



## Title: Sex in the Media

DATE:

### Ready to Learn Reminders

- Sit in the seating plan.
- Take your coat/hat/scarf off.
- Get equipment out (including green pen).
- Write title, date, subheading and underline – keep your book beautiful!
- Complete DNA in silence.



Retrieval

*Do Now Activity*

Practice

Starter



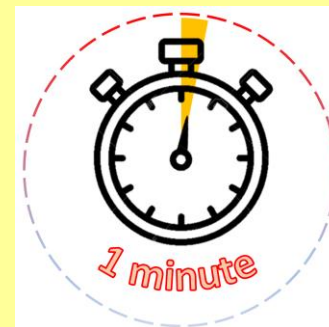


# Sex & the Media

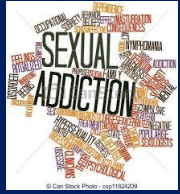


Today's Key Questions

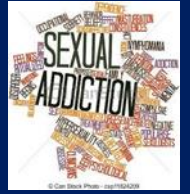
How is sex represented in the media and how can this affect us?



Discuss this for one minute and be prepared to feedback!



# Sex & the Media



What does  
'objectification'  
mean?



Degrading someone to the status of an object rather than a person.

What are 'aesthetic forms'?



What the majority of people perceive to be common physically attractive traits.

What is a 'body image'?

A person's perception of the aesthetics or sexual attractiveness of his or her own body.



# Sex & the Media



There is a famous slogan associated with advertising, particularly in the 20<sup>th</sup> century onwards: 'sex sells'. This refers to the idea that portraying images of a suggestive or sexual nature and associating these with a product will increase the product's appeal. Some people use evolutionary psychology to suggest that males in particular respond to the visual cues of sexually available females, because of their need to reproduce with partners. If you look at all of the adverts that you are exposed to in your typical day, it would be very likely that at least one of these was using some aspect of the 'sex sells' technique. However, so many adverts have used the 'sex sells' technique that it can no longer be relied upon to be effective; hence, as adverts are always looking to stand out from the crowd, we may see a decline in sexually suggestive. Then again, with a theme as popular as sex, it may be that the link between sex and products merely evolves.



**Why does sex sell?**





# Sex & the Media



Sex has also played a key role in film and television as a powerful means of telling a story as part of a wider narrative. In the post #metoo era, there are now guidelines for TV and film professionals on how to film sex scenes (and to decide whether or not sex scenes are necessary for their story), all of which are designed to protect the actors involved. There are protections for viewers as well: no sexually explicit content can be shown before the 'watershed', which is 9pm, a time when (it is expected) young children will not be watching. However, sexual content in TV shows has risen notably in the last decade, and with the advent of on-demand platforms like Netflix, where content can be accessed at any time of the day if the parental locks are off, it is becoming easier to be exposed to sexual content in TV and films, regardless of your age. This can have a negative effect on someone's body image and a damaging effect to their mental health.



**Do you think that being exposed to sexual content in TV shows could be beneficial or harmful to a teenager?**





# Sex in the Media



“Young people are growing up in a culture which has an unhealthy approach to sex.”

Do you agree?





# PSHE GROUND RULES



➤ **Respect everyone**

Don't laugh at others, mock others or be insensitive

➤ **Don't judge others**

Remember you do not know about other people's situations

➤ **Listen to each other**

Listen to each other and your teacher to get the most out of it

➤ **Keep the conversation in the room**

Do not share personal information with anyone or gossip

➤ **Get further support if needed**

Make sure you get support or help about any issue if you need to!