



**SOCIALIZATION THROUGH  
GENDER AND LIFE COURSE**

*What are little girls made of?  
Sugar and Spice  
And everything nice  
That's what little girls are made of.*

**What are little boys made of?  
Snips and snails  
And puppy dog tails  
That's what little boys are made of.**

# F.Y.I

- **Sex**= the state of being male or female biologically speaking.  
You are male or female.
- **Gender**= the behavioral, cultural, or psychological traits typically associated with one sex. “Being a man or a woman”  
–video

- Which agent of socialization do you believe enforces gender roles the most ?

# How gender socialization happens

- Yes, society does nudge us in a gender direction based on our sex.
- Starts from day one with parents.
  - Mothers usually **UNCONSCIOUSLY** reward females for being passive (calm) and dependent and reward males for being active and independent.
    - *Example: Girl rips head off of doll, parents worry/ correct the behavior. Boy rips head off of doll... “boys will be boys”*
- *All of this creates your gender identity which is you sense of being male or female based on learned cultural values*

# Pink wasn't always for girls...

- Before Gatsby, a 1918 trade catalog for children's clothing recommended blue for girls. The reasoning at the time was that it's a "much more delicate and dainty tone," Finamore says. Pink was recommended for boys "because it's a stronger and more passionate color, and because it's actually derived from red."
- [NPR article](#)

# Let's decide

1. \_\_\_\_\_ should be good at math.

2. \_\_\_\_\_ should drive a truck.

3. \_\_\_\_\_ should have long hair.

4. \_\_\_\_\_ should ask someone out on a date.

5. \_\_\_\_\_ should cut class.

6. \_\_\_\_\_ should go grocery shopping.

7. \_\_\_\_\_ should serve in the military.

8. \_\_\_\_\_ should make dinner.

9. \_\_\_\_\_ should major in engineering.

10. \_\_\_\_\_ should have a garden.

11. \_\_\_\_\_ should go fishing.

12. \_\_\_\_\_ should be in a basketball pool.

13. \_\_\_\_\_ should become a pediatrician.

14. \_\_\_\_\_ should be a teacher.

# How does the mass media reinforce societies expectations of gender???

- Let's look at some ads and discuss their gender bias.



# 1950's

Housekeeping Monthly 13 May 1955

Housekeeping Monthly 13 May 1955



Advertising Archives

## The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people.
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.
- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.

No wonder you women buy more **TIDE** than any other washday product!

# TIDE'S GOT WHAT WOMEN WANT!

NO SOAP-NO OTHER 'SUDS'-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN** AS **TIDE!**

ONLY **TIDE** DOES ALL THREE!  
1. World's **CLEANEST** wash!



REMEMBER!  
**TIDE** GETS CLOTHES CLEANER ANY OTHER WASH



ANYTHING WEIRD ABOUT THIS COMMERCIAL?

Is there anything wrong with this commercial?



What was this commercial for?



# What it means to be a man



# What it means to be a girl



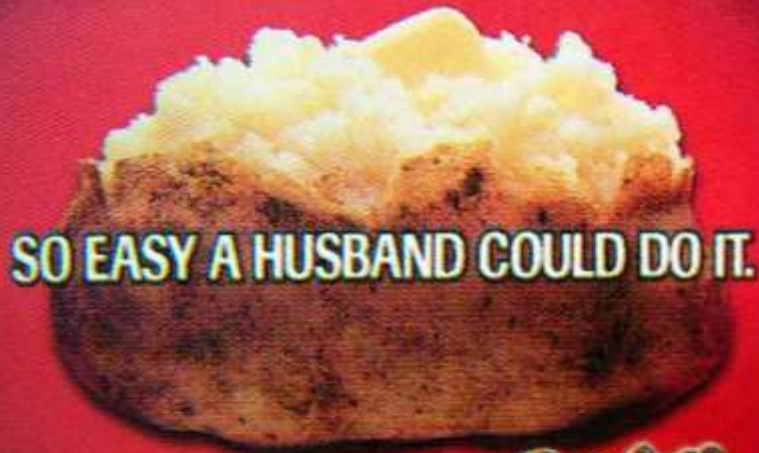
WHAT DOES IT MEAN TO DO SOMETHING  
"LIKE A GIRL"?

ALL 23 FLAVORS JUST 10 MANLY CALORIES



# IT'S NOT FOR WOMEN.

Welcome gentlemen, to the manliest tab on Facebook. A lady-free zone of rugged, macho, hair-on-your-chest awesomeness that's definitely not for women.



SO EASY A HUSBAND COULD DO IT.



# ARE YOU MAN ENOUGH..



**Sam Kim BS**  
24 Year Old  
Nurse  
Snowboarder

**Terry Wessner BA PhD**  
26 Year Old  
Nursing  
Nurse  
U.S. Army

**Yuri Chavira BA CMHA**  
23 Year Old  
Nurse  
U.S. Marine

**Robert Anderson BS**  
24 Year Old  
Nurse  
Nurse's Nurse  
Decorated American  
Combat Nurse &  
Nurse  
U.S. Army

**Don MacGregor BA**  
24 Year Old  
Nurse  
Nurse  
Nurse

**Walter Moore, BS**  
27 Year Old  
Nurse  
U.S. Navy  
Fire Dept

**Bill Washburn BS**  
24 Year Old  
Nurse  
Nurse  
Nurse

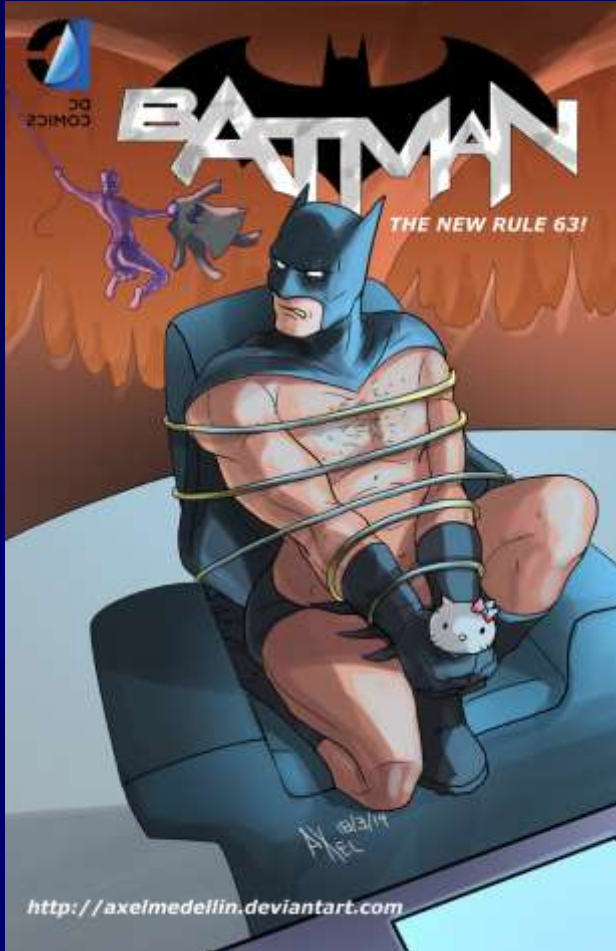
**L. Ray Smith BS**  
24 Year Old  
Nurse  
Nurse  
Nurse

**Justin Scott Church BS**  
24 Year Old  
Nurse  
Nurse  
Nurse

# ...TO BE A NURSE?

If you want a career that demands intelligence, courage, and Skill, and offers unlimited opportunity, consider nursing.

For information about careers in nursing, and educational and financial resources in Oregon, go to [www.oregocenterfornursing.org](http://www.oregocenterfornursing.org)



<http://axelmedellin.deviantart.com>



**WHAT IF ALL THE MALE CHARACTERS  
POSED LIKE THE FEMALE ONE**



# Socratic warm-up

■ Altman108

# Socialization through the Life Course

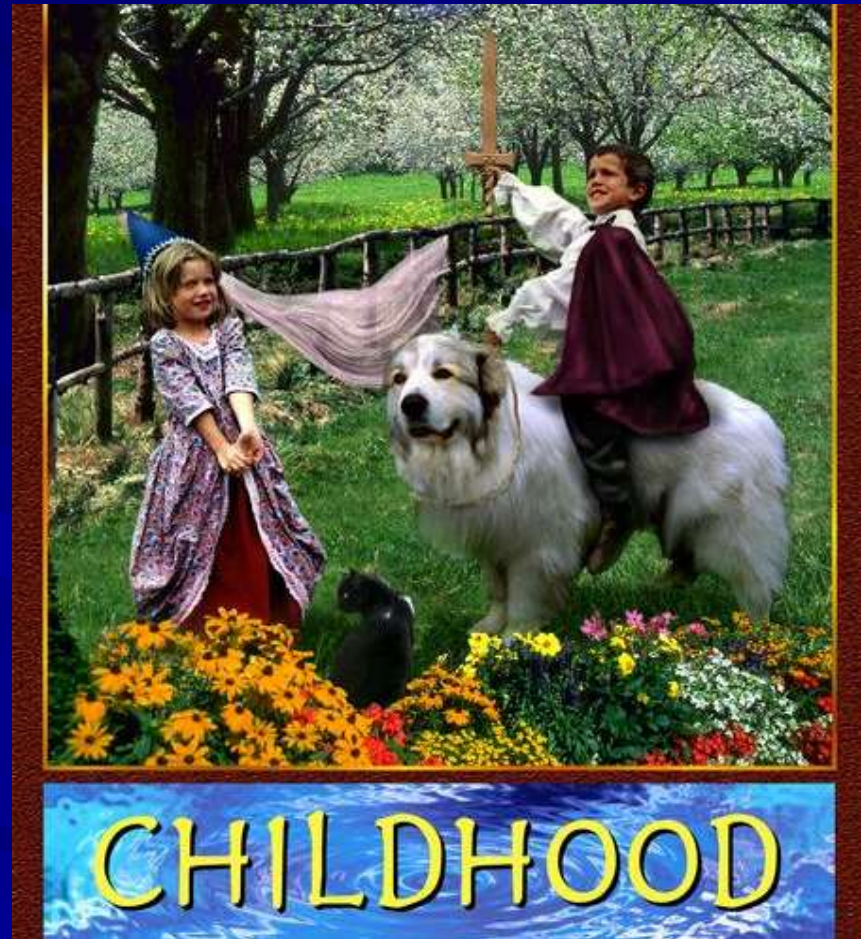
- As we pass through the different stages our behaviors and attitudes change in ways that reflect the social expectations of that stage.
- An individual's life course is influenced by social location

# Socialization through the Life Course

- Socialization occurs throughout your whole life and occurs in different stages.
  - Childhood (0-12)
  - Adolescence (13-17)
  - Young Adulthood (18-29)
  - The Middle Years (30-65)
  - The Older Years (65-death)

# Childhood (0-12)

- Socialized as tender and innocent.
- Parents guide your development while providing you with care, comfort and protection
- Like sponges... socialize based on what others say and do.



# Fairy Tales

- Does the story of Cinderella suppress women?
  - [Honest trailer](#)
- [Bert show discussion](#)

# Fairy Tales & Children's Books

As a woman, your political

## What Disney princes teach men about attracting women:

Pretty girls don't even need to be alive to get some hot princely action

At first it may seem to be being so beautiful that women get jealous and try to kill you. But don't worry, once your beauty attracts a man, he'll protect you

Women have nothing important to say

Try a little charm, wealth and fame. That's hot.

Necrophilia is a good dating strategy

Strangers want you to make out with them while they sleep.

Just lie, it'll totally work

mmmmmmmmmmmmmmmmmmmm, Stockholm syndrome

# Watching a Children's movie

- While watching the movie complete the worksheet analyzing how the children's movie socializes children.

# Fairy tales and children's book

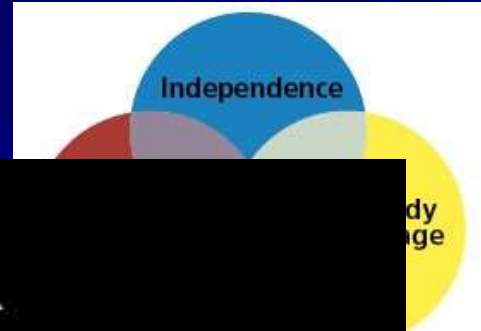
- Textbook reading
- Gender analysis of children's books activity



# Ageism

- Ageism- a set of beliefs, attitudes, norms and values used to justify age-based prejudice and discrimination.

# Adolescence (13-17)



## TEENAGER



What my friends think I do



What my mom thinks I do



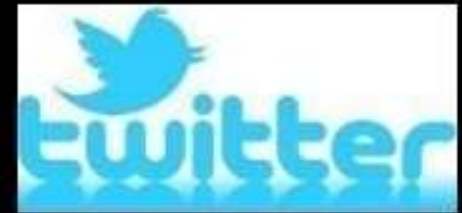
What society thinks I do



What my teacher thinks I do



What I think I do



What I actually do

language, music and protection

# Activity

- Read “From Childhood to adulthood Among the Tiwi”
- Answer the questions on the back except the activity. Instead create a venn diagram comparing and contrasting the transition from childhood to adulthood in the USA vs the Tiwi.

# Young Adulthood (18-29)



- Time of extreme optimism... “I can do anything!”

- Adult responsibilities slowly taken on.

  - Typically postponed because of extended education



# Middle Years (30-65)

- Separated into two periods...
  - Early Middle: socially focused on work and career. Involved in everything, family, etc.
  - Later Middle: socially very comfortable.
  - Concerned with physical health
  - video



# Activity

- Complete the front of the worksheet “What I want my Grandkids to know....” and Thoughts about the elderly.

# Older years (65-death)

- **Socially some become very active while others become reclusive.**

- Bingo vs. reading at home alone.

- **Some social devaluation...** they don't feel "needed by society" and may not feel comfortable socially.

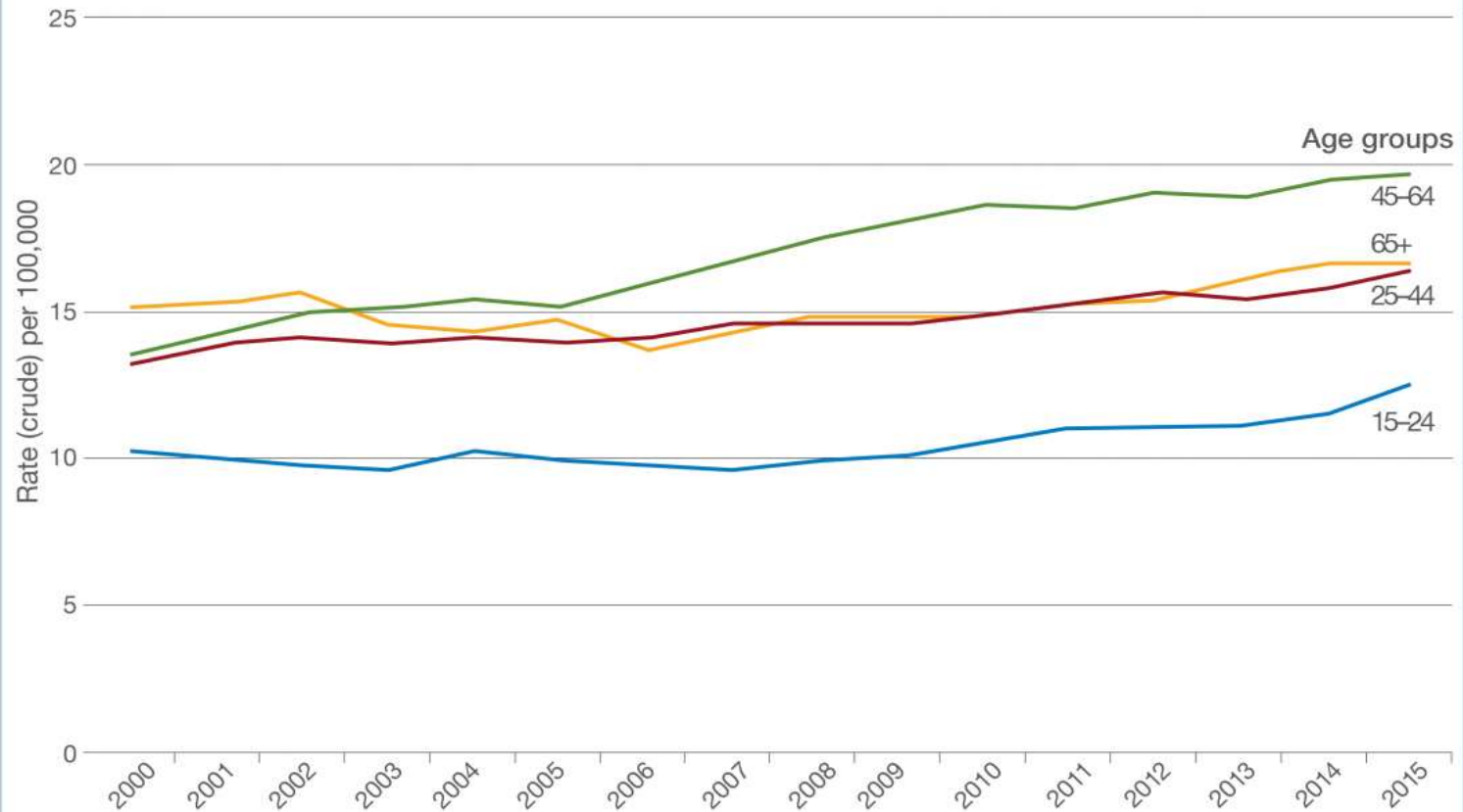


# Inconsistencies of Treatment

- In many societies ageism is not an issue. Elderly people in many cultures are treated with great respect and honor.
  - In agricultural societies, elderly males usually play important roles, such as the role of priest or elder.
  - Among the Igbo people of Nigeria, the older person is assumed to be wise: this not only brings him respect, since he is consulted for his wisdom, it also provides him with a valued role in society.
  - The Bantu elder is “the father of HIS people”
  - In Samoa culture old age is “the best time of life”
- So what do you believe changed people’s views on getting older?



# Suicide Rates by Age, United States, 2000–2015



Source: WISQARS Fatal Injury Reports, 1999-2015

# Analyze CCOT

# Sociological Perspectives of Socialization

# Functionalist Perspective: Social, Psychological and Economic Functions

- Socialization serves a number of social functions
  - Ensuring social order is main function
- With socialization, norms and values can be instilled within the child
  - Socialized individuals support their society, working to contribute to its prosperity and obeying laws
- Socialization of children teaches parents qualities useful for enhancing human relations in society
- Children are socialized to grow up and support their parents in old age and in some cases they are contributors to the family's economic well-being

# Conflict Perspective: Exploitation and Abuse of Children

- Some aspects of socialization are harmful to children
- An Enormous power builds up on the parents who can thus be tempted to exploit and abuse children
  - Child labor, slavery, child pornography and abuse
- Children are viewed as their parents personal possession and are denied many rights that adults enjoy as members of society
- Adults defend the physical punishment of children by saying “its for their own good”

# Symbolic interactionist perspective: developing self-image from interactions

- Focuses on how children develop a self from interactions with parents and other people in their lives
  - Cooley's looking glass process
  - Mead's role taking process

# L10

- Complete the back of your worksheet comparing young adults to older adults