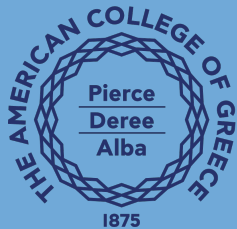




School of Graduate
and Professional
Education



AMICAL 2021

24 June 2021

“Put yourself in my shoes”

Inclusive Pedagogy

George Kyparissiadis

Assistant Professor

Diversity in Pedagogy

2 perspectives of Teaching Diversity:

- Diversity in the school environment
- Diversity in the wider society

Google Scholar diversity AND pedagogy

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Implementing Innovative Pedagogy and a Rainbow Curriculum to Expand Learning on Diversity.
SW Summer, S Sgoutas-Emch, L Nunn, E Kirkley - InSight: A Journal of ..., 2017 - ERIC
InSight: A Journal of Scholarly Teaching 95 campus as compared to their heterosexual counterparts. Of those experiencing harassment, 83% of the LGBTQ respondents stated that harassment was based on sexual identity compared to only 12% of their heterosexual ...
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New understandings of cultural diversity and the implications for early childhood policy, pedagogy, and practice
JL Reid, SL Kagan, C Scott-Little - Early Child Development and ..., 2019 - Taylor & Francis
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Pedagogy of the depressed: an examination of critical pedagogy in higher ed's diversity-centered classrooms post-trump
NS Rodriguez, J Huemmer - Pedagogy, Culture & Society, 2019 - Taylor & Francis
The study, undertaken in the United States, investigates the lived experiences of instructors whose courses focus on gender/feminism, queer/LGBT, and race/ethnicity studies in response to the post-2016 US election's divisive socio political climate. Instructors' ...
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Reaction needed: diversity, intersectionality, and communication pedagogy
K Ruiz-Mesa - Communication Education, 2021 - Taylor & Francis
On a warm, fall night in East Los Angeles, graduate students stand in a well-lit parking lot chatting in Spanish about the pedagogy class that just ended, the latest DACA application policies, their next TA meeting, and deciding where they should go for a late-night snack. In ...
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Cultural Diversity Pedagogy and Meta-Case Design: A New Approach to Diversity in Education
N Dreamson - 2021 - taylorfrancis.com
Responding to the growing need for educators to have a deeper understanding of cultural diversity, this book provides a theoretically-rich and empirically-sound analysis of diversity education, to develop a new cultural diversity pedagogy. The author deconstructs and ...
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Teaching multilingual learners in Canadian writing-intensive classrooms: Pedagogy, binaries, and conflicting identities
S MacIsaac, JLMarr - Journal of Second Language Writing, 2018 - Elsevier
Keywords: Multilingualism, Plurilingualism, English as an additional language, Composition, Second language writing, Writing intensive learning, Writing across the curriculum, Writing in the disciplines, Linguistic diversity, Canada, Pedagogy, Professional identities, 1. Introduction ...
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Diversity, Indigenous Knowledge, and LIS Pedagogy: Conceptualizing Formal Education in Library and Information Studies in Vanuatu
B Akpan, MA Terry - ... and Information Science Education in the ..., 2020 - igi-global.com
While the rest of the world discusses how Library and Information Studies (LIS) can best cope with the emerging trends in technology and global information platforms, there are parts of the world that do not offer LIS programs. This chapter provides insights on the ...
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The linguistics in othering: Teacher educators' talk about cultural diversity
AB Nilsson, S Fykes, S Maust, Hagen - 2017 - ojs.oakland.edu
https://doi.org/10.1080/02619768.2017.1373022
Srinivasan, P., & Cruz, M. (2015). Children colouring: Speaking "colour difference" with diversity dolls. Pedagogy, Culture and Society, 23(1), 21–43. https://doi.org/10.1080/14681366.2014.919343
Timmerman, G. (2009) ...
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Cultural Diversity in Physical and Health Education Pedagogy: Are teachers moving beyond monocultural ideals?
LA Pethick - 2019 Conference of the Canadian Society for the Study ..., 2019 - ocs.sfu.ca
This paper explores how cultural diversity is conceptualized and taken up in the pedagogical practice of secondary school Physical and Health Educators. Drawing from critical race theory and using qualitative methods the paper focuses on how teachers make ...
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A review of multiliteracies pedagogy in primary classrooms
P Kulju, R Kupiainen, A Wiseman, A Jyrkäläinen - 2018 - trepo.tuni.fi
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pre-service teachers views pedagogy and diversity

Diversity in Advertising



Research on Diversity in Advertising

Indicative bibliography:

- Hall, S. (ed.) (1997) *Representation: **Cultural representations** and signifying practices*. Milton Keynes: Open University Press ([link](#))
- Haller, B., & Ralph, S. (2001). *Profitability, diversity, and **disability** images in advertising in the United States and Great Britain*. *Disability Studies Quarterly*, 21(2). ([link](#))
- Furnham, A., & Lay, A. (2019). *The universality of the portrayal of **gender** in television advertisements: a review of the studies this century*. *Psychology of Popular Media Culture*, 8(2), 109–124. <https://doi.org/10.1037/ppm0000161> ([link](#))
- Williams, J. D., Lee, W., & Haugtvedt, C. P. (2015). *Diversity in advertising: Broadening the scope of **research** directions*. New York: Psychology Press. ([link to publisher](#))
- Zhang, Y., Harwood, J., Williams, A., Ylännö-McEwen Virpi, Wadleigh, P., & Thimm, C. (2006). *The portrayal of **older adults** in advertising*. *Journal of Language and Social Psychology*, 25(3), 264–282. ([link](#))

Indicative industry sources:

- [Guide to Diversity and Inclusion in Modern Advertising](#) (Maryville University n.d.)
- [The power of inclusion and diversity in advertising](#) (Kantar 20/4/21)
- [Why diversity in ads is more important than ever for revenue](#) (Aspire IQ 1/7/20)
- [Does advertising have a responsibility to be inclusive?](#) (Ipsos 8/1/20)

Diversity Exercise

Examples discussed in Class



Homework Instructions: Blog

Blackboard Blog: Cultivation Theory

As discussed in class, the majority of models in advertising tend to comply with the stereotypic white, able-bodied, young, heterosexual person. Men tend to be strong and independent, women tend to be useful in the house, and in need of protection. For our next meeting, **find an advertisement** (ideally print, otherwise video), that portrays models of appearance or behaviour that **do not comply with the mainstream stereotype**.

For this advertisement, answer in a couple of sentences the following questions:

1. Why do you think this ad is **important**?
2. Assume you are a member of the group represented in the ad. How do you feel seeing it? Write your statement in the **first person**.

Upload your advertisement and the answers to these questions on this blog on Blackboard by our next session. Feel free to comment on the submissions of your colleagues.



Blog Entries

- Entries
- PDF/Doc Attachments
- Youtube links
- Images

Blog Instructions ^


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Upload your advertisement and the answers to these questions on the blog on Blackboard, within the Assignments section.


Wednesday, December 9, 2020


 **Always ad** ^


Posted by  at Wednesday, December 9, 2020 3:51:53 PM

Attached Files:
 Cultivation Theory.docx(12.4kb)

[Comment](#)


 **Bring The Future-H&M** ^


Posted by  at Wednesday, December 9, 2020 3:09:21 PM

Attached Files:
Bring The Future-H&M .docx(13.7kb)

[Comment](#)

Monday, December 7, 2020

 **#NOEXCUSEFOR ABUSE** ^

Posted by  at Monday, December 7, 2020 4:22:47 AM

<https://www.youtube.com/watch?v=T0aEUXachYY>

1. It is statistically proven that there is more woman abuse from a man than a man being abused by a woman. When we think of abuse, nine of the ten times we think of child abuse or woman abuse and rarely think of man abuse from a female. That's has to do with the classic stereotype that man are physically stronger than woman and also less emotional, which in fact it is true that men are stronger than woman physically, but we cannot forget that just because someone is a male it doesn't mean that a female cannot abuse him. In the end men are human too and due to their masculinity principal they have created in their mind due to the long time patriarchy model, they think as a male that I am I must be strong and tha's my role in the society. And when men see that this is not the case, they feel embarrassed to let the others to view them as weak which is in this case beign abused by female. They feel embarrassed when they get abused in general, imagine by a woman. Therefore, they are not speaking, or asking for help and stay silent, suppresing their feelings and continue to be abused because even if they speak, most of the times they do not believe them.

Responses (extracts)

Question: You are a member of the group represented in the ad.
How do you feel seeing it?

It makes me want to **travel** and explore the world **without being afraid** of what people might say about the way I look or where I am from.

I feel a sense of **justice** watching this campaign

I am not alone and that things are beginning to change. I will feel supported and encouraged and that **my voice is being heard**.

It reminds me that my body is beautiful no matter what advertisements are trying to show and that I should **love my body and embrace it**.

there are people that not only judge me but also **promote my uniqueness**

really makes me feel **proud**

I did not imagine I would ever **feel comfortable** or able to talk to other people about numerous of things

I see an ad that tries to communicate **my issue, my pain and the difficulties** I have to go through for something that I don't want to and cannot change

it makes me believe that my type of body and preferences are included and are **worth to be embraced**

I am a heterosexual father and I can tell that my daughter had put plenty of times make-up on me in order to play, and I let her because **there is nothing wrong or offensive** to wear me make-up.

This ad makes me feel that **there is hope**

As a female when I see this add I feel **proud**

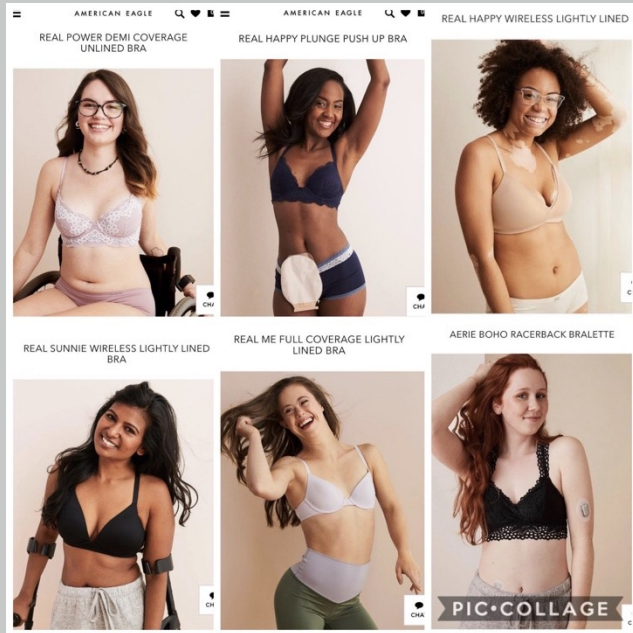
feel **proud** to be a woman

Indicative Submission: [Apple - Open](#)



It makes me feel ambitious, it makes me feel warmth, safety, justice. It makes me feel that my diversity is **being accepted and embraced by the others**. It gives me the hope, that everybody can manage to achieve their goals, no matter their skin tone or religion. It makes me feel like my diversity is my **strength** and like I'm willing to fight for my beliefs and my rights.

Indicative Submission: Aerie - Women



I saw an Aerie campaign with **a girl who looked like me**. She had a colostomy bag too, but she wasn't trying to hide it. **It made me feel so excited, I thought I could cry**. She looked so beautiful and happy, and I never see models with colostomy bags because they aren't "pretty" enough. For once, **I felt like I didn't need to hide** and I felt represented and beautiful.

In-class discussion



Suggestions & Applications

- Include the exercise in the course outline as a non-graded assessment, or part of a **graded assessment**
- Apply to **different texts and disciplines** (e.g. music, art, literature, etc.)
- Conduct the exercise in class beforehand, with relevant examples, to ensure **instructions are clear**
- Give enough **time** for completion of homework
- Encourage **comments** among students on the blog
- **Discuss** submissions in class
- Consider students that will truly see **themselves** in the ads

Thank you!

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