



圖片範例說明

編號	NG圖例	說明
1	 <p>The image is a promotional poster for Kinder Joy chocolates. It is split into two gender-specific sections. The left side, labeled '女生版' (Girls' Edition), features a pink background with illustrations of princesses, a castle, and a unicorn. The right side, labeled '男生版' (Boys' Edition), features a blue background with illustrations of a hot air balloon, a car, and a race car. In the center is the Kinder Joy mascot, a white egg character with a red top and a smiling face. Text on the poster includes 'NEW 88種新玩具 全新上市!' (New 88 types of toys, all new!), '補貼家用' (Subsidize household), and '還有其他有趣好玩系列' (There are other interesting and fun series). At the bottom, it says '玩具請以實物為準' (Toys please refer to the actual product).</p> <p>圖片出處：https://www.facebook.com/KinderTaiwan/posts/2012676695413536/</p>	<p>此圖例顏色及物品存在刻板印象，女生適合扮演公主、穿著粉色；男生適合穿著藍色、玩汽車。請參閱媒材性別平等檢視表第1題。</p>
2	 <p>The image is a billboard advertisement for Jack & Jones. It features a man in a light blue shirt and dark suspenders carrying a woman in a red dress on his back. The woman is smiling and has her arms around the man's neck. The background is a dark grey wall with the text 'DON'T HOLD BACK. TAKE YOUR WORK HOME.' in large white letters. Below this, it says 'SHARP OFFICE SHIRTS' and 'JACK & JONES'. On the left side of the billboard, there is a woman in a white uniform, possibly a hotel employee, standing near a doorway. The billboard is mounted on a metal structure, and a yellow taxi is visible in the foreground.</p> <p>圖片出處：https://kknews.cc/entertainment/zmeq9e3.html</p>	<p>此圖例強調了理想外表的性別刻板印象。請參閱媒材性別平等檢視表第2題。</p>

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3	 <p>THE LITTLE SCHOLAR Your future starts here. Shirts + graphic tees = genius idea. HIS T-SHIRTS > HIS TROUSERS ></p> <p>THE SOCIAL BUTTERFLY Chambray shirts + logo sweaters are the talk of the playground. HER LOGO STYLES > HER TROUSERS ></p>	<p>此圖例以及內容的文字影射了女孩是交際花，男孩則為學者，除了對女性的歧視外，同時也強化職業的性別刻板印象。請參閱媒材性別平等檢視表第4題。</p>
4	 <p>誰起得早 誰起得早 誰起得早 三 誰起得早</p> <p>我起得早 我起得早 我起得早 我起得早</p> <p>爸爸起得早 爸爸起得早 爸爸起得早 爸爸起得早</p> <p>媽媽起得早 媽媽起得早 媽媽起得早 媽媽起得早</p> <p>爸爸打忙 媽媽得起 三 校學報書看掃</p>	<p>此圖例強化了家務分工的刻板印象，家務由女性負擔。請參閱媒材性別平等檢視表第6題。</p>

圖片出處：<https://www.taiwannews.com.tw/ch/news/2962528>

圖片出處：「67年國立編譯館本」國民小學國語課本第一冊(一上)