

Guidelines for Gender Impact Analysis of Advertisements

Theme	Subthemes	Checklist items
Gender-based prejudice	1-1. Does it contain gender stereotypes? (Does it describe jobs according to gender stereotypes?)	(1) Gender-typing: -Women as homemakers in charge of cooking, cleaning, and other household chores and childrearing -Men as breadwinners who work outside the home and engage in career-related activities -Men for changing light bulbs and nail driving -Depiction of women as those in need of protection and men as those who take responsibility e.g.) "Fathers for changing light bulbs and brothers for fixing computers" -Portrayal of women as consumers and men as producers
		(2) Occupation: Portrayal of men as leaders, such as CEOs, and women as secretaries or assistants -Doctor, pilot, principal as jobs for men -Definition of nurse, flight attendant, teacher as jobs for women
		(3) Leisure activities: music (art), literature, shopping, etc. for women; sports, games, machine-related activities and skills, driving, etc. for men
	1-2. Does it contain gender-based prejudice? (Does it describe women as passive and men as	(1) Description of women as vulnerable, submissive, and quiet (2) Description of men as strong, aggressive, and valiant and not

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	active?)	<p>supposed to cry in public</p> <p>-Description of men as financially independent, self-sufficient, and active; rough and violent often viewed as “manly”</p> <p>(3) Classification of human behaviors into masculine and feminine based on gender stereotypes (e.g., macho, “real” man, born women, girly, manly, etc.)</p> <p>(4) Gender-stereotyped colors</p> <p>e.g.) blue for boys; pink for girls</p>
2. Gender-discriminatory expressions/appearance	2-1. Does it contain sexist language?	<p>(1) widow, “chulgawaein (meaning ‘married daughters are no longer family members’),” “female workers as sexual objects” “womanly,” proverbs such as “When the hen crows the house goes to ruin,” etc.</p> <p>(2) Gendered insults</p> <p>e.g.) “gimchi-nyeo,” “doenjang-nyeo,” “gimchi-nam,” etc.</p>
	2-2. Does it contain gender discrimination, degrading one sex or describing one sex as inferior to the other	<p>(1) Description of men as responsible people doing important jobs and busy with work</p> <p>Description of women as vain, interested mainly in appearance and shopping, irresponsible, and dependent</p> <p>(2) “Men are all wolves” or “men are all beasts.” “Women are foxes,” “Women are their own worst enemies,” “Three women (talk enough) to shatter a plate.”</p> <p>(3) Women are considered less informed than men and are the ones always asking questions, while men are the ones always answering their questions. When women are confused, men explain to them and women finally understand. Men ignore women’s experience or judgment. Men teach women.</p>

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		(4) Satirization or negative description of men on paternity leave or stay-at-home fathers as those who have failed to acquire social position.
		(5) Successful career women are described as “spiteful,” “headstrong,” “masculine,” etc.
	2-3. Does it contain any expression that excessively highlights certain body parts or instigates an obsession with appearance or discrimination based on appearance?	(1) Overweight women are satirized, as women should look fit and pretty, while short, skinny, small men are also satirized.
		(2) Good-looking men are considered more competent and good-natured than unattractive men; physical appearance is viewed as power and a result of self-control.
		(3) Good-looking workers chosen to represent their workplaces despite their appearance having little to do with their work. e.g.) a good-looking police woman featured on an ad for the police service. Attractive women play central roles while unattractive people are given auxiliary roles.
		(4) Only young women are viewed as pretty -> body shaming of old women (wrinkles, grey hair, etc.)
		(5) Unnecessary body exposure and emphasis on appearance
		(6) Use of discriminatory language against foreigners based on their skin color, ethnicity, etc.
3. Misconception of domestic and sexual violence	3-1. Does it trivialize violence between friends, couples, and lovers?	(1) “Lovers’ spats never last long.”
		(2) Description of violence between a couple as a lovers’ quarrel or “because they love each other.”
		(3) Verbal abuse or violence within families (offensive language, hitting the head, etc.) is portrayed as natural, acceptable, and

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		understandable.
		(4) Verbal abuse or violence between older and younger students in school or colleagues at work is viewed as an expression of close relations.
	3-2. Does it imply that sexual violence is caused by the way victims dress, behave, and respond?	(1) "Women should not be out late at night," "She's dressing for trouble," etc.
	(Does it imply that the victims are the cause of violence?)	(2) "Please smooth your skirt behind you when on an escalator or walking up stairs," which implies that sexual assaults may happen because women do not smooth their skirts behind them.
	3-3. Does it depict victims of violence in a negative light, satirize them, or portray them as intimidated? Does it treat sexual violence as natural?	(1) Description of victims of violence as physically inferior, such as small, overweight, etc.
		(2) Description of victims of violence as coming from underprivileged families, timid, etc.
		(3) Describing men who are good at fighting as "manly."
		(4) Portraying the grabbing of a woman's wrist or pushing a woman up against the wall forcefully as an expression of love.
	3-4. Does it graphically portray violence?	(1) Detailed description of domestic and/or sexual violence
		(2) Description of victims of violence as helpless persons by exposing them after a brutal attack
(3) Candid exposure of weapons used in such an attack, such as knives and clubs, etc.		
Stereotyped concept of family based on established equal male-	4-1. Does it focus excessively on certain age groups or one sex?	(1) Women are featured mostly in PR materials related to childrearing, emotional labor, and charities.
		(2) Men are featured mostly in ads related to sports, games, etc.

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female ratio, age, etc.		(3) Only young men and women are captured in ads for government programs despite the fact that the programs are beneficial for people of all ages and both sexes.
	4-2. Does it encourage stereotyping of only a certain type of family structure as normal?	(1) Portrayal of families with both parents and both grandparents as the “normal” type of family structure → Single-person households, single-parent families, senior couple households, grandparent-headed households, multicultural families are not reflected in the definition of “family.”
		(2) Portrayal of big families as happy and perfect, while small families are viewed lonely and imperfect
		(3) Inclusion of only certain types of family structure as qualified for certain government policies, despite the fact that unmarried single mothers and families with disabilities are also eligible.
	4-3. Does it stereotype gender roles in the family?	(1) Depiction of a girl as the future wife of the first son
		(2) Portrayal of the man as the head of the family with a heavy burden on his shoulders
		(3) Portrayal of the wife as caring and supportive
		(4) Portrayal of the husband as “helping,” not “doing,” with house chores after work
(5) Stereotyping of daughters as cute, sons as reliable; labeling of children as first daughter, first son, youngest child, etc., reinforcing sibling inequality.		

Guidelines for Gender Impact Analysis of PR Materials



Government ad on safety tips for subway station escalators

The phrase “Please smooth your skirt behind you” may imply that the victims themselves are the cause of sexual assault and abuse. It implies that the way victims of sexual violence dress, behave, and respond instigates sex-related crimes.



Government campaign to prevent abortion

The phrase “Leave everything to your partner except birth-control” in the picture that depicts a woman leaving all her belongings to a man may suggest that women are passive and dependent entirely on men.

-> a campaign that degrades one sex or the other and describes one sex as inferior to the other



A banner that encourages the reporting of crimes, hung on the wall of a police station in Gwangju, Jeollanam-do

The banner implies that the handling of crimes is a man's job, while the handling of other matters is a woman's job.

→ Campaign that may inculcate gender stereotypes.



Arisu, healthy and tasty drinking water>

Relevant department: The Office of Waterworks, Public Relations Division

It reinforces the stereotyped gender role that it is a woman's job to provide safe water to children and care for children's overall health.

→ The advertisement should consist of a series featuring both men and women. Also, it should depict female workers drinking Arisu in the construction field rather than an image of a family.



"Advertisement for the prevention of wind and flood damage" produced in 2006

Contact: River Management Division

The photo featuring two men working to prevent damage from wind or flooding may highlight the stereotyped gender role that disaster prevention is a man's job.

→ The photo may be replaced with an image that features both men and women working together to prevent disasters or highlight women's roles in preparing for disasters.



2016 Family eSport Festival"

Contact: Cultural Convergence and Economy Division

The poster depicts a family consisting of grandparents, parents, and a child, failing to reflect the diverse types of family structure, and may reinforce the stereotyped concept of a family.

→ Incorporate diverse types of family structures, such as single-parent families, into the poster.