

# Applying Sociology Using Visual Methods

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This picture disrupts stereotypical/controlling images. I think this because there is a huge misconception and stereotype surrounding black men. Black men are typically portrayed in images as a brutish force, or dangerously masculine. I think this picture shows a more "soft" imagery of a black man.

### In-Class Media Content

You will create a media project that includes at least six (6) images from online advertising, newspaper articles, or magazine articles that show people from racial/ethnic groups or men and women. From these images, you will:

Explain how the image reflects upon the social construction of race, ethnicity, and/or gender, class, disability, or size.

Explain how stereotypical portrayals of race/ethnicity, sexuality, gender and class reinforce ideas about race, ethnicity, sexuality, gender or class. OR how portrayals disrupt stereotypical/controlling images.

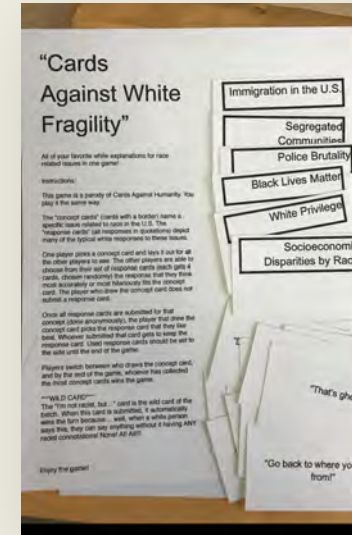
Collect all of your items and accompanied explanation. Submit the finished projects here and then you will describe the collection of images to fellow students.

Hopefully, you will make connections across all of the images selected and describe how these media portrayals reinforce or demonstrate racist and sexist views and ideas or how we are working to address these issues.

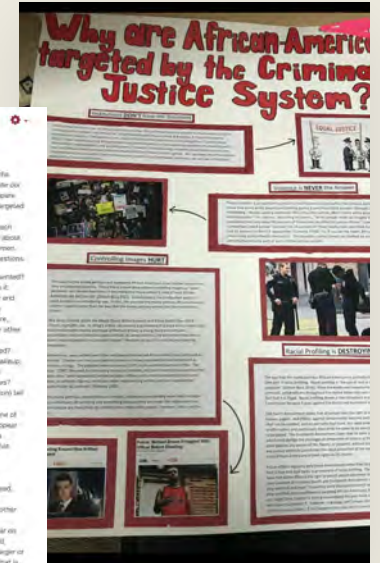
Using visual methods in class, allows for students to explore sociological concepts in various ways. This ways are outside the traditional methods of paper writing and research paper assignments.

This includes in-class assignments, where they also have opportunities to work in groups and tease out ideas.

These options and assignments allow for students to break out of the traditional class format and use their sociological imagination.



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at men are supposed to  
ig and not "weak" we are  
a narrative that causes  
suppress their true  
. Over time this can cause  
with expressing emotions  
cause communication  
down the road.



Today's class

Today, we will analyze and interpret the messages about gender that advertisers have through the media. We will compare images from two online magazines targeted at men with images from two online magazines targeted at women. For each magazine, we will analyze messages about what is attractive to men and for women. We will then answer the following questions.

1. How are the cover models presented? Describe their body form. Does it reflect the ideals for masculine and feminine beauty? How are they posed? What are their postures, facial expressions, attitudes, or other physical attributes convey?
2. How are the cover models styled? Describe their clothing, hair, makeup, and accessories. Are the cover models engaged in any activities? What do their actions or reactions tell us about who they are?
3. What is the background or scene of the magazine cover? Does it appear to be taken in a studio, or in a location that of some kind? What does the background convey?
4. What colors are used for the magazine cover? Look at the background, the title or headlines, and any kind of text or added graphics. What, if any, are the other visual aspects of the cover?
5. What words and phrases appear on the cover? What words are bold, italicized, in capital letters, in larger or smaller font sizes, and why? What is the overall tone? What are the explicit and implicit messages embedded in the text?
6. As a viewer, what are the most themes and patterns that emerge from the cover? Do these themes, support or challenge gender roles and the roles of beauty? Gender, gender, do other factors of responsibility—such as race, class, age, or sexual orientation—seem to affect the message?
7. Compare and contrast the women's and the men's magazines. What are the similarities and differences between the two covers, and how do you explain them? How do you think such magazine influence how we see ourselves and others?

