



## Linguistic Landscape and Gender Discrimination: A Study on Gender Biasness in School Curriculum

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### Abstract

*Gender discrimination is one of the serious issues in today's world. The predominant literature on the subject of gender has succeeded in portraying women as the target of such types of discrimination. It can be seen everywhere in the society be it public or private sphere. In fact, school is one of the important agents of gender socialization which plays a significant role in shaping the gender roles of school children. Thus, the practice and promotion of gender discrimination in school curriculum and textbooks through projection of gender biased roles and professions both in the public and private spheres have severe consequences in the society at large. It negatively encourages both girls and boys to take up the stereotypical positions constructed for them by these teaching aids. In this context, the study critically examines and analyzes the pictures and the language shown in the posters and charts that have been used in schools as one of the important teaching aids for centuries. The posters, charts and the other teaching materials both in Hindi and English medium were selected and reviewed for the study. Identifying gender biased language, gender stereotyping and construction of gender roles are central to the study. The study observes that still the existing new teaching aids are showing gender inequalities. Thus, the study suggests that a gender inclusive curriculum is the need of present era in order to shape and promote positive gender socialization, which advocates gender equality.*

**Keywords:** Linguistic landscape, Gender discrimination, Gender equality, Textbooks and curriculum.

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