

Film Questions: *The Codes of Gender*

Directions: Answer all of the questions below while watching the film. Directions for accessing the film are on canvas. This sheet will be turned in at the beginning of class on Tuesday.

1. Why do androgynous individuals create a challenge to social interaction?
2. Define
 'Code':

 'Gender display':
3. Why are advertising and other media an ideal place to examine the codes of gender display?
4. What do hands represent for feminine and masculine gender codes?
5. What sorts of poses do women most often assume in advertising images and what do these signify about femininity?
6. What do many of these postures say about the psychology of women?

7. What role have nonverbal cues played in violent crime?

8. How has commercial realism infantilized womanhood? What have been some significant consequences of this?

9. What sorts of poses do men most often assume in advertising images and what do these signify about masculinity?

10. How has the emergence of nontraditional male postures posed a risk for advertisers?

How have many advertisers attempted to avert this risk?

11. How have images of femininity been transformed in recent years?

12. Why have these changes been unsuccessful in breaking the traditional feminine code of gender?

13. Why are women, more so than men, trapped in their gender codes?

14. How is this exemplified by the sexualization of powerful and athletic women?

15. Where do advertising and media images come from?

16. How do some advertisers actively attempt to retreat from any modern or progressive portrayals of women?

17. What did you think of the film? Does this film make you re-evaluate the influence media and advertising has had on you? Why or why not? If so, how?