**Literary Theory Cards**

**Gender / Feminist Lens**

***Assumptions*** (Mindset; what you assume coming into a text/medium based on your prior knowledge)

1. Any reading is influenced by the reader’s own status, which includes what gender he/she/they, and his/her/their attitudes towards gender.
2. In the production of the media and within the program/media itself, men and women have not had equal access.
3. Men and women are different: they consume media differently, they produce media differently, and respond differently. These differences should be valued.

***Strategies: How to Read/Watch/Listen with a Gender Lens***

1. Consider the gender of the creator or the character/subject: what role does gender play in this work?
2. Specifically, observe how sexual or gender stereotypes might reinforce or undermine. Try to see how the work reflects or distorts the place of women, men, transgender, and non-binary in society.
3. How are women, men, transgender, treated in the medium? Who has the power over whom?

Artifact Example: An advertisement from the 1940s

