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|  | ***Language - gender - culture*** |
|  | **CLASS 8 (Scenario 8)** |
| **TOPIC** | **Gender sexualization in commercials** |
| **LEARNING CONTENT - DETAILED CHARACTERISTICS** | The specific of commercial as a type of communication: speech genre, text, discourse?Sexualization as a feature of contemporary culture.Sexualization of gender in commercials as one of the most often factor in this sphere of communication.Polymodality as the main aspect of commercials. |
| **KEY WORDS** | commercial, gender sexualization, contemporary culture, discourse |
| **SUGGESTED TOOLS** | group work, discussion, presentation, commercial videos on YouTube, brainstorming |
| **TIPS / METHODOLOGICAL REMARKS**(if applicable) | The lecture part includes interactive elements. |
| **IMPLEMENTATION OF THE CLASSES** | **STEP 1**  | Introducing the topic with a short brainstorming and discussion on the sexualization as one of the most popular and often aspects in contemporary culture (pop culture: films, videoclips, movie series; commercials; social medias etc.). |
|  | **STEP 2** | A lecture supported by the presentation prepared in PowerPoint: definition of sexualization, symptoms of sexualization in communication. |
|  | **STEP 3** | Presentation of a few commercial videos and discussion on sexualization symptoms in this type of communication (WORK CARD 1). |
|  | **STEP 4** | A discussion on communication determinants of sexualization and their representation in commercials: language, picture, sound (gender stereotypes and cliches, narrow model of gender concept limited into body and sex). |
|  | **STEP 5** | Group work: what are the main and the most dangerous impacts of sexualization on everyday life (e.g. low self-esteem of young people, hang-up problems among your adults, esthetization of various milieus etc.) |
|  | **STEP 6** | A discussion: is this possible to avoid the sexualization factors in commercials? What could replace it? |
|  | **STEP 7** | Work in groups: preparing the script of a video commercial without any sexualization aspects on the example of one chosen film seen before. |
|  | **STEP 8** | Presentation of the scripts and discussion on them. |
| **ADDITIONAL MATERIALS** | **1 WORK CARD** | Commercial video |
| **2 WORK CARD** | Commercial script |

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| **WORK CARD 1** | **COMMERCIAL VIDEO** |
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| **WORK CARD 2** | **COMMERCIAL SCRIPT** |

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| **EXAMPLE (CHOSEN COMMERCIAL VIDEO)** | **SEXUALIZATION ASPECTS** | **STUDENTS PROPOSALS** |
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