Online video clip. YouTube, 24 Mar. 2014. Web. 8 Oct. 2015.

CarlsJr. "Carl's Jr. | Mushroom and Swiss All-Natural Burger "Natural Beauties" Commercial" Online video clip. YouTube, 23 Jul. 2015. Web. 8 Oct. 2015.

4. Pantene, Sorry Not Sorry Campaign

This campaign supports the survey results of women who said they say sorry for doing something wrong (8/18) and the almost tied who said they apologize to be polite (7/18).

Pantene. "Not Sorry| #ShineStrong Pantene." Online video clip. YouTube, 18 Jun 2014. Web. 8 Oct. 2015.

5. Internet Meme



The above meme illustrates our survey results of 10/21 men who said they apologize when they actually did something wrong and the 7/21 who said they apologize to be polite (similar to excuse me) versus the 4/21 who said they either do both or don't do either.

[Original Image: <http://memegenerator.net/instance/55576754>]

ZACHARY NORTH

My artifacts were both visual and literary.

1. Gender Neutral Toys at Target

<http://www.thedailybeast.com/articles/2015/08/14/bigots-lose-it-over-target-s-boy-toy-policy.html>

This was an article discussing how Target changed the toy department of their stores by removing the labeling of toys as "for boys" or "for girls" in order to promote equality of genders and help remove gender stereotypes. Of course, some people had issues with this change and so Target has been getting a lot of backlash from their progressive choice.

Allen, Samantha. "Bigots Lose It Over Target's Boy Toy Policy." The Daily Beast. Newsweek/Daily Beast, 14 Aug. 2015. Web. 6 Oct. 2015.

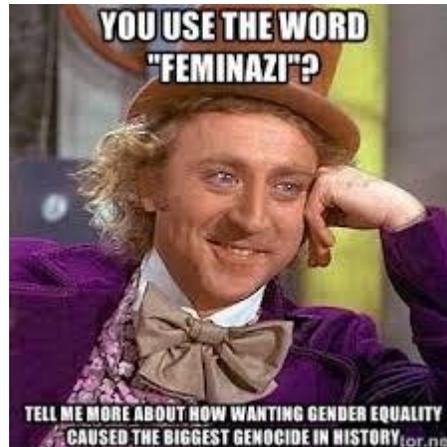
2. Gender Neutrality on Amazon

<http://insider.foxnews.com/2015/05/09/amazon-toy-section-goes-gender-neutral-removes-boys-and-girls-labels>

This article and video described how Amazon made a similar choice to Target and removed the “Boy” and “Girl” label from the toy department of this online store. The video has Margot Magowan and Julie Gunlock debating on the positives and negatives of this change.

"Amazon Toys Section Goes Gender Neutral, No More 'Boys' and 'Girls' Labels." Fox News Insider. FOX News Network, LLC., 9 May 2015. Web. 6 Oct. 2015.

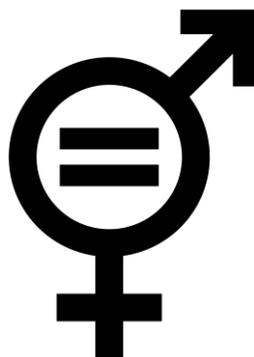
3. Internet Meme



This meme is used to illustrate the purposes of our project in which we are striving to show that gender roles are starting to become nonexistent to a point. It’s making an extreme point on how people compare feminist to nazis even though the former has never done anything to harm the world like the latter. [Original Image: <http://memegenerator.net/instance/53037300>]

"You Use the Word "Feminazi"? Tell Me More about H..."Memegenerator.net. Meme Generator. Web. 6 Oct. 2015.

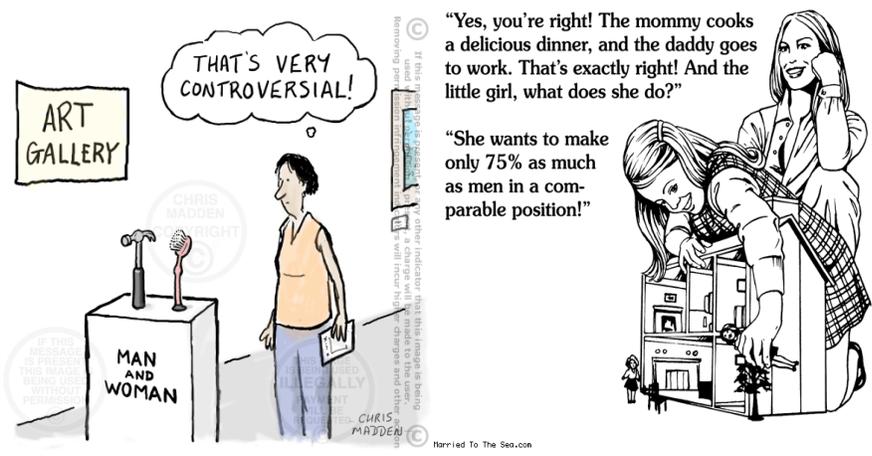
4. Gender Equality Symbol



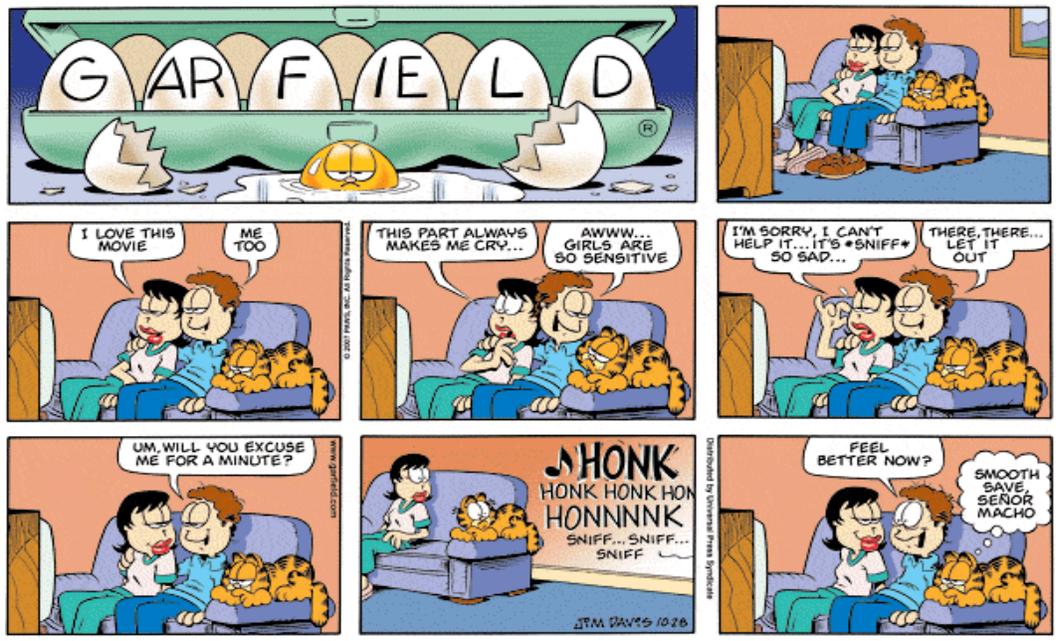
This is the symbol for gender equality, a combination of the symbols denoting male and female genders and the equal sign. I find it is a perfect symbol for representing the topic of our project.

"Gender Equality." Wikipedia. Wikimedia Foundation, 13 Dec. 2004. Web. 6 Oct. 2015.

MCKENNA HIGHT



“Hammer-Man-Brush-Woman-Feminist-Art-Cartoon” | “Teaching Kids about Gender Roles”



“Gender Roles - Garfield”

All of these visual artifacts show different sides of how our society sees gender roles. In the first, the woman seems offended by the gender roles assumed by what she sees in the art gallery, but the people in the second and third artifacts just accept them as part of their lives.

“Hammer-Man-Brush-Woman-Feminist-Art-Cartoon.” Chris Madden. Chris Madden Co. Web. 7 Oct. 2015.

“Teaching Kids about Gender Roles.” Married To The Sea. Married To The Sea. Web. 7 Oct. 2015.

“Gender Roles - Garfield.” HrLibrary. Tangient LLC, 2015. Web. 7 Oct. 2015.

KATELYN HOHN

Films:

Compare how women are portrayed in classic, old Hollywood vs. now

Compare how women are portrayed in popular franchises like Transformers versus Superhero franchises vs. the recent film Mad Max: Fury Road

Despite popular beliefs, there were actually a lot of strong female characters written several decades ago, many of whom are better than typical female characters now days

Ex: Scarlett O'Hara, women in Billy Wilder/Alfred Hitchcock/Eliza Kazan films, Holly Gollightly (she isn't just a Manic Pixie Dream Girl), Norma Desmond, etc.

Popular female characters these days are seen as strong only women they exhibit typically masculine traits--Katniss, Furiosa, etc. Others have to constantly play up their sexuality (Black Widow). Hermione Granger from the Harry Potter films is one of the few exceptions--she's smart and brave, and her looks aren't of much concern, plus she was an equal member of the team before she was ever anyone's love interest

Television:

Compare how women are portrayed in popular television shows now versus even ten years ago:

The wives: The Sopranos, Mad Men, Breaking Bad (all defined by husbands and hated by the audience)

Sitcoms:

June Cleaver vs. Lucy

Today: women of How I Met Your Mother, The Office, The Big Bang Theory, and Parks & Rec--the women are more complex than before, but they also come from broad character strokes (the women of The Office are cool like Pam or annoying side characters, the women of the Big Bang Theory are smart and socially awkward or pretty--recent seasons have changed this, How I Met Your Mother has two strong female leads, but also plenty of minor female characters that are just there to be eye candy for the men to sleep with, while Parks & Rec has very well developed characters that don't fit typical female sitcom character roles)

Roles for women:

The Love Interest

The Token Girl

The mother/sister/daughter

A woman that is just like a man

"Tough" women with no personality besides "strong"

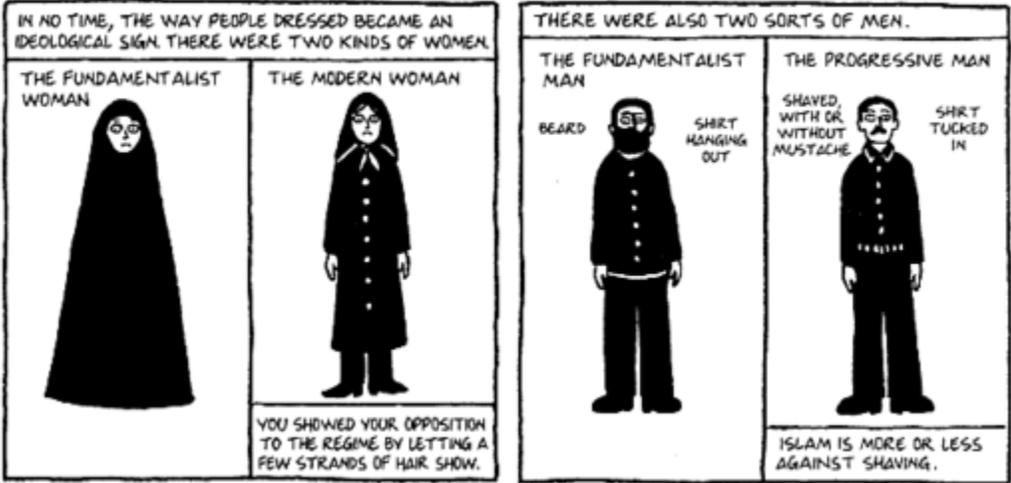
Hysterical, idiotic

Psycho ex-girlfriend/wife

The token lesbian (for male eye candy)

Straight eye candy

Wise, strange, grumpy, or sweet older woman



“Gender Roles are Limiting Our Sons and Daughters.” Piclist. Piclist. Web. 6 Oct. 2015.
Satrapi, Marjane. Persepolis. Pantheon Books, N.Y. 2003. Print.

THE ULTIMATE MEME

RHETORICAL ANALYSIS OF THE MEME



Source: imgflip.com

Edited by: Brittany Rosario (using Photoshop & Online Meme Generator)

We came up with the idea for this meme based on our survey results of both men and women. For exact references please read the following bullet points for the survey results we used to create this survey.

- 16 men & 12-14 women said both genders should do any/all chores
- 16 women said they had more than 2 colors in their room & 3 owned bookshelves
- 8 men said regular, bare, or nothing for bedroom designs
- Highest favorite color choice for both genders was blue
- Represented by blue pillows in the meme
- Woman is being dominant by suggesting that is it her partners turn to clean up
- Traits taken from highest common female personality traits in survey
- Man is displaying passive but solution centered decision to passively address the problem of dishes
- Traits taken from highest common male personality traits in survey

APPENDIX

SLIDESHOW HANDOUTS.....19
PRESENTATION EVALUATIONS...29
MEETING MINUTES.....33
BLANK SURVEY.....34

SLIDESHOW HANDOUTS

Gender Roles

by: Katelyn Hohn, Zach North, McKenna Hight,
& Brittany Rosario

Childhood Gender Roles in Adult Life (BuzzFeed)



Colors

Men: Favorite Color?

Blue and Green were the most popular

Least: Pink, Orange, Red

Women: Favorite Color?

Least: Orange, Yellow, Turquoise

Black was by far the most popular (not “girly” colors)!

Personality Traits

Favored Personality Traits:

Men: Logical

Least: Submissive, problem centered

Women: Independent

Least: Dependent, problem centered, submissive



Sports

Men: Like it? Yes - 14; No - 7

Top 5 Sports:

Football - 9

Soccer - 8

Basketball - 6

None - 5

Baseball & Tennis - 4



Sports

Women: Like It? Yes - 14; No - 4

Top 5 Sports:

- Football - 10
- Soccer - 6
- Basketball & Ice Skating - 5
- Ballet & Tennis - 4
- Baseball & Volleyball or None - 3



Money Spending

Women

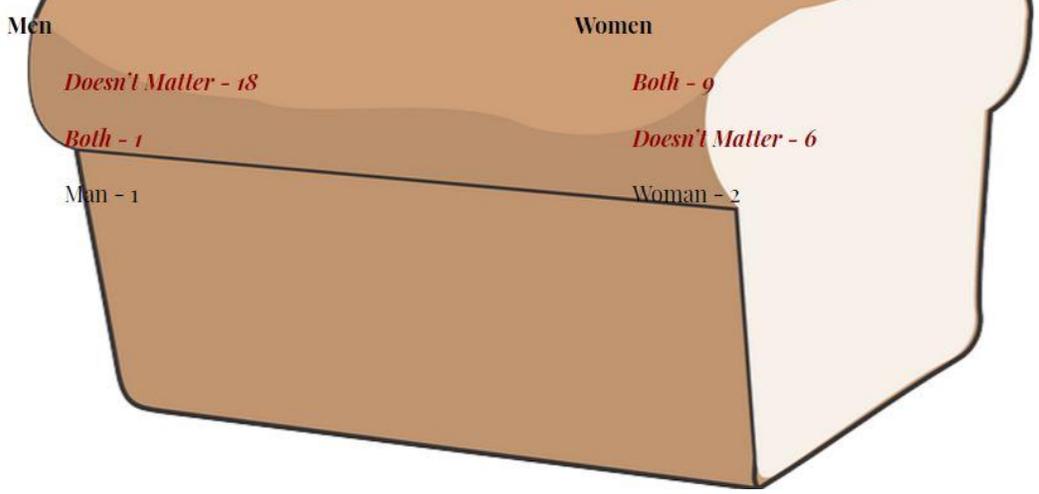
- Food - 16
- Clothing - 3
- Books - 2
- Hair Products or House Appliances - 1



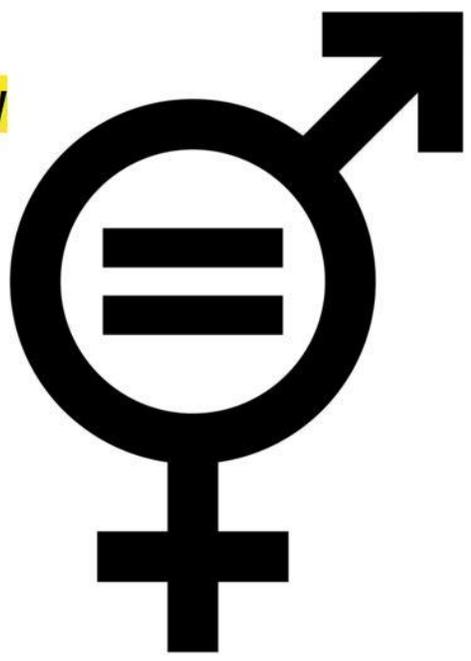
Men

- Food - 16
- Technology (Games & Electronics) - 3
- Clothing - 2
- Other (Gas, Hair Products, Hobbies, etc.) - 1

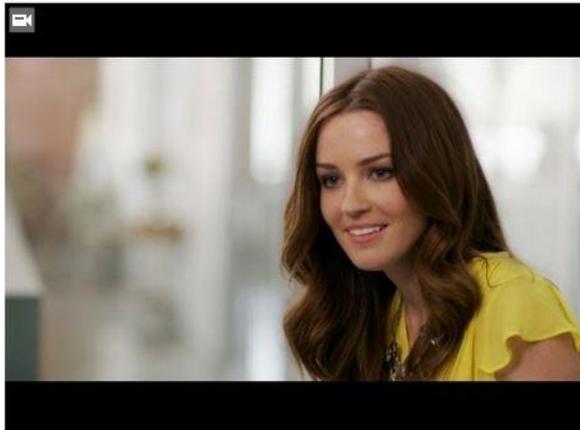
“Breaking Bread”



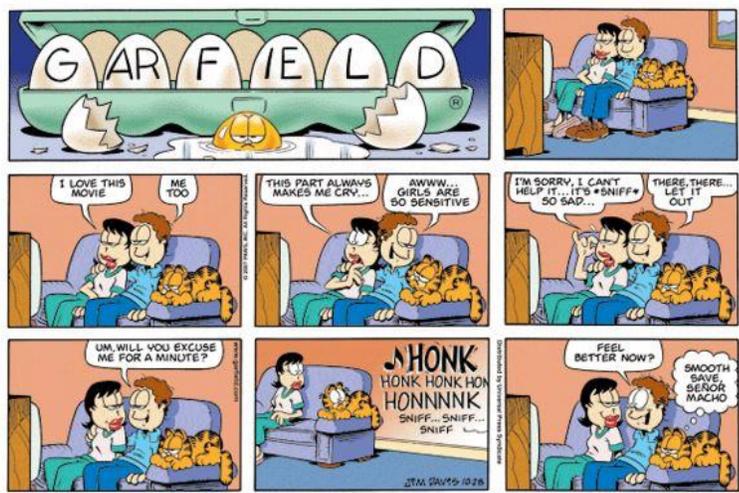
Gender Equality



Visual Artifact: Page 1



Visual Artifact: Page 2



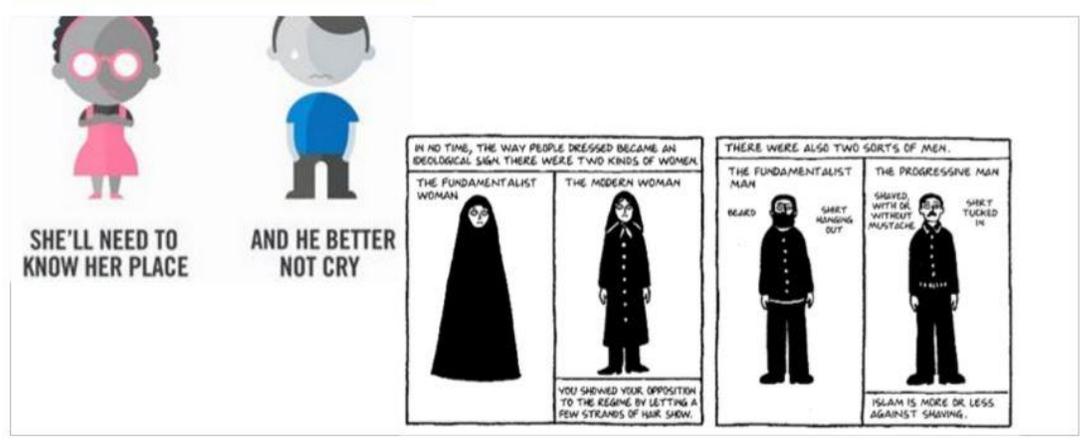
Visual Artifact: Page 3

Gender Portrayals in Film and Television

Then and NOW

The wife	June Cleaver	Betty Draper, Skylar White
Love interest	Always	Always
Crazy ex-girlfriend	Not as popular	Very popular
The Token Girl	Occasional	Usually in kid's films, doubles as eye candy/love interest
"Strong Female Character"	Wit over strength	Defined by masculine traits
Motherly character	Occasional	Has few lines

Visual Artifact: Page 4



Saying Sorry

Women: Almost Tied

You actually did something wrong 8

You're being polite 7

Both 2

"When I'm being polite and when I've been proven wrong" 1

"I don't say sorry" 1

- Also answered: Woman is Breadwinner. Logical, independent, strong, house task should be divided

Sorry,
NOT SORRY
for thinking
DIFFERENTLY.

PANTENE
SHINE STRONG

Saying Sorry

Men: Typical Gender Role

You actually did something wrong 10

You're being polite 7

Both 2

"Either I'm actually wrong or I feel guilty for my actions. I say sorry for no other reasons." 1



Valentine's Day

Women: Not what I expected

Cards 7

A date to their restaurant 5

Make something at home 4

Candy 3, Write them a poem 3

Nothing 2

Ask them what they want 1

Men: Exactly what I expected

Flower 7, Make something at home 7

Candy 6, Cards 6

A date to their restaurant 5

Ask them what they want 3

Write them a poem 2

Jewelry 1, Nothing (single) 1

If Girls were Guys on Valentine's Day (& Guys were Girls)



Meme

- 16 men said any/all chores both should do
- 12-14 women said any/all chores both should do
- 16 women said they had more than 2 colors in their room & 3 owned bookshelves
- 8 men said regular, bare, or nothing for bedroom designs
- 3 men like the color blue, 2 women do
 - highest numbers so there are blue pillows
- Woman is being dominant by suggesting that is it her partners turn to clean up (9)
- Man is displaying passive (10) but solution centered (13) decision to passively address the problem of dishes
- Source: freestock.com
- Edited by: Brittany Rosario



THE END!

Thank you for your time & attention.

We hope that you enjoyed our presentation :)

Questions?

Comments?



PRESENTATION EVALUATIONS

Kim Haines-Korn – ENGL 3100

Collaborative Project: Cultural Ideologies – Presentation Evaluation

Evaluator's Name Caillin

Team Name PURPLE (Gender Roles)

Directions: Fill in the number that represents your evaluation regarding the criteria listed below.

3= Excellent 2 = Good 1 = Weak

Presentation Criteria	Excellent 3 pts	Good 2 pts	Weak 1 pt.
Connection to class theories and concepts	✓		
Organization of information <i>artifacts + survey mixed?</i>		✓	
Triangulation (multiple data sources)	✓		
Representation of Survey Findings <i>too much data info nice + straightforward</i>	✓		
Specific field observations	✓		
Visual/Auditory Display of Cultural Artifacts <i>gender infirm table not as engaging</i>		✓	
Engaging, justified Meme	✓		
Powerpoint presentation/Website <i>Good icebreaker</i>		✓	
Interactive class involvement	✓		
Style/Mode of Presentation <i>good conversational tone</i>	✓		
Creativity	✓		
Group analysis and synthesis <i>its all analyzed, but synth?</i>	✓		
Spoken presence <i>↓↑ depends</i>	✓		
Time management <i>↓ too much time itemizing results?</i>	✓		
Overall Impression	✓		

Total Points

42

Something you learned through the presentation

The symbol for gender equality



Gender roles becoming less compartmentalized.

Most interesting aspect of presentation

The video with switched gender roles for

Additional comments (presentation quality and particular elements).

Great Job! Wonderful topic with lots to discuss.

Kim Haimes-Korn – ENGL 3100
Collaborative Project: Cultural Ideologies – Presentation Evaluation

Evaluator's Name Jordan Dollar

Team Name Team Gender - Roles

Directions: Fill in the number that represents your evaluation regarding the criteria listed below.
3= Excellent 2 = Good 1 = Weak

Presentation Criteria	Excellent 3 pts	Good 2 pts.	Weak 1 pt.
Connection to class theories and concepts	✓		
Organization of information	✓		
Triangulation (multiple data sources)	✓		
Representation of Survey Findings	✓		
Specific field observations	✓		
Visual/Auditory Display of Cultural Artifacts	✓		
Engaging, justified Meme	✓		
Powerpoint presentation/Website		✓	
Interactive class involvement		✓	
Style/Mode of Presentation		✓	
Creativity	✓		
Group analysis and synthesis	✓		
Spoken presence	✓		
Time management	✓		
Overall Impression	✓		

Total Points 42

Something you learned through the presentation

An equal amount of men and women enjoy sports. Not surprising, but definitely good to hear.

Most interesting aspect of presentation

The surveys were certainly illuminating.

Additional comments (presentation quality and particular elements).

Your artifacts were interesting and well-chosen. You can tell more than a little thought went into these.

Kim Haimes-Korn – ENGL 3100

Collaborative Project: Cultural Ideologies – Presentation Evaluation

Evaluator's Name Kendra Hansen

Team Name Gender Roles

Directions: Fill in the number that represents your evaluation regarding the criteria listed below.

3 = Excellent 2 = Good 1 = Weak

Presentation Criteria	Excellent	Good	Weak
	3 pts	2 pts.	1 pt.
Connection to class theories and concepts		✓	
Organization of information	✓		
Triangulation (multiple data sources)	✓		
Representation of Survey Findings	✓		
Specific field observations	✓		
Visual/Auditory Display of Cultural Artifacts	✓		
Engaging, justified Meme	✓		
Powerpoint presentation/Website	✓		
Interactive class involvement		✓	
Style/Mode of Presentation	✓		
Creativity	✓		
Group analysis and synthesis	✓		
Spoken presence		✓	
Time management	✓		
Overall Impression	✓		

Total Points

42

Something you learned through the presentation

That most do not ascribe or believe in traditional breadwinner gender roles.

Most interesting aspect of presentation

I liked the Then & Now women's roles table.

Additional comments (presentation quality and particular elements).

I liked your choice of artifacts.

Kim Haines-Korn – ENGL 3100
Collaborative Project: Cultural Ideologies – Presentation Evaluation

Evaluator's Name Samantha Crevatt

Team Name The Non-binaries (Men/Women Stereotypes)

Directions: Fill in the number that represents your evaluation regarding the criteria listed below.

3 = Excellent 2 = Good 1 = Weak

Presentation Criteria	Excellent 3 pts	Good 2 pts.	Weak 1 pt.
Connection to class theories and concepts		✓	
Organization of information	✓		
Triangulation (multiple data sources)	✓		
Representation of Survey Findings	✓		
Specific field observations	✓		
Visual/Auditory Display of Cultural Artifacts	✓		
Engaging, justified Meme	✓		
Powerpoint presentation/Website		✓	
Interactive class involvement	✓		
Style/Mode of Presentation	✓		
Creativity		✓	
Group analysis and synthesis		✓	
Spoken presence	✓		
Time management	✓		
Overall Impression	✓		

Total Points

39
45

Something you learned through the presentation

Most men don't care who the bread winner within the household is.

Most interesting aspect of presentation

The survey results were overall surprising. We have such a huge media push for stronger female personas, & it is often seen as the fault of men, but these results show that most men don't have a ~~strong~~ problem with strong women.

The slides were well divided amongst the speakers, but not necessarily visually appealing.

MEETING MINUTES

Meeting Minutes taken in the first week that outline the entire project
Group Ideology: Gender Roles

We set personal group deadlines based on the hard deadlines for assignment to be turned in and the week before each deadline we met in person to discuss our ideas and who will do what part. If any complications arose we sent text messages to each other or made direct phone calls.

Questionnaire: Google forms online & face to face interviews
Everyone will get 10 surveys filled out by Tuesday, Sept. 29th

Artifacts (visual and language): gather results and analyze the beliefs and results of our ideology
Everyone should write their own interpretation of it, done on Tuesday, Oct. 6th

- Brittany
- McKenna
- Zach
- Katelyn

Creation of a Meme: combine results of team interpretation of results to create an original, conceptualized meme that illustrates the visual rhetoric of our ideology
We need to get the ideas together as a team and one person can generate the meme and the description for it, by Tuesday Oct. 13th

Team Presentation: read the guidelines!

We will create a Google slide for everyone to put together their information so that everyone has access to it. One person will edit for grammar and design consistency.

Due on Tuesday, Oct. 20th

*Make your slides in bullet points, not paragraphs. We only get 30 minutes to present and it goes by fast :)

Team Report: read the guidelines.

This is a professional report that has to be printed and binded together in a book. Must have the following items:

Table of Contents

Introduction

Description, analysis, and visual representation of questionnaire results

Description and visual display of artifacts and images

Description and rhetorical analysis of meme

Slideshow handout

List of References (all source documents)

Appendix: meeting minutes and other supporting documents

Due on Tuesday, Oct. 27th

BLANK SURVEY

*** Required**

What is your favorite color? *

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Black
- Pink
- Other:

What is your personality like? *

- Logical
- Independent
- Strong
- Dependent
- Weak
- Solution centered
- Emotional
- Passive
- Submissive
- Dominant
- Aggressive

What is your occupation? For students, what is your degree area? *

- Architecture
- Construction Management
- Art, Music, Dance, or Theatre
- Education/Teaching
- Early Childhood Development
- Business/Accounting/Marketing
- Computer & Software Engineering
- Apparel & Textile
- Engineering or Engineering Technology
- Criminal Justice
- Nursing
- DWMA

- Other:

How is your bedroom decorated? *

Colors, bedding, posters, flowers, rug, paintings, sports, etc.

What house task do you do? *

- Wash the dishes
- Laundry
- Sweep/Mop
- Kill bugs
- Dust
- Cook
- Take out the trash
- Mow the lawn
- Grocery shopping
- Care for children
- Watch sports & drink beer

Out of the above house tasks, which ones do you think a man should do? Explain. *

Out of the above house tasks, which ones do you think a woman should do? Explain *

Do you like sports? *

- Yes
- No

What sports do you like? *

To watch and/or play

- Football
- Basketball
- Baseball
- Soccer
- Tennis
- Ice Skating
- Hockey
- Volleyball
- I don't like sports
- Other:

What do you spend most of your money on? *

- Food
- Books
- Clothes
- Technology (video games & electronics)
- Other:

Who is the breadwinner? *

- Man
- Woman
- Both
- Doesn't Matter

Why do you say sorry? *

- You're being polite (similar to saying excuse me)
- You actually did something wrong
- Both
- Other:

It's Valentine's Day, what do you get your significant other? *

- Candy
- Write them a poem
- Make something at home
- Ice cream
- Flowers
- Cards
- A date to their favorite restaurant
- Ask them what they want
- All of the above
- Nothing
- Other:

What is your age? *

- 18-20
- 21-25
- 26-30
- 31-35
- 36-40
- Older than 40

What is your gender? *

- Female
- Male