



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Media Gender Stereotypes Analysis And Awareness Training

Human and Social Studies / People/Human-Centred Development

Unit Standard 117896 · NQF Level 2 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the ability to critically analyze media representations of gender, identify stereotypes, and understand their societal impact. Participants will develop awareness of how gender stereotypes in media perpetuate inequality and learn strategies to promote more inclusive and equitable media content.

Category	Human and Social Studies
Subfield	People/Human-Centred Development
Unit Standard	117896
Accreditation	SAQA Accredited · NQF Level 2 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze media content to identify explicit and implicit gender stereotypes.
- Evaluate the societal impact of gender stereotypes in media on individuals and communities.
- Apply theoretical frameworks to deconstruct gender representations in various media forms.
- Design strategies to challenge and reduce gender stereotypes in media production and consumption.
- Demonstrate awareness of personal biases and their influence on interpretation of media messages.
- Develop recommendations for promoting gender-equitable media practices.

WHO SHOULD ATTEND

- This course is ideal for media professionals, content creators, educators, HR practitioners, and anyone interested in understanding and challenging gender stereotypes in media.
- It is suitable for individuals at all levels who wish to enhance their critical media literacy and contribute to gender equality.

COURSE OUTLINE

Day 1: Foundations of Media Gender Stereotypes

- Introduction to gender vs. sex and the social construction of gender.
- Overview of media types: advertising, film, television, news, social media.
- Common gender stereotypes: roles, appearances, behaviours, and power dynamics.
- Case studies: analysis of South African advertisements and TV shows.
- Effects of stereotypes: self-esteem, career aspirations, violence, inequality.
- Introduction to critical media literacy and representation theories.
- Group activity: identifying stereotypes in print and digital media samples.

Day 2: Advanced Analysis and Practical Application

- Intersectional analysis: how race, class, and sexuality interact with gender.
- Deep dive into South African media case studies (e.g., soap operas, news coverage).
- Tools for media monitoring and analysis: checklists, coding schemes.
- Strategies for inclusive content creation: diverse casting, language, narratives.
- Workshop: redesigning a stereotypical ad to be gender-inclusive.
- Developing a personal action plan for advocacy and awareness.
- Group presentation of redesigned media content.
- Course wrap-up and resources for continued learning.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 2**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 11,300.00	R 11,300.00
1	In-House	R 14,700.00	R 14,700.00
1	On-Campus (Pretoria)	R 17,000.00	R 17,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
25 Aug 2026	26 Aug 2026	On-Campus	Bangkok, Thailand
25 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China
25 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
27 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
27 Aug 2026	28 Aug 2026	On-Campus	Harare, Zimbabwe
27 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
31 Aug 2026	01 Sep 2026	On-Campus	Harare, Zimbabwe
31 Aug 2026	01 Sep 2026	On-Campus	Victoria Falls, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117896) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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