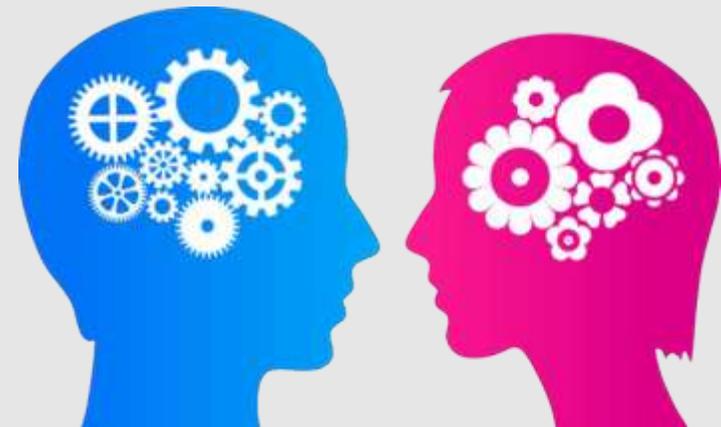


**Gender role stereotypes in relation with  
products and professions**

## Investigating Identity

The ways we behave and express ourselves are shaped by the **cultures** in which we participate. Since the mid-twentieth century, philosophers, social scientists, and historians have theorized that gender—the roles, characteristics, and activities that distinguish men from women—are not innate but **socially constructed**. Behaviors thought to be feminine or masculine differ from one culture to another and across time periods.



“Research indicates that children as young as eighteen months old show preferences for gender stereotyped toys. By the age of two, they are aware of their own and others’ gender and between two and three years of age, they begin to identify specific traits and behaviors in gender stereotyped ways” (Golombock & Fivush, 1994). (Pillari, 1998)



Toys play a big part in socializing gender in children. There are toys that are marketed to children and parents that are gender-typed.

Girls' toys were usually dolls or household appliances. Boys were shown with action figures, military equipment, building blocks and vehicular toys.

“Toys for boys tend to encourage exploration, manipulation, invention, construction, competition and aggression. In contrast, girls' toys typically rate high on manipulability, but also creativity, nurturance, and attractiveness.” (Renzetti & Curran, 2003)



Children's literature also has the power to impact children's gender identity. In 1972 a study by Lenore Weitzman did an analysis on award winning picture books and found an absence of female characters. **The males were valued for their accomplishment or being smart, and the females in the books were valued for their good looks.** This study was replicated in 1997 by Kathleen Odean and, though she found more females in children's books, they took on more supportive roles. **Only six hundred of the over four thousand children's books she looked at had female characters that were brave, athletic and independent, or going against feminine stereotypes** (Renzetti, Curran, 2003).

A robot read 3.5 million books to see how we describe men & women differently.

‘Beautiful, sexy and gorgeous were used most often to describe women, while men were most frequently called Brave, rational and righteous.’

‘Overall adjectives used for women focused on appearance, while for men behavior was key’  
(Diamond, 2019)

Source: University of Copenhagen

<https://lithub.com/a-robot-read-3-5-million-books-to-discover-we-describe-women-by-their-appearance-and-men-by-their-virtue-no-one-surprised/>

Eagly's (1987) **Social role theory** argues that widely shared gender stereotypes develop from the gender **division of labor**\* that characterizes a society. In addition, the gendered division of labor gives men and women differentiated skills.

\*Division of labor, which refers to the system of differentiation and specialization of work tasks, is a feature of social structuring found in all human societies.

**Pink-collar worker** is one who is employed in a **job** that is traditionally considered to be women's **work**. The term **pink-collar worker** was used to distinguish female-orientated **jobs** from the blue-**collar worker**, a **worker** in manual labor, and the white-**collar worker**, a professional or educated **worker** in office positions

This may include jobs in the beauty industry, nursing, teaching, secretarial work, or child care



Much of men's resistance to pink-collar jobs is tied up in the culture of masculinity, say people who study the issue. Women are assumed to be empathetic and caring; men are supposed to be strong, tough and able to support a family.

Telling working-class men to take feminine jobs plays to their anxieties and comes off as condescending, said Joan Williams

**“It’s not a skill mismatch, but an identity mismatch,”**

“We have a cultural lag where our views of masculinity have not caught up to the change in the job market,” he said.

Various socializing agents like parents, peers, teachers, television, movies, music, books and religion influence determining the gender roles within a society. Essays, UK. (November 2018)

## Role of Advertisements

A woman wins her mother-in-law's heart by using the perfect washing powder to wash clothes, another woman pleases her whole family by using the ultimate cooking oil to cook an entire feast, and yet another woman succeeds in becoming 'fair and lovely' after using the most effective skin-lightening cream. A Pakistani television (TV) viewer is bound to come across such advertisements in any given hour of transmission. These advertisements have a way of perpetuating harmful gender stereotypes by portraying women engaged in gender-stereotypical activities.

**Changing advertisement regulation will not end gender inequality but it can help dismantle the harmful stereotypes that advertisements perpetuate by affecting individuals perceptions of certain roles**

Such cultural stereotypes are engrained in both men and women, and form the foundation for the differing life circumstances that men and women face.



# GENDER ROLE STEREOTYPING AND ART INTERPRETATION

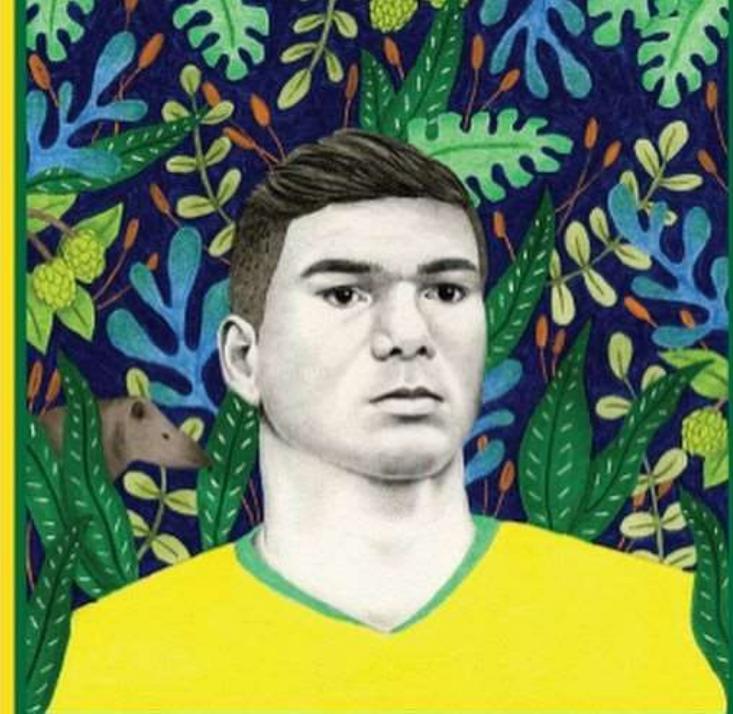
by Elizabeth Ann Bloomfield

The aim of the study was to determine if gender role stereotypes affects the way that individuals perceive artwork as created by a male or female artist. Results show that gender role stereotyping along with the gender of the participant affects the symbolism within the artwork that results in the attribution of artwork being created by a male or female artists.



From birth we socialize our children to take on gender-roles of either boys or girls. The choices that we make as parents and teachers, beginning with the colors we choose for their nursery, the clothing we dress them in and the way that we treat them, all contribute to the gender-roles those children take on. Children will eventually develop their biases about gender-roles and what it means in our society. Those biases contribute to how the child, and eventually the young adult, will see the world and interpret the images around him/her.





**LARKAY  
ROTAY  
NAHI.**

BECAUSE EMOTIONS ARE SUPPOSED  
TO BE A SIGN OF WEAKNESS.

**AADMI HO,  
AURAT NA  
BANO.**

BECAUSE IN SOCIETY, BEING WEAK SHOULD  
ONLY BE LIMITED TO THE "WEAKER" SEX.



## Uzma Nawaz

MULTAN -- Since picking up a wrench as one of the first female car mechanics in Pakistan, Uzma Nawaz has faced two common reactions: shock and surprise. And then a bit of respect.

**"There is no need in our society for girls to work at workshops; it doesn't seem nice, but it is her passion," said her father, Muhammad Nawaz.**

## Sarah Qureshi

**As a woman, it is unheard of for someone to go into aviation. Could you describe people's response?**

'There are ample women willing to put in the effort; it is the society's attitude that needs to be amended.'

**Aside from external support, did your exposure as a child play a part in choosing aviation?**

'Yes, the environment at home and having my father in this profession helped a lot. I worked in the automotive industry and as a student I used to work on engines and machines with my father.... Besides even as a child my father had his private set up and both my parents were very involved in teaching us ever since our school days.'

## Omar Gilani

‘I’m a concept artist, Illustrator, and creative director, from Peshawar, Pakistan. I was originally trained as an Engineer, with an MSc in Mechanical Design and an MPhil in Robotics’

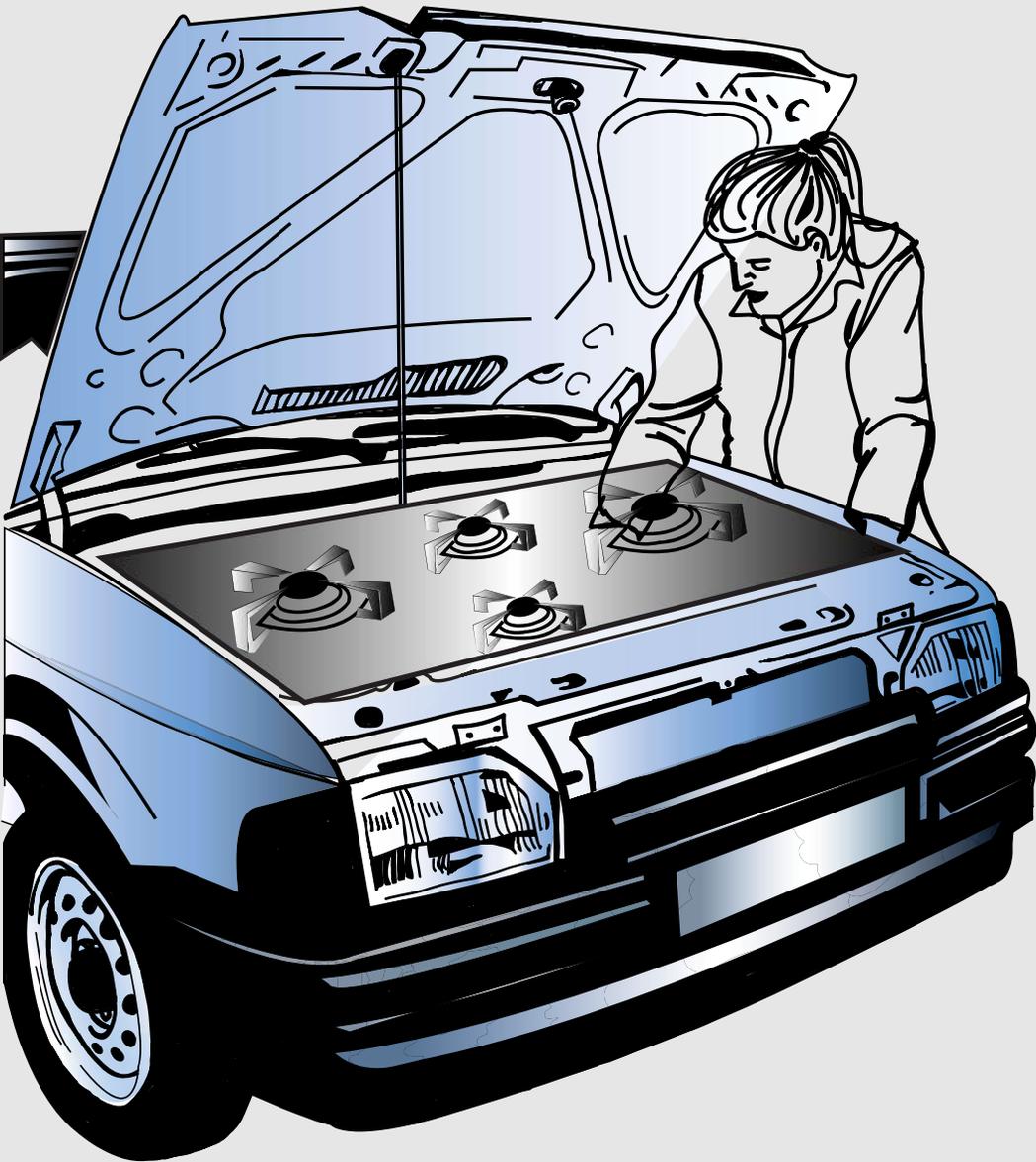
### **Did you want to be an artist growing up? If so, why the deviation into engineering?**

...Because it is a “solid career with good employment prospects” (their words, not mine)....

## Muhammad Zakir Qureshi

When asked what drew him to the kitchen, Zakir revealed that cooking wasn’t his first career option; he always aspired to join the armed forces, but never got selected; hence, he let go of that dream and opted to become a chef.

‘... 20 years ago, there was no respect for a cook or chef in Pakistan. Today, however, the situation is different. Mostly because of the popular international competitive cooking show franchise Master Chef; it has made people realize the profession’s true potential..’



Many jobs in the economy are gender-stereotyped. Firefighting is thought of as a man's job, whereas nursing is thought of as women's work.

**Ideally, we want to live in a world where we perform the work that is best suited to our abilities and where an individual in a position of authority receives the same respect, regardless of gender. If we all can support both men and women who work in gender-atypical roles, perhaps we can become less likely to devalue some workers on the basis of arbitrary and old-fashioned gender stereotypes**

## Objects/Products

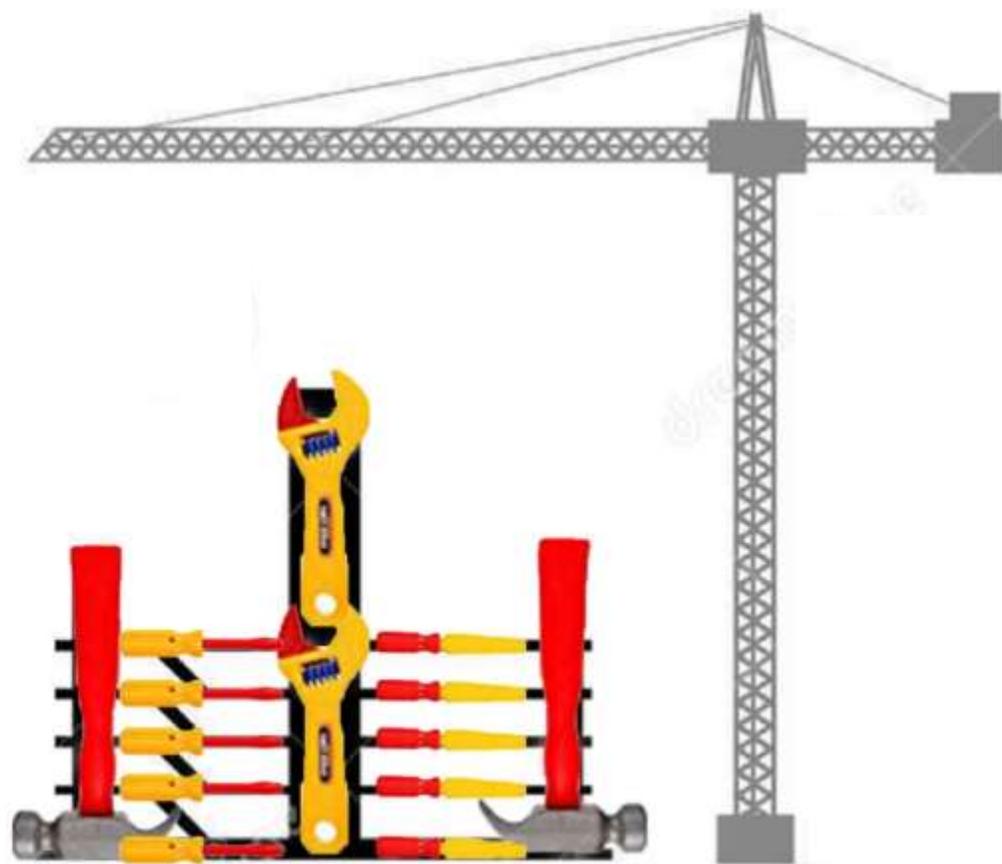
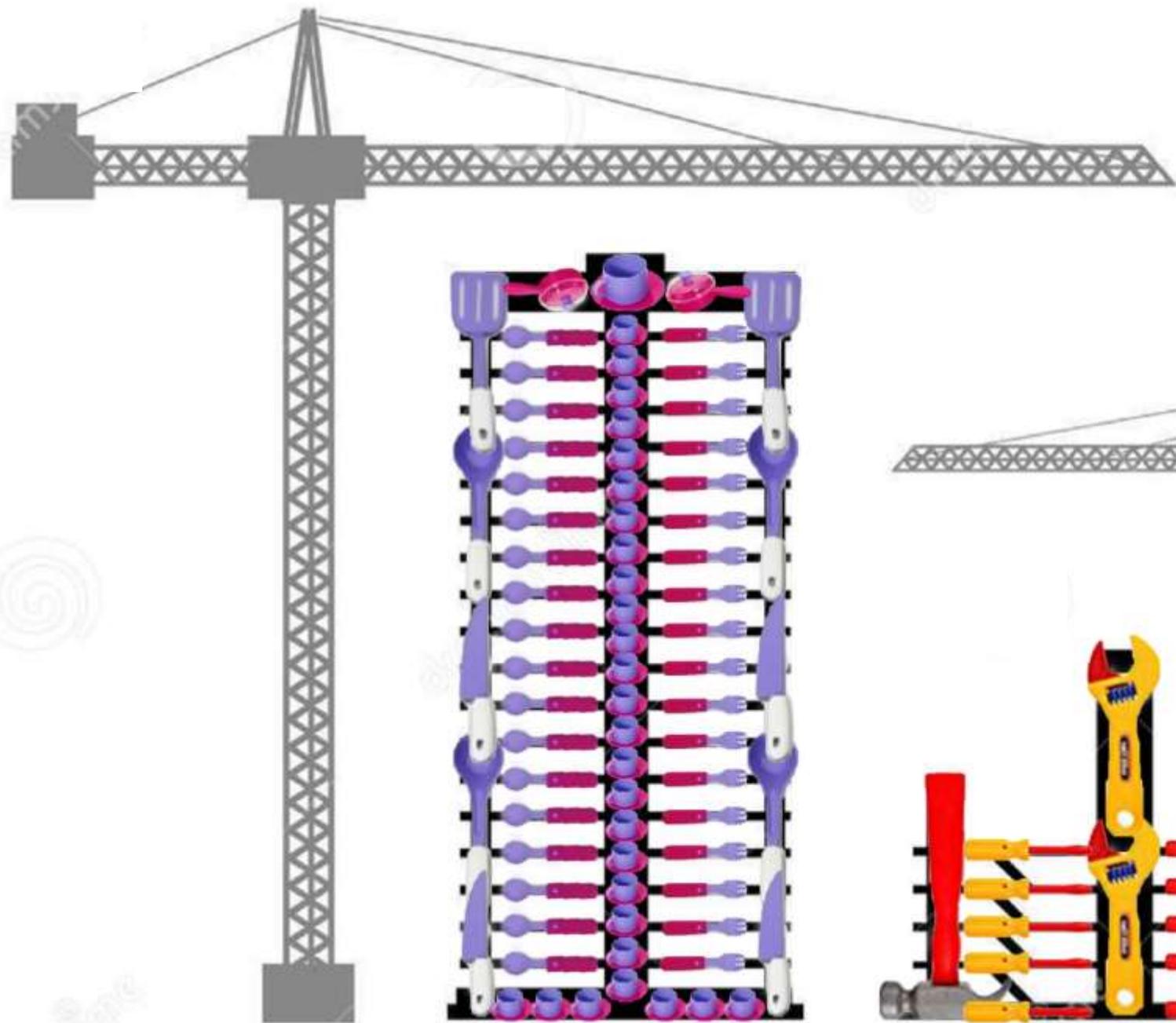
- 
- bricks
  - razors
  - mechanical tools
  - gardening machine
  - fire extinguisher
  - guns
  - bat
  - motorcycle
  - tyres
  - sacks
  - cement container
  - letter box (mailman)
  - trucks
  - Land mower
- Female**
  - Lipstick
  - Mascara
  - Tea set
  - Kitchen stuff
  - Flowers
  - Paisleys
  - Jewelry
  - Paranda
  - Bangles
  - House
  - Doll house
  - Pram

## Professions

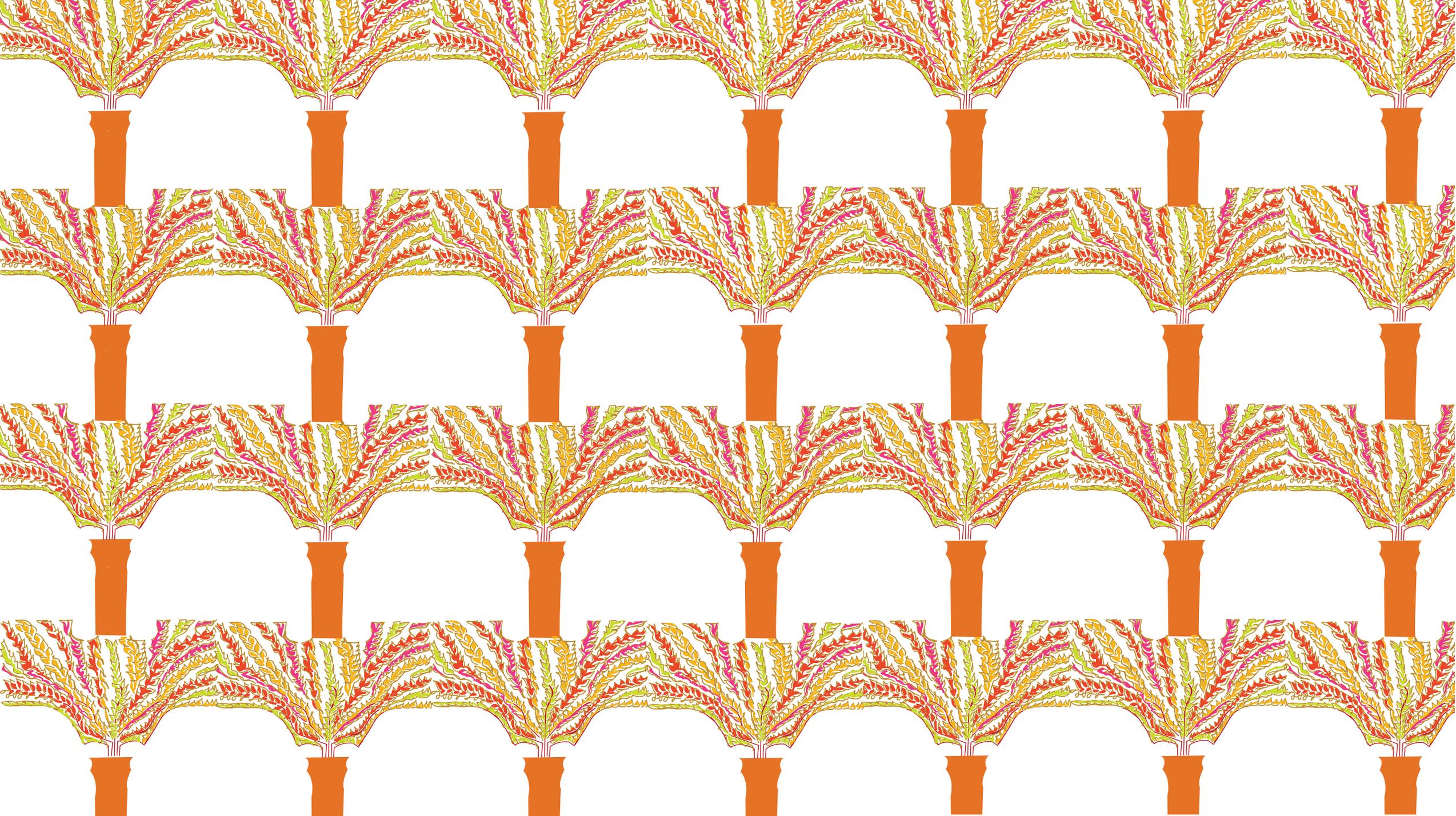
- 
- Females**
  - Daiya/daiye
  - Nokarani/nokar
  - Ustani/ustad
  - Darzan/darzi
  - Dhobi/Dhoban
- Males**
  - Mali
  - Khansama/bawarchi
  - Mochi
  - Mazdoor
  - Dakiya
  - Tajir
  - wakeel
  - Kisaan
  - kasai
  - karigar
  - Machera
  - dukandar
  - sapahi
  - mussawir
- Gendered professions**
  - Mailman
  - Midwife
  - fisherman
  - policeman
- Association with a certain gender**
  - Electrician (male)
  - plumber (male)
  - Mechanic (male)
  - Carpenter (male)
  - Nurse (female)
  - Nanny (female)

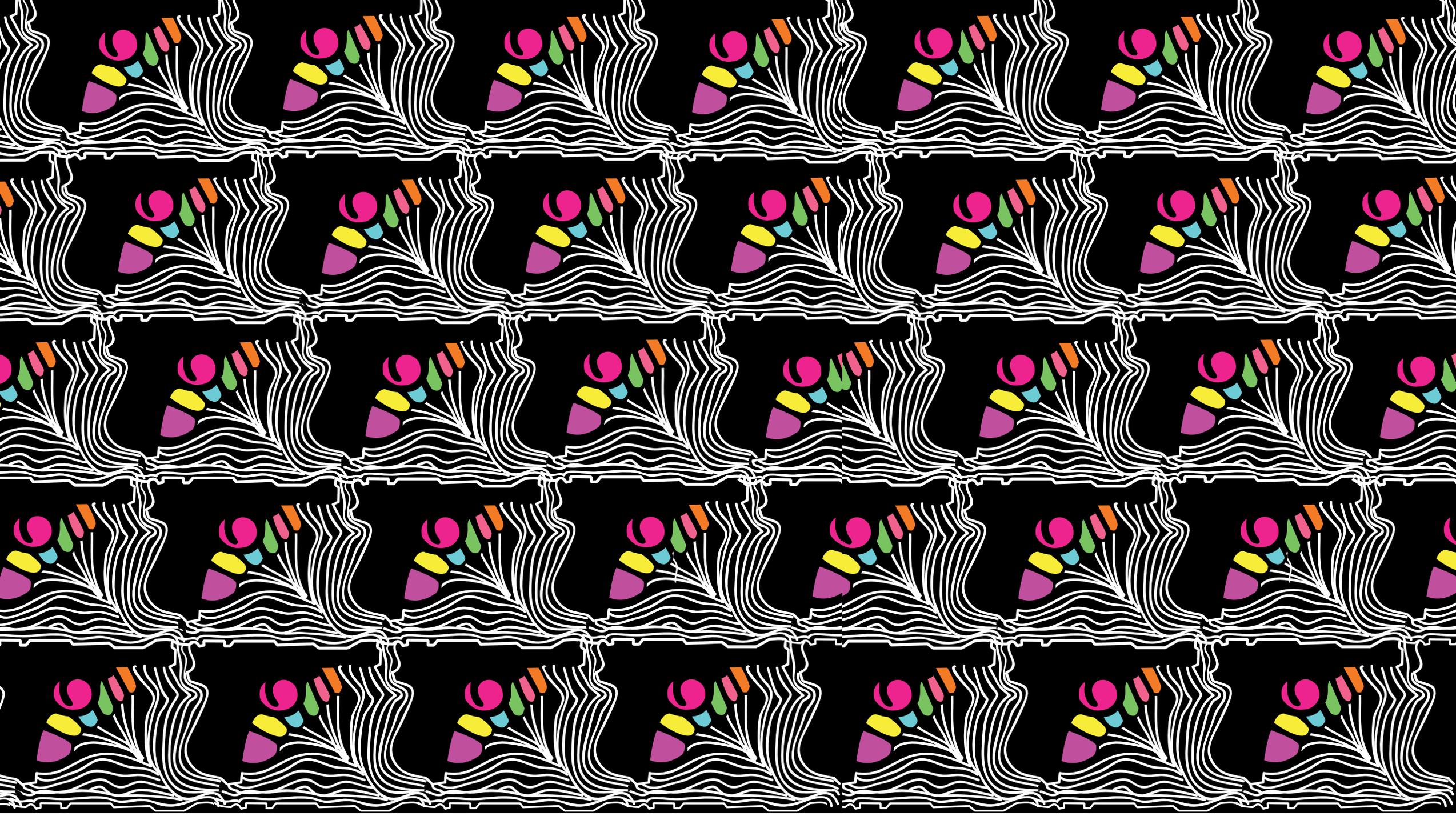
Juxtaposition of roles

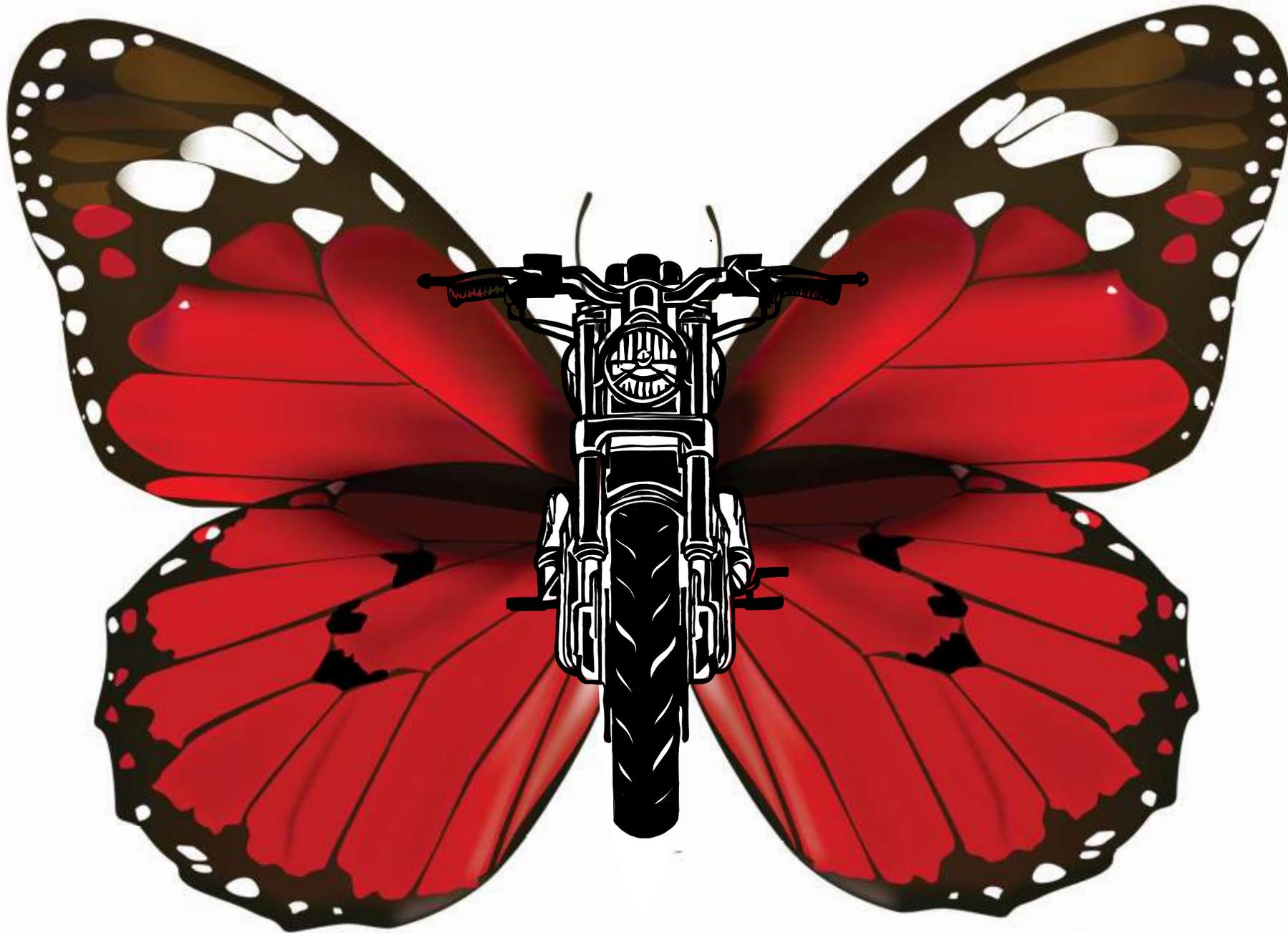


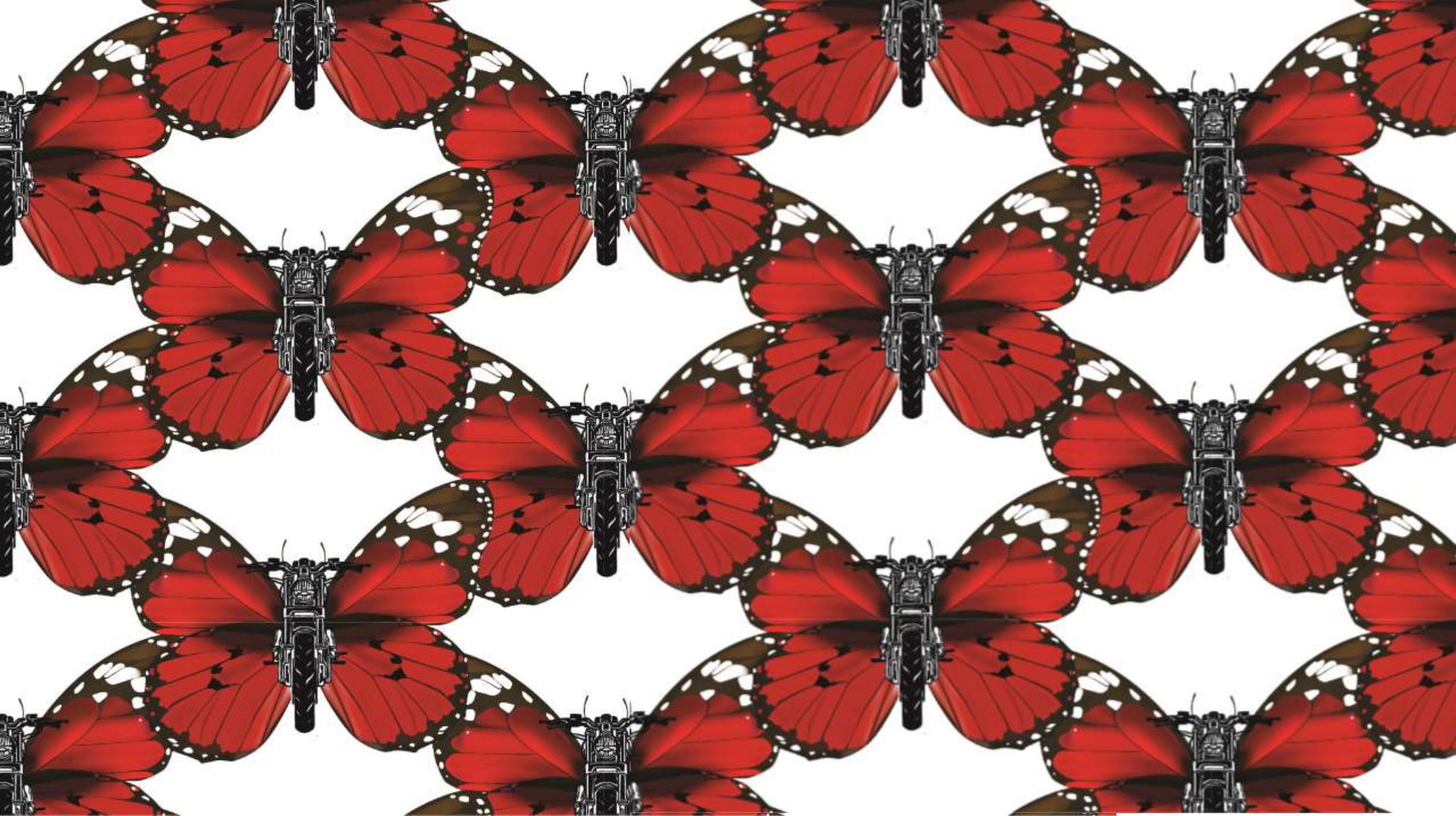












# In other rooms, other blunders



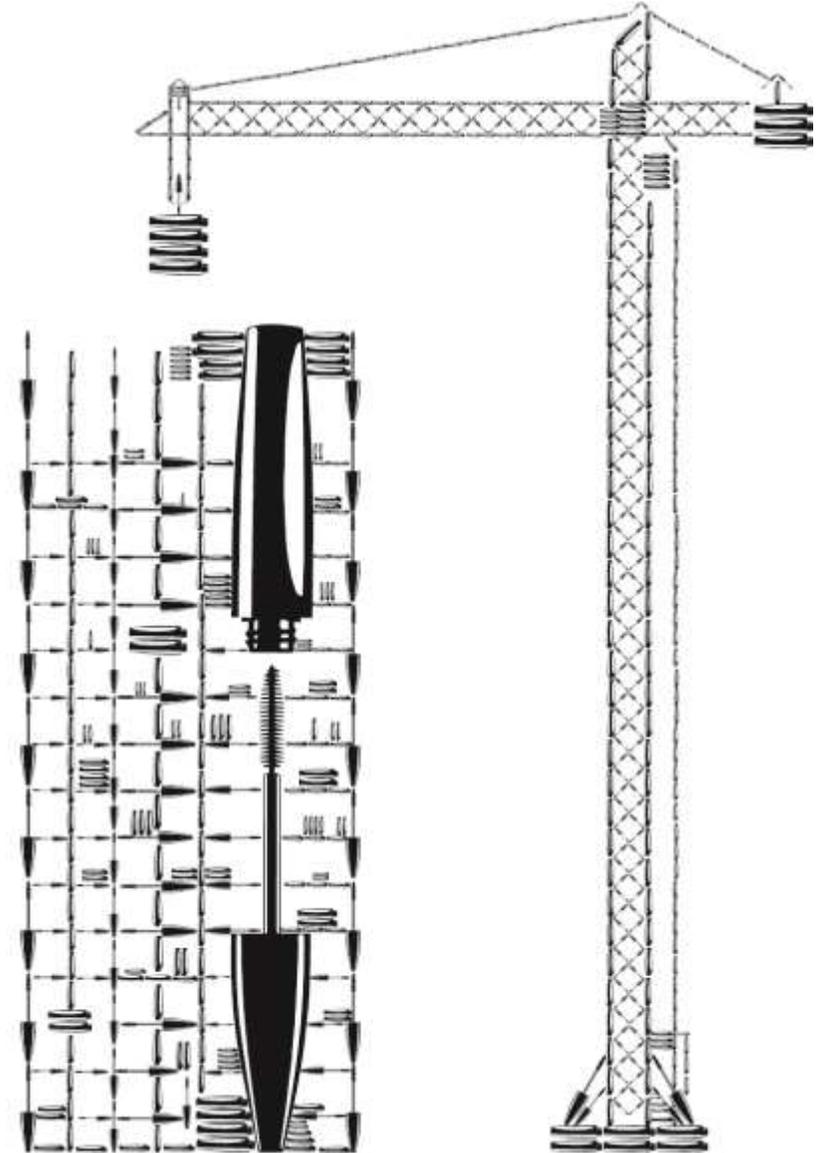
I started studying objects that are associated with certain genders and tried making conflicting visuals with them;



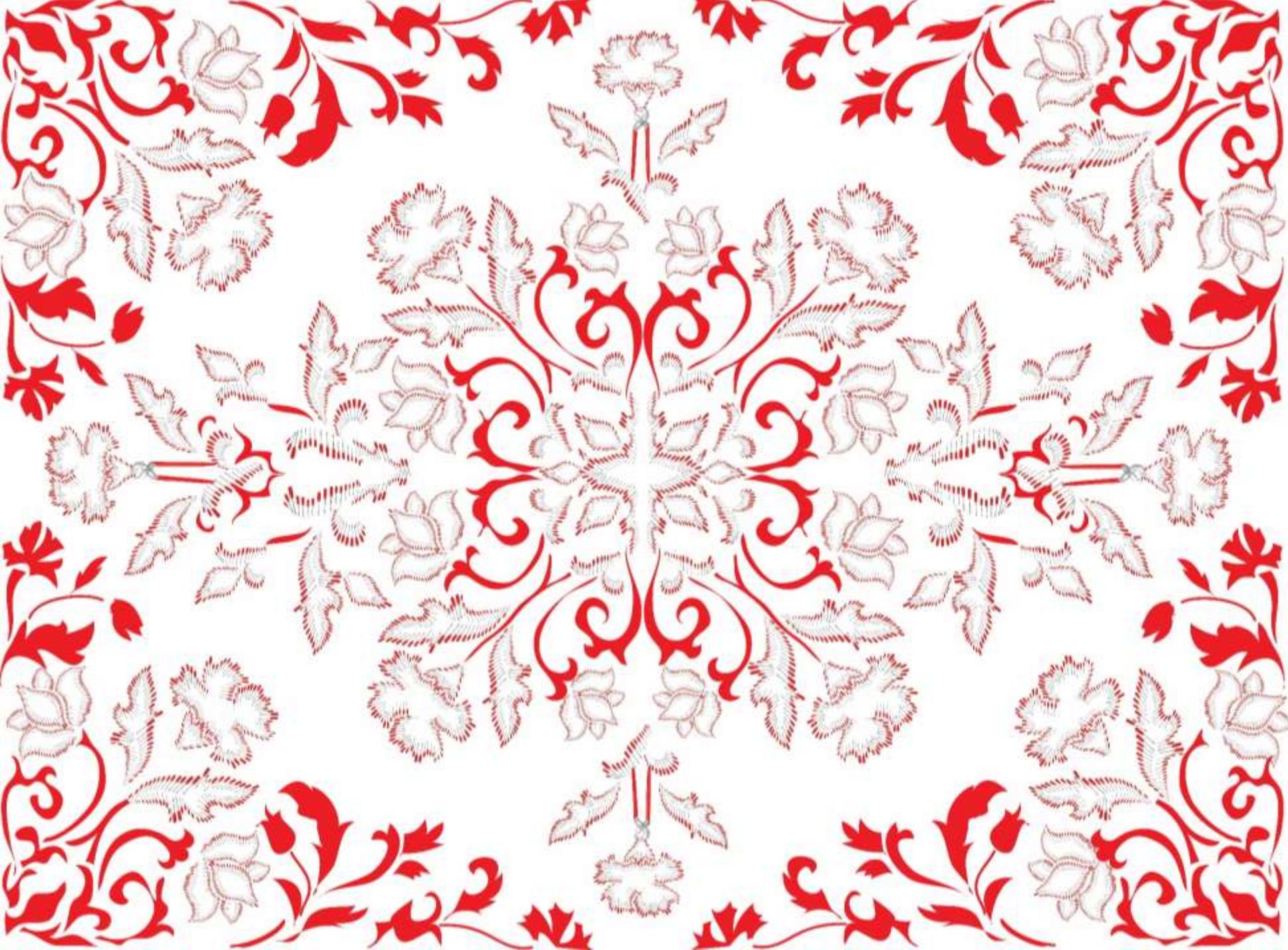
Object used: Smoking Pipe

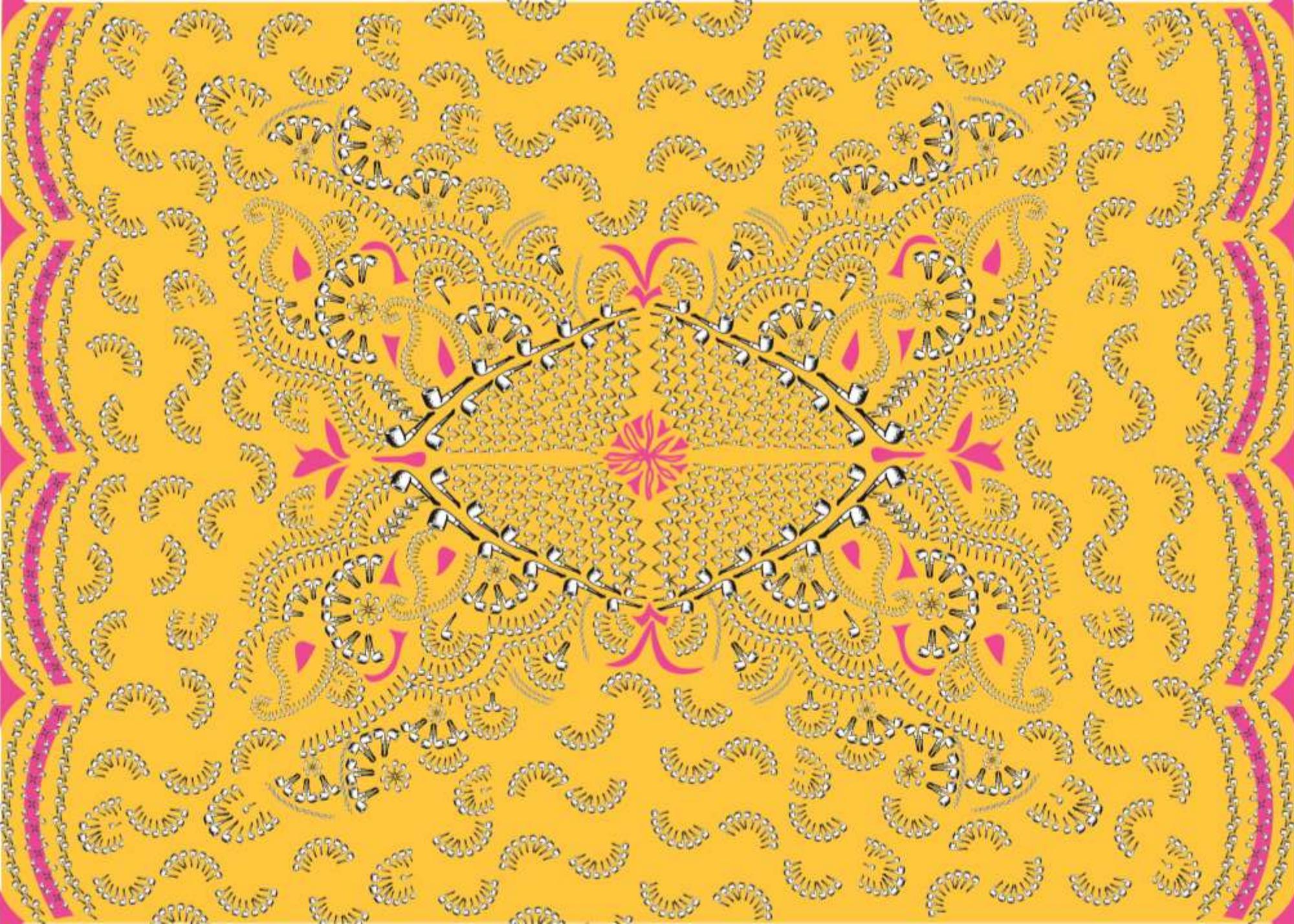


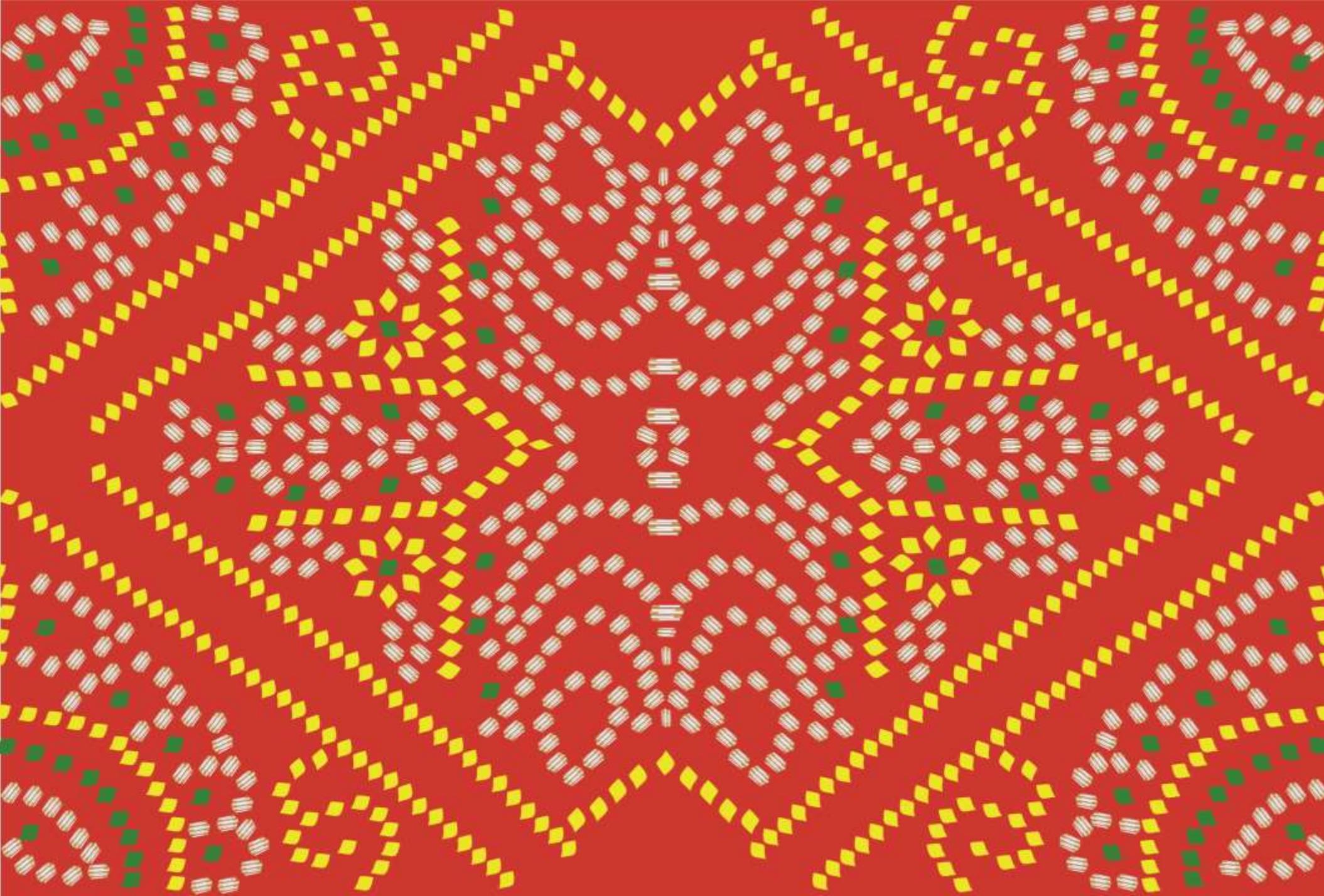
Object used: Dumbbells



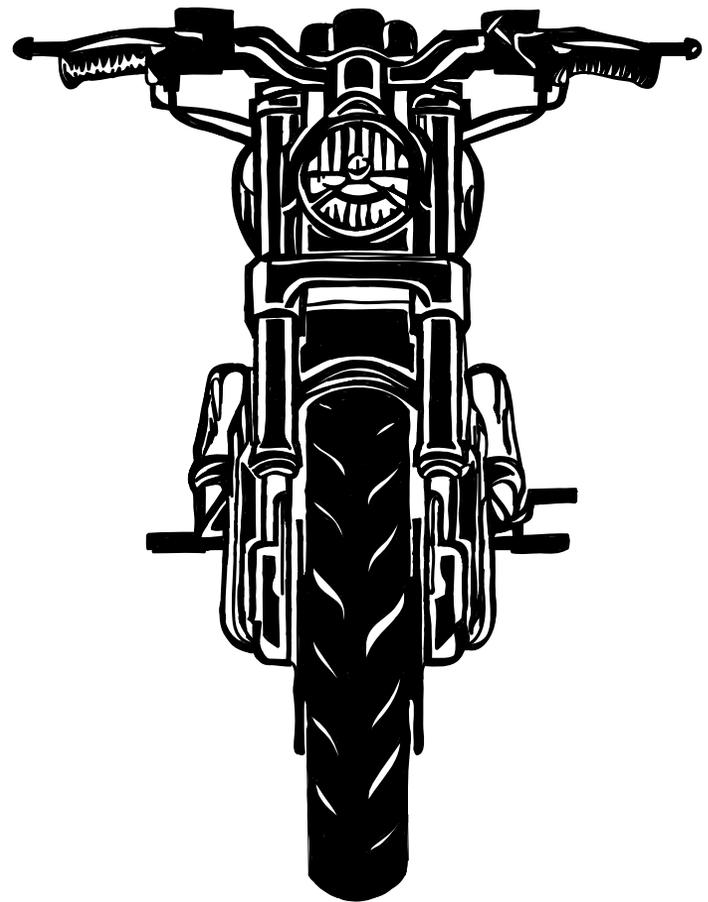
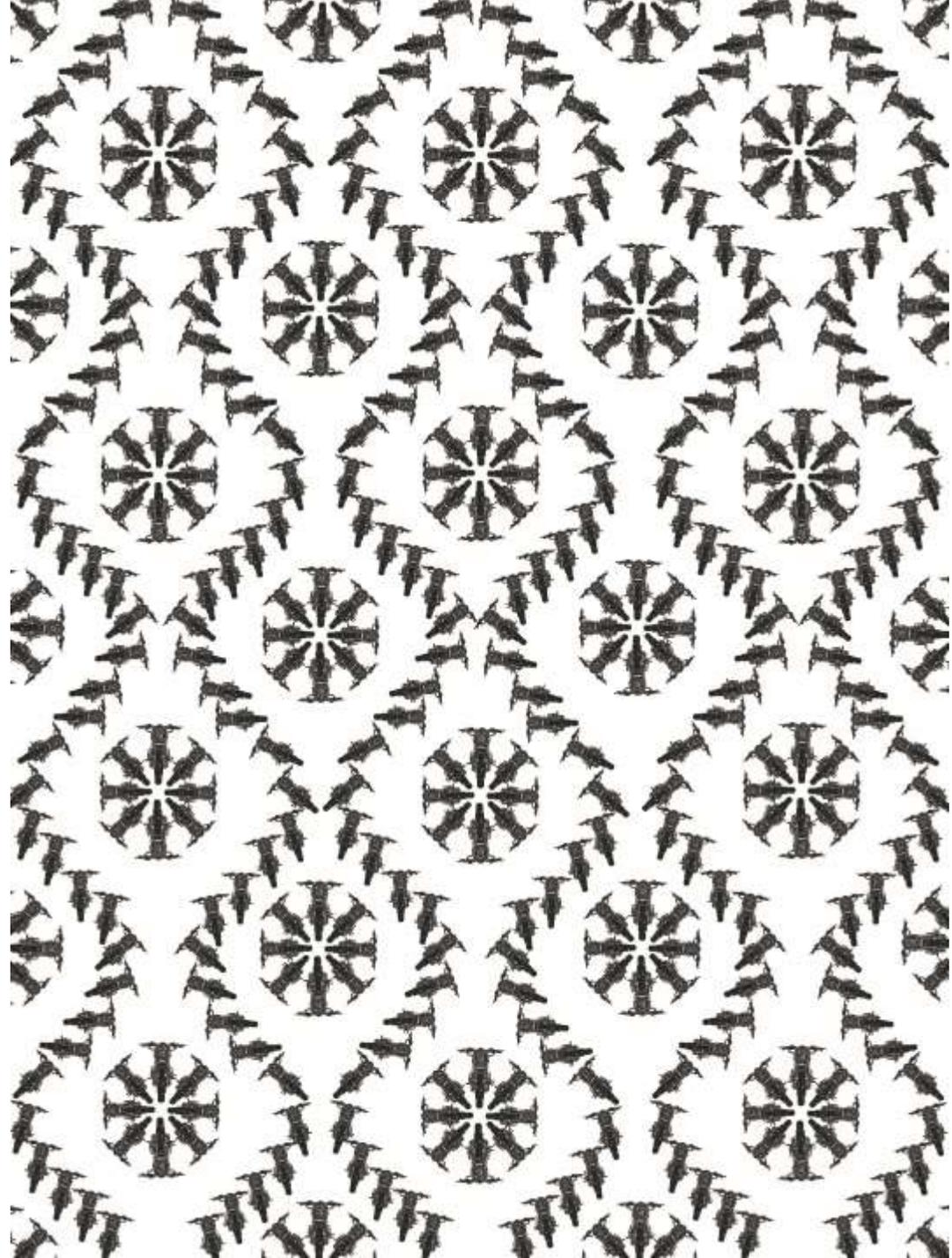
Object used: Mascara

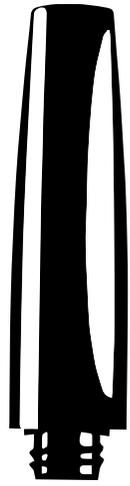
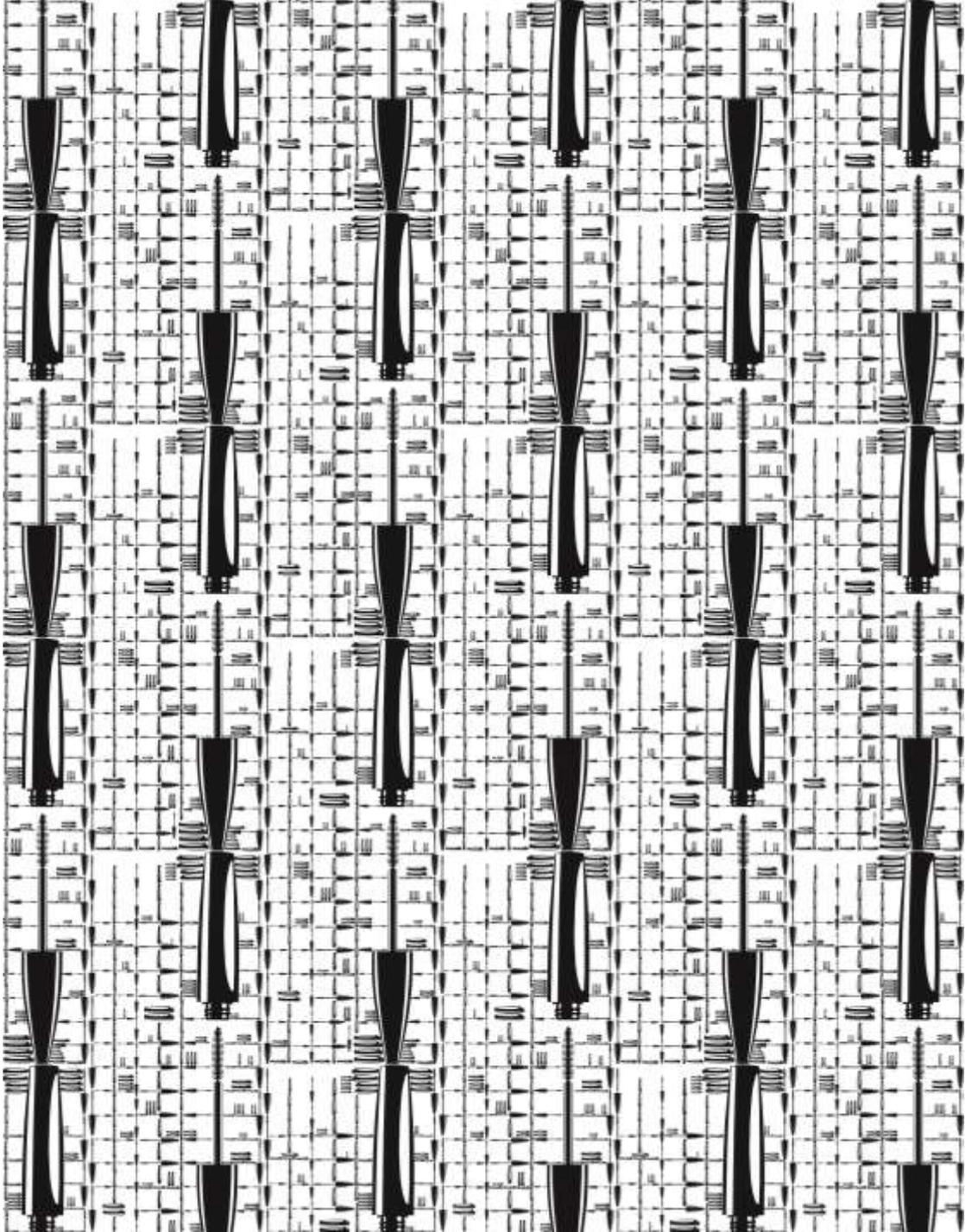


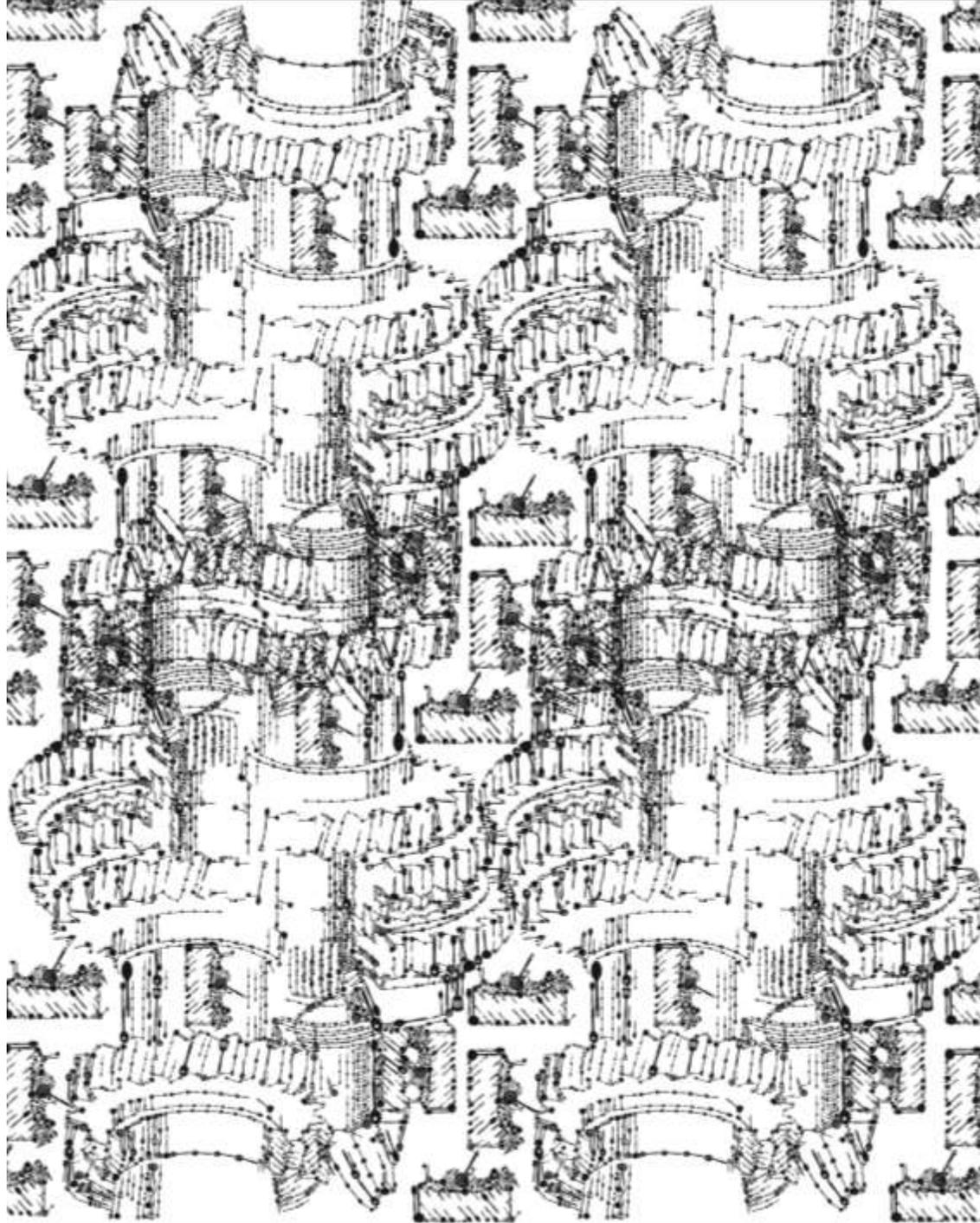


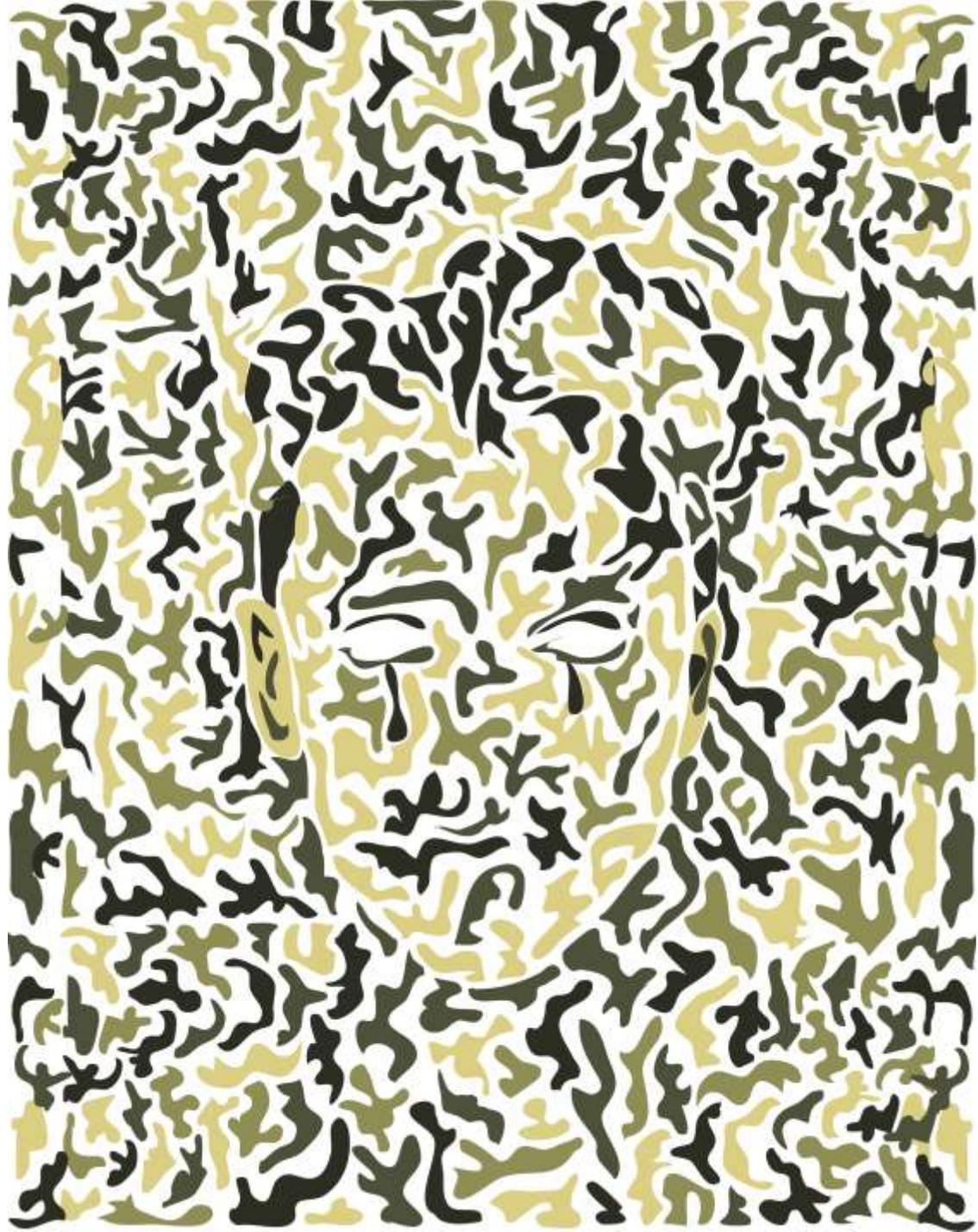








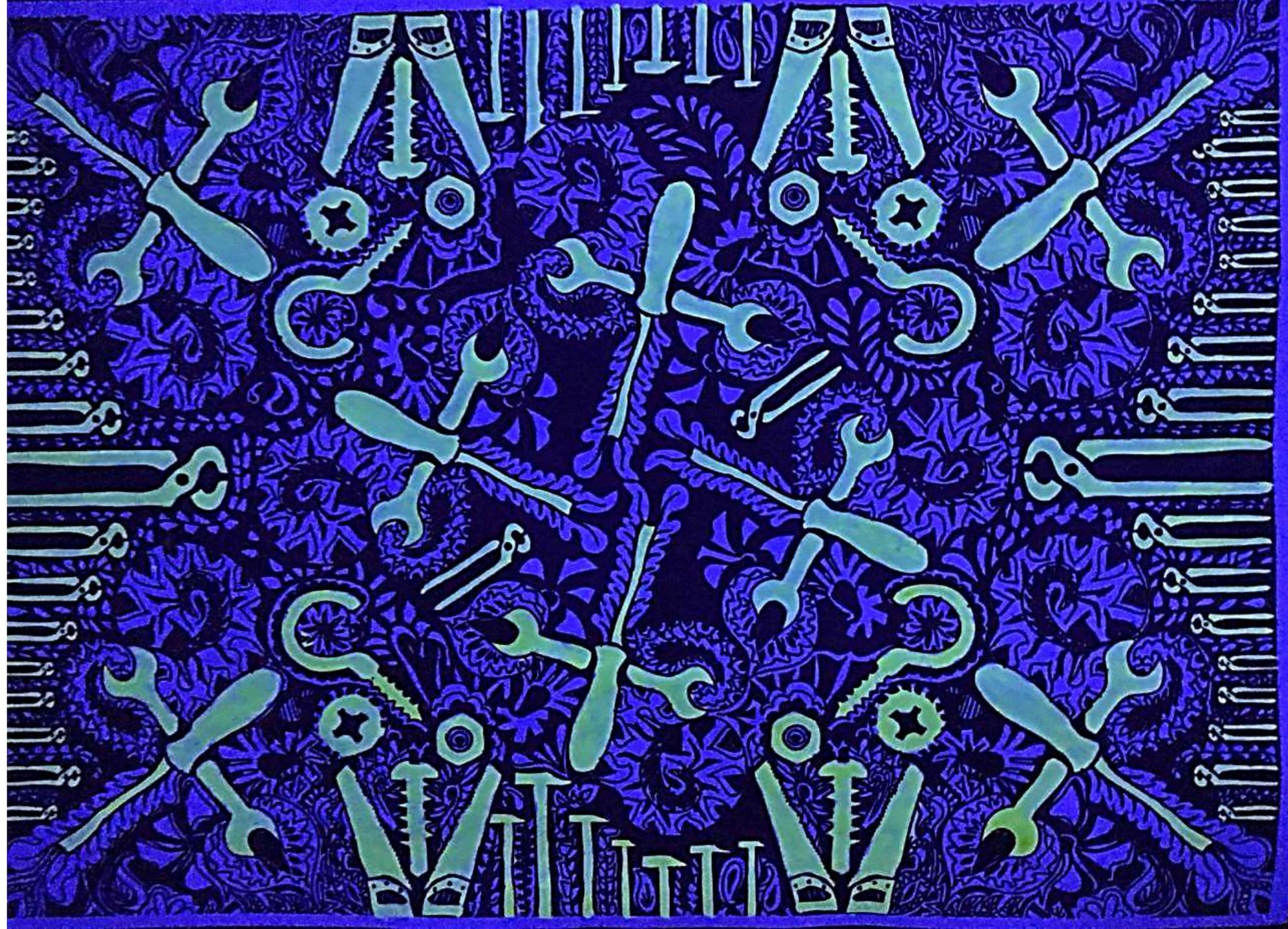




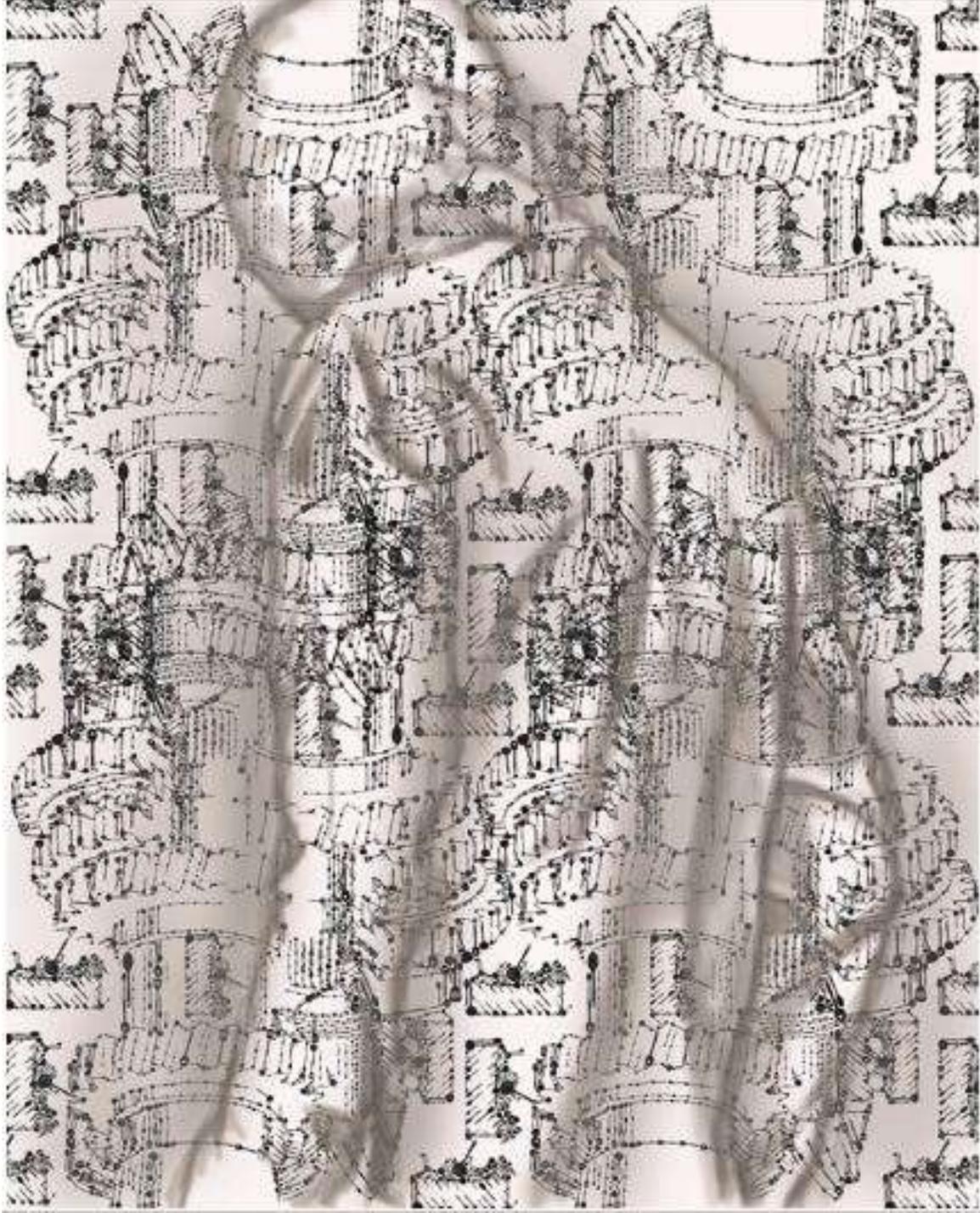


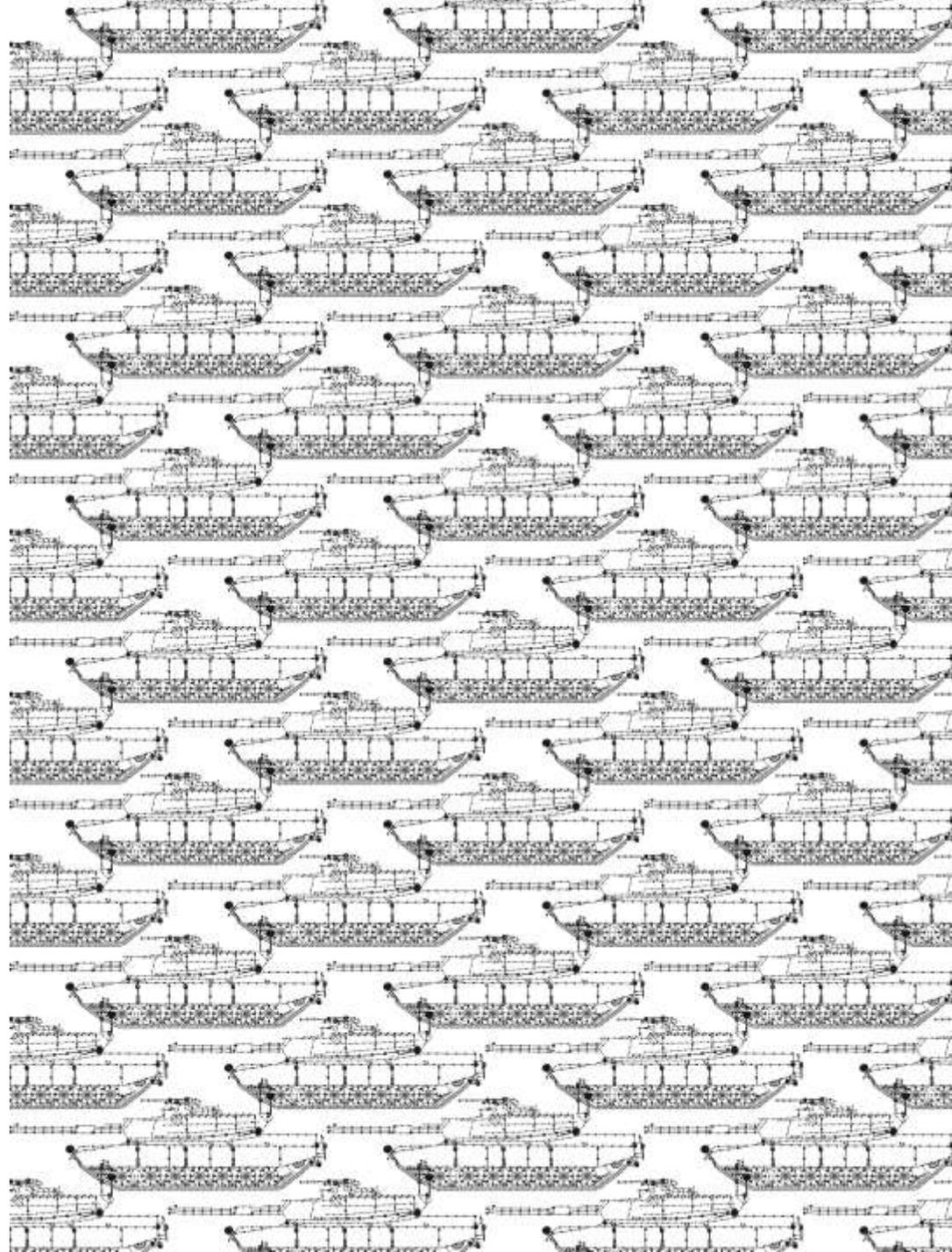
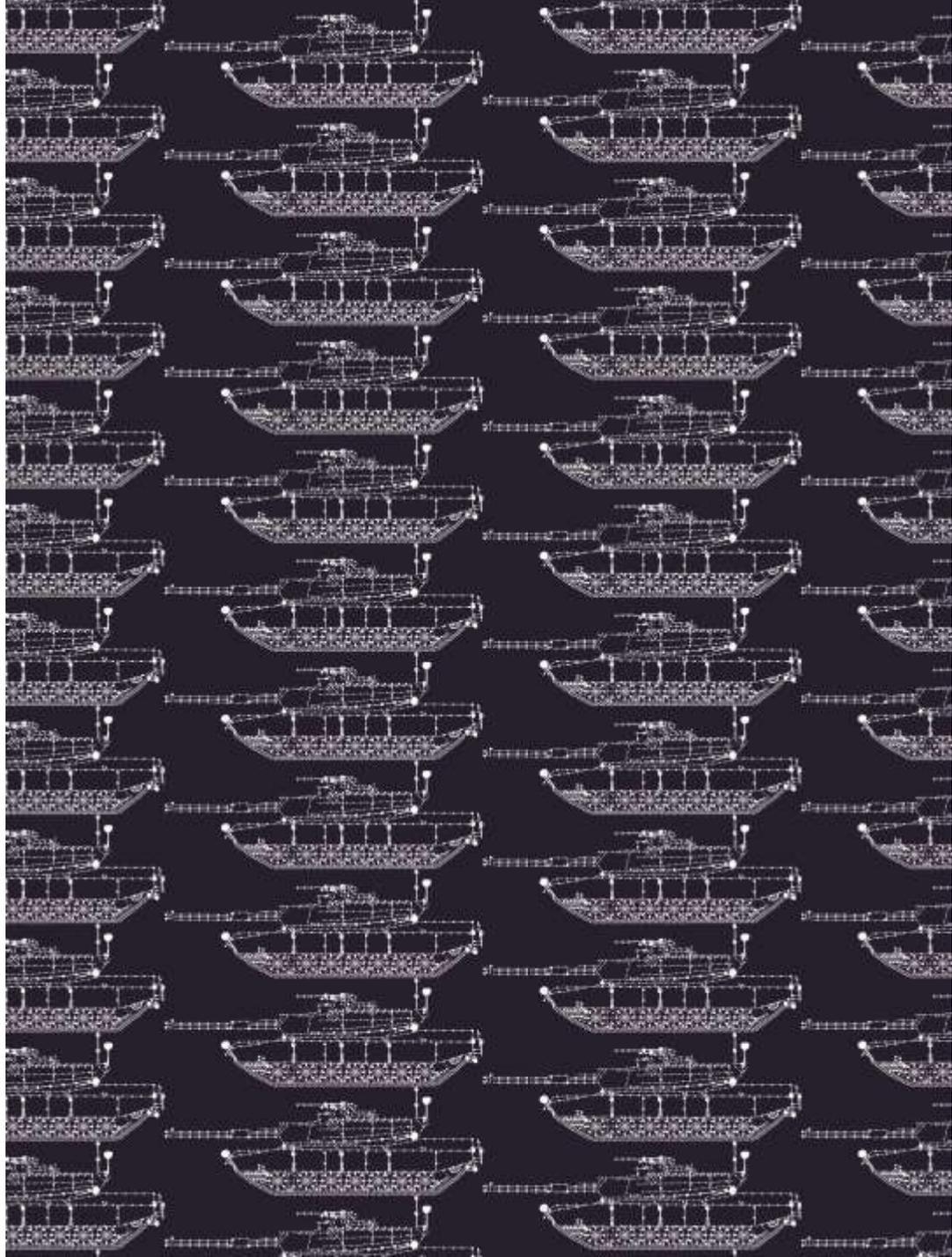




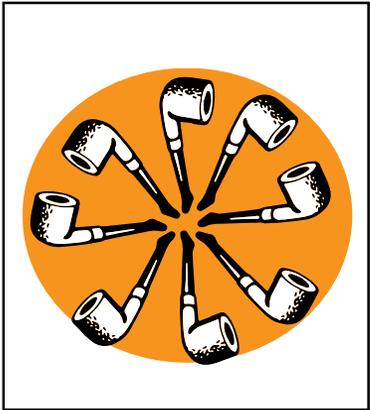
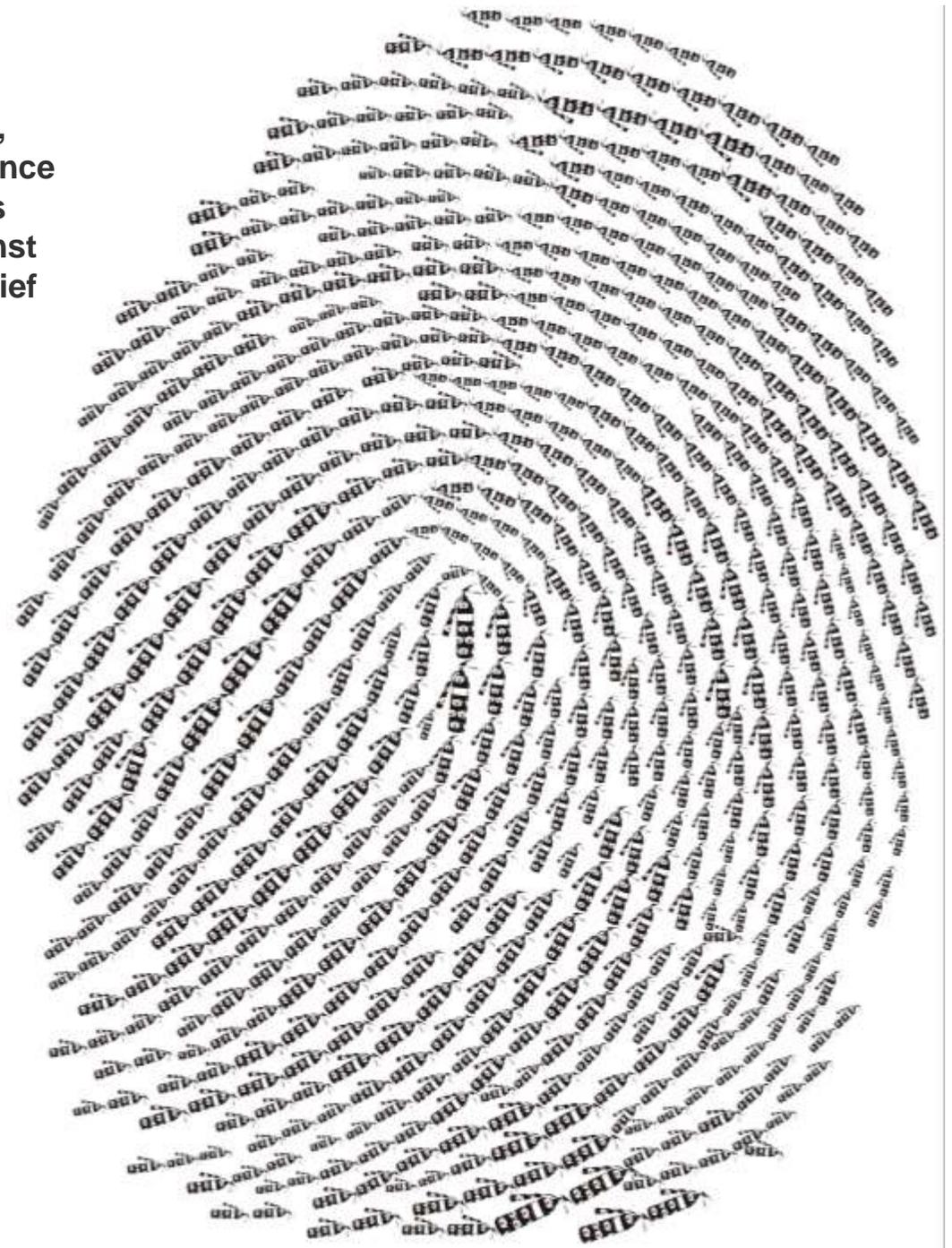
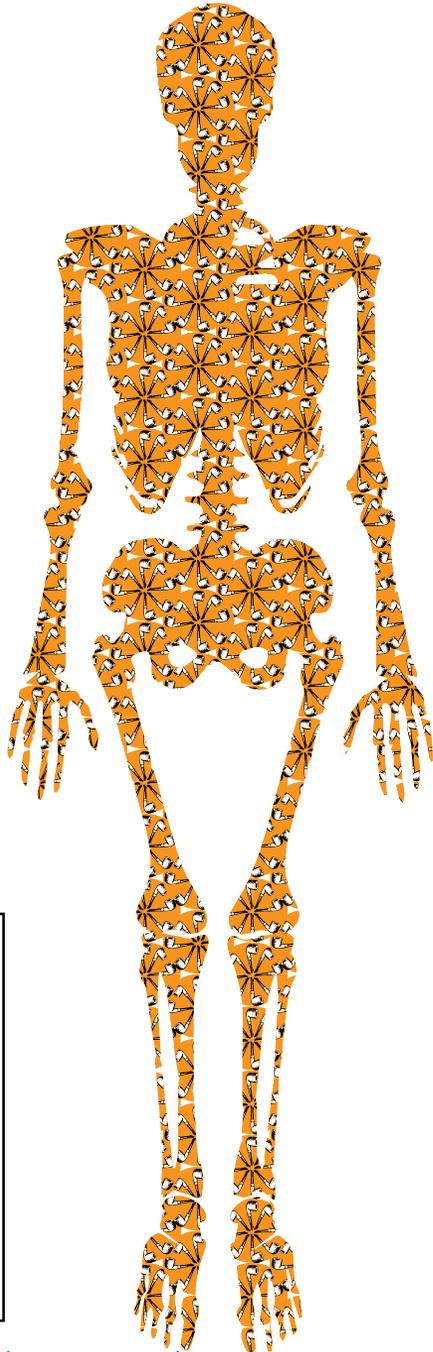




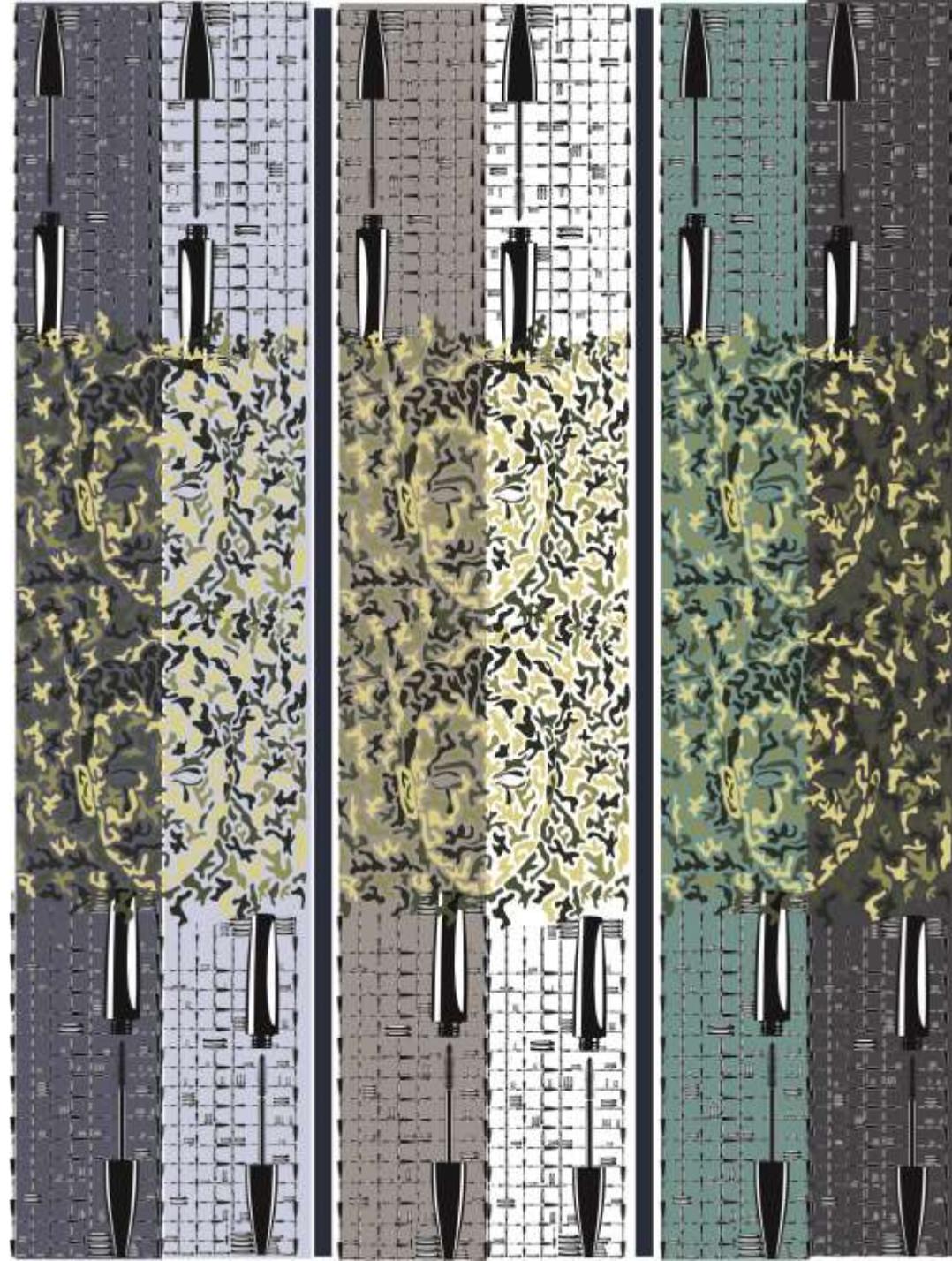
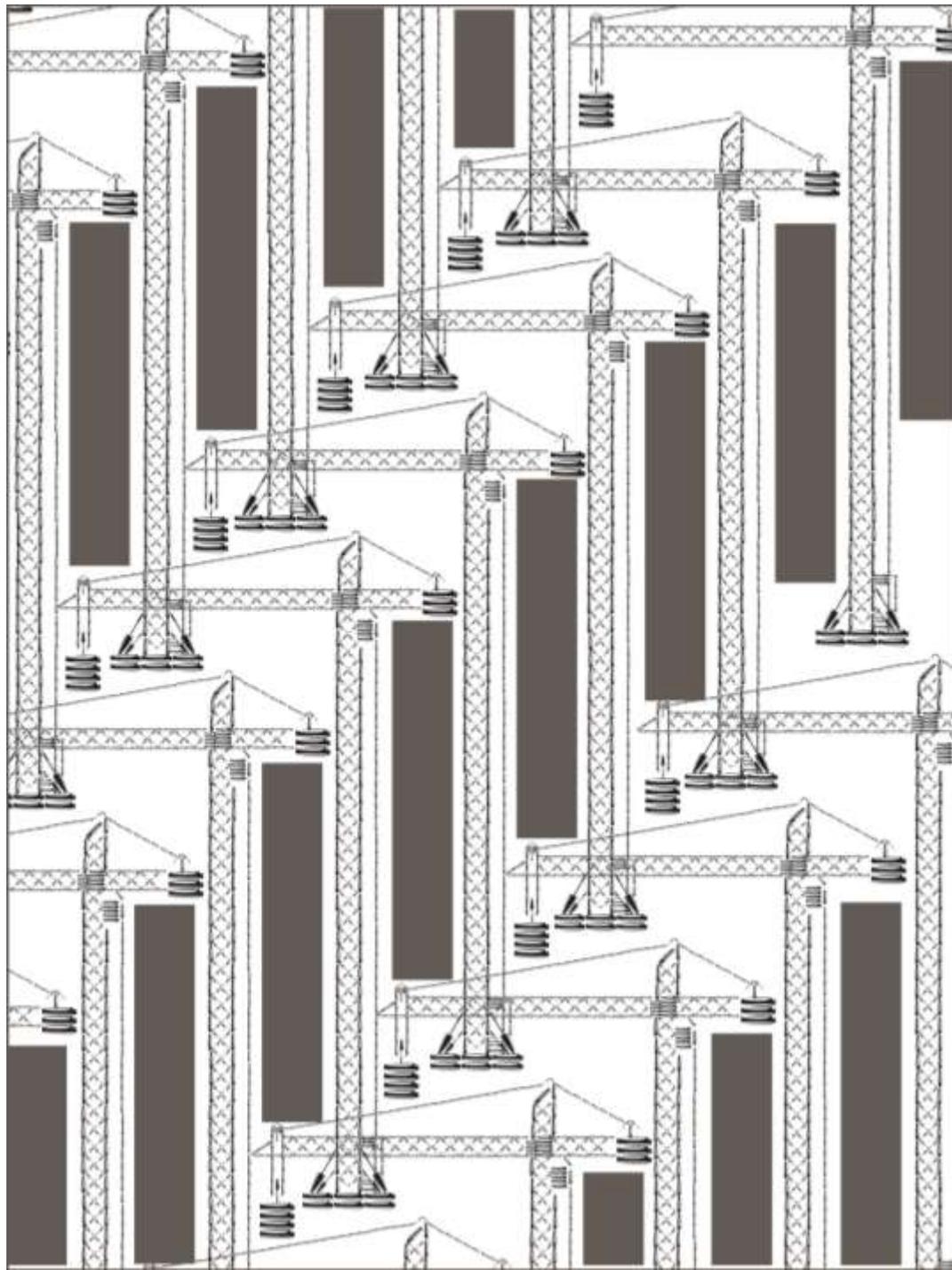


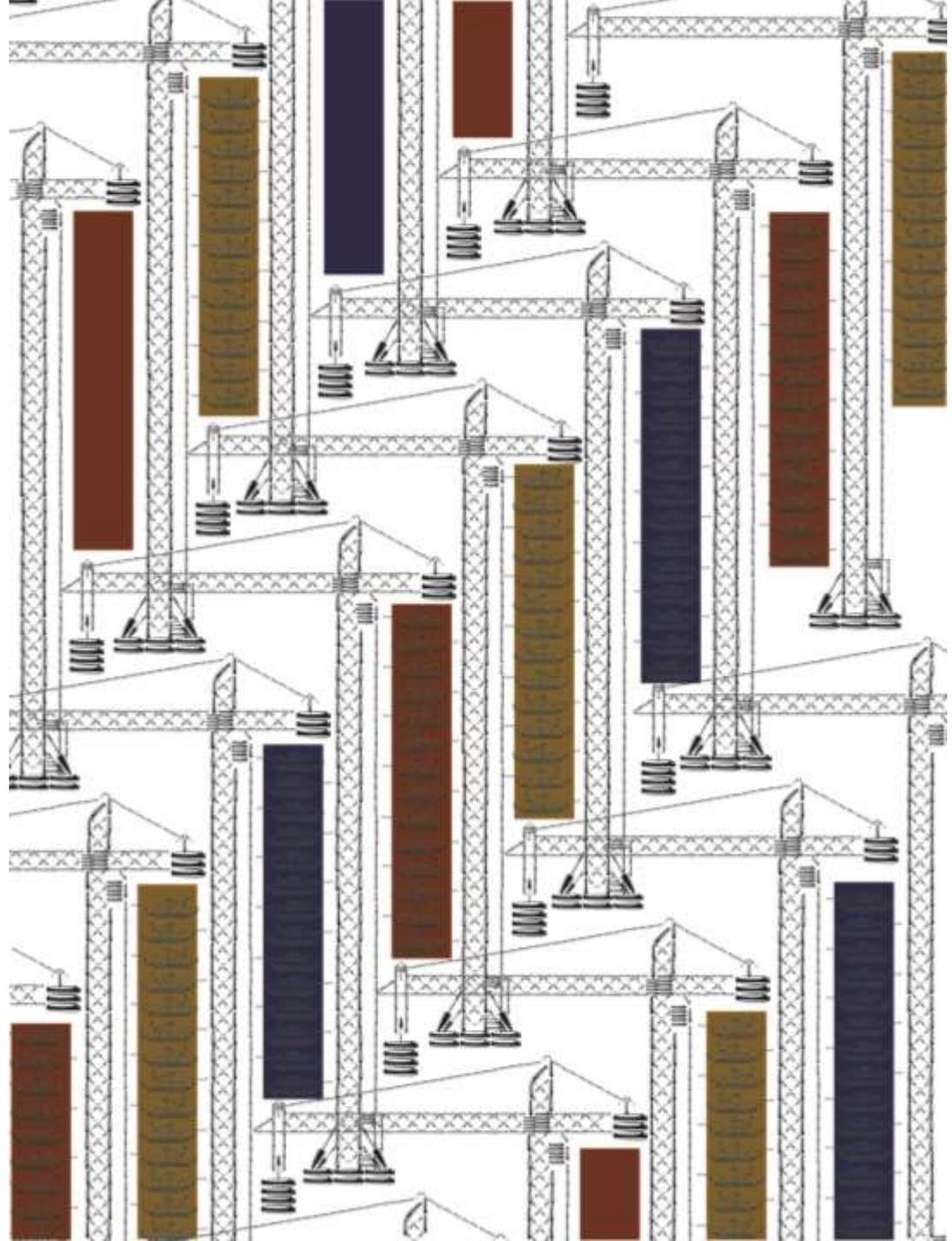
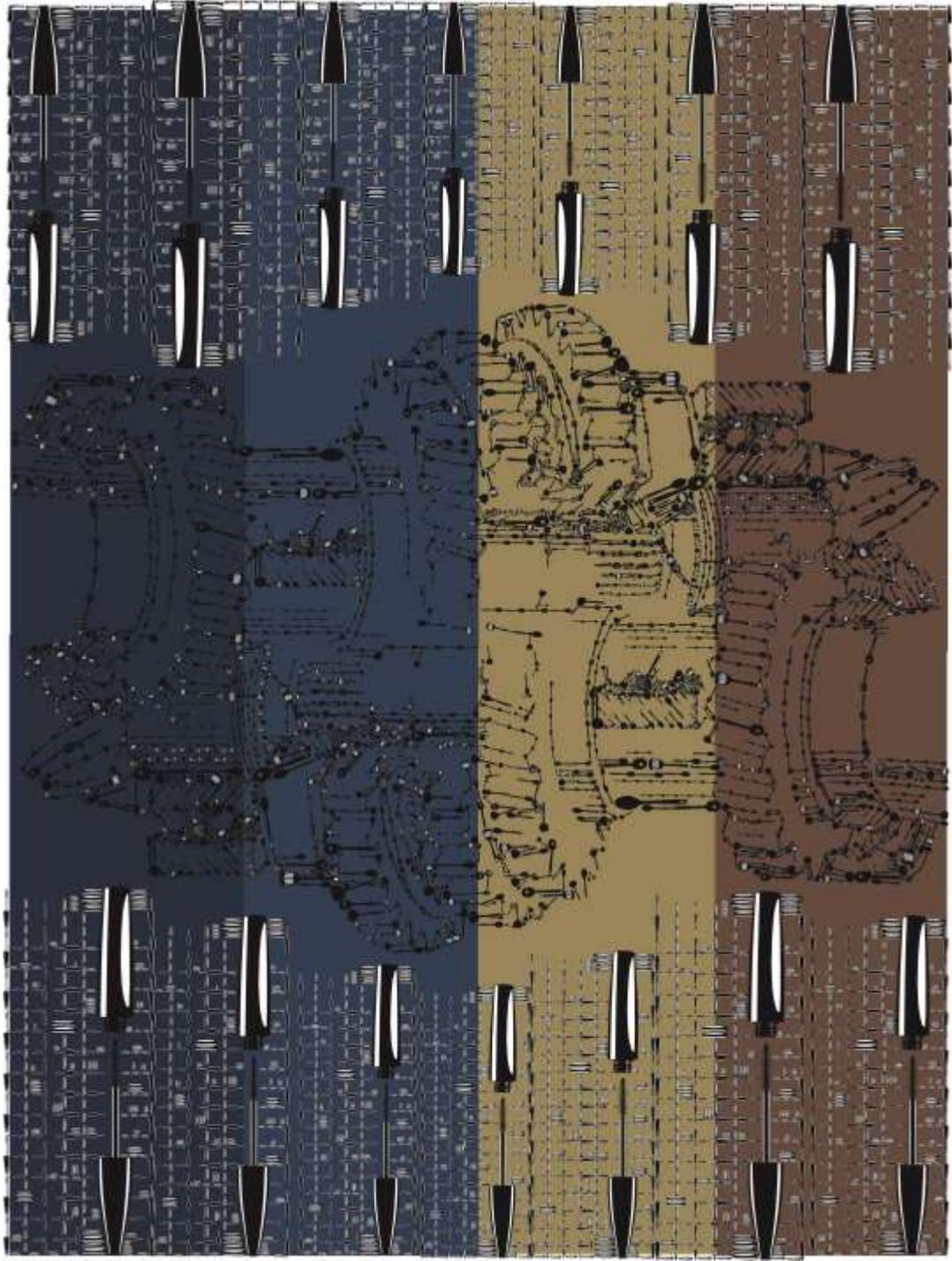


Ellen Bravo, a director of Family Values at Work, found that **male firefighters in Kansas City, Mo.,** had adapted to changes they once dismissed as unmanly, such as wearing masks to protect against lung cancer or talking about grief after witnessing death and suffering.

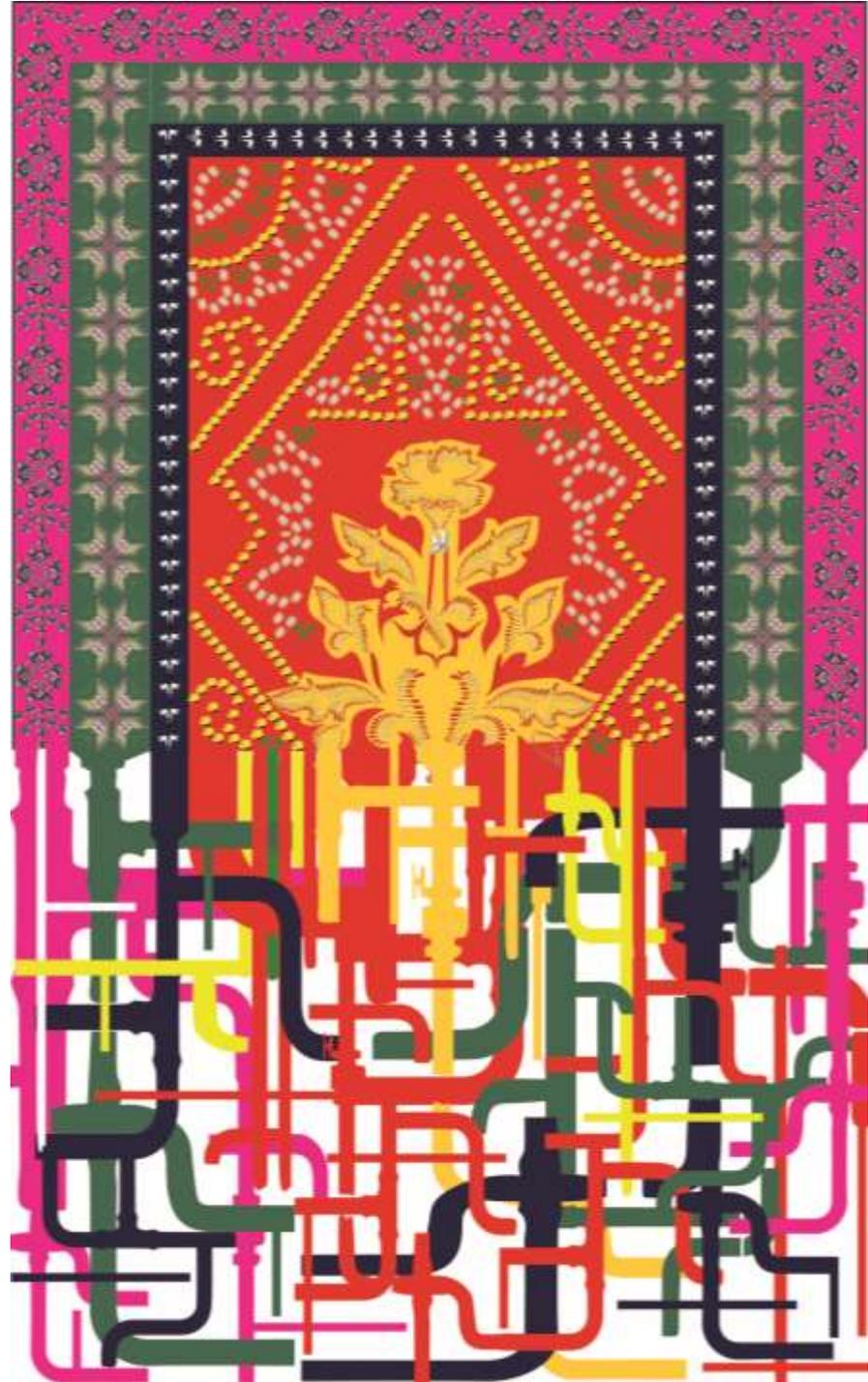








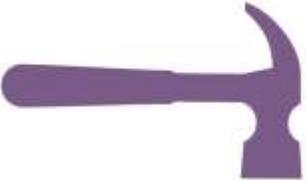








# Elements Used







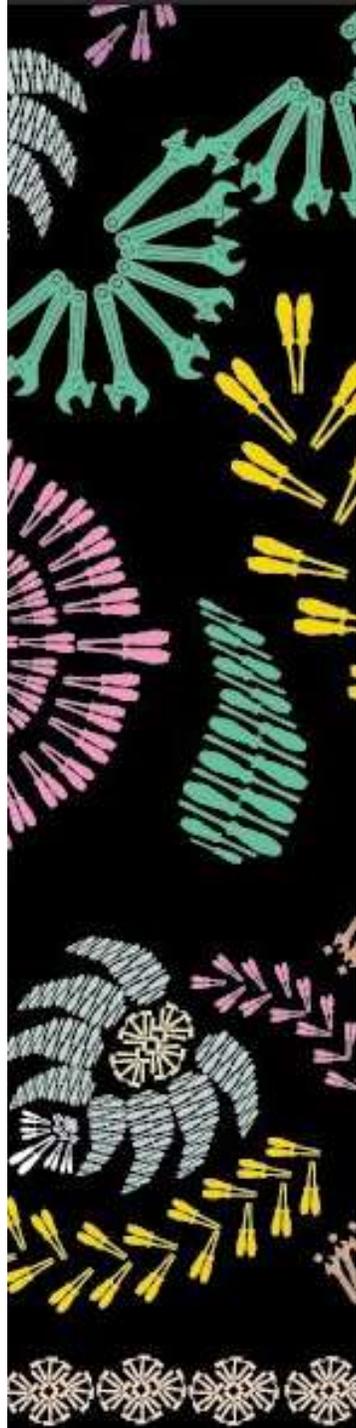
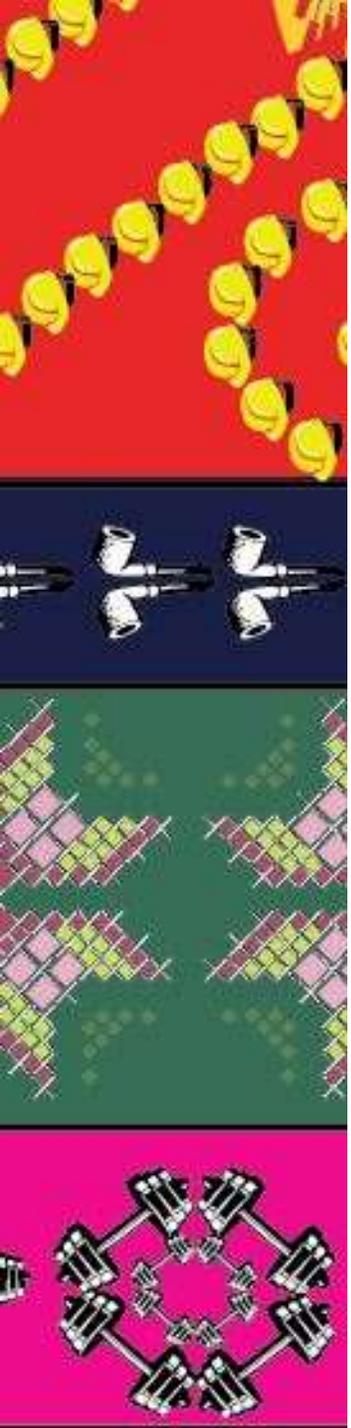












## Conclusion

The entire experience of working on this topic has transformed me into a more Critical and rational individual. The struggle of letting go of the years long conditioning Was a serious challenge and may have possibly been the most difficult part of my Journey. I plan to continue this journey of identifying and challenging the traditional thinking style And if possible address the 'problematic views' through my art. The most interesting take Away from my journey could be how even after being informed I still am uncomfortable With men embracing products strongly associated with females such as 'Lipstick' and vise versa. I think that acceptance in some cases comes with time, therefore I will stick to learning and Unlearning simultaneously and try to be more mindful of the casual sexism that is ingrained in us. And that is what I expect to achieve through my project.