

## Sexism in Mad Men

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### Summary

This activity focuses on detecting gender stereotypes and sexism and promotes equality between women and men. By using the *Mad Men* movie series, we will work on the image of women and men in society.

### Aims

To detect gender stereotypes in *Mad Men*

**To become aware:** What is the role of women in *Mad Men*? What are they looking for?

**To explore:** Adjectives that describe the relationship between men and women. What is happiness for them?

**To demonstrate:** Sexism and gender stereotyping at work

### Participants

Journalists

### Method

discussion, explanation, demonstration and self-analysis.

### Source

Doyle, Sady. (2010) Mad Men's Very Modern Sexism Problem. *The Atlantic*. Retrieved from: <https://www.theatlantic.com/entertainment/archive/2010/08/mad-mens-very-modern-sexism-problem/60788/>

### Keywords

gender and sexism stereotypes, harassment and equality

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### Description

Throughout history, women and men, for the sole purpose of being so, have had different rights and obligations imposed by the social construction of their roles. According to this construction, men had the obligation to work to provide the income of his family and women to comply with the housework and caring for their daughters, sons and husband. As you can see, even today the situation continues like this in many cases. If we want to live in a fairer and equal society, we will need to end these imposed obligations and allow each person to build their reality as they wish. You have to think that your life is only yours and that nobody has the right to impose a fate on it.

Have you ever thought about the image of women in Mad Men? How are the girls, moms or ladies of the drawings?

1. Think of 3 female and 3 male protagonists of the Mad Men movies. What adjectives would you use to describe them?

-What difference do you see between characters like Don Drapper and Paggy Olson?

-Which one do you like best and why?

2. What are the most normal sexist attitudes and why happen?

## Material

Paper and pen for the participants. For the trainer, computer, internet access and sound. The trainer can show several videos of the Mad Men films for the explanation of gender stereotypes.

## Advice for Facilitators

The activity is conducted in a group of journalists. The trainer should know the movie series.

## Handout

Yes

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Category: Communication, Group size: Small group, Duration: 60 min

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project Number: 2018-1-DE02-KA204-005060



Co-funded by the  
Erasmus+ Programme  
of the European Union