1. Clothing :

Boy’s cloths seem to be of heaver material were girl’s close are made of lighter more delicate material. In terms of color boys had more bold primary and secondary colors were girl’s generally brighter but non-primary and pastels with the exception of yellow in girls cloths.

I was suppressed by the dominance of sports cloths in the boys section. There was very little without some sports tie in, and the stuff that didn’t tie in to sports was tied in to some other male icon. There were a few things that were not tied into something but if that was what you were shopping for you would really have to look for it. In girls cloths there were a few sports tie ins but they were less teem affiliated more like what you would were to play a sport. Other patterns were in girls were flowers and butterflies.

Toys:

Looking at the toys for boys I set them into several categories: Fighting /shooting toys (including action figures and toy guns /swords), Building toys (Lagos, etc), trucks and cars (including construction equipment), tools and sports toys.

In girls toys I found lots of dolls of different types like baby dolls and Barbie dolls. I also found cooking and playing house type toys. Looking at my notes I didn’t find many other types and I wonder if I was not observant enough or if that really was all there was.

In general I found the same relationship in color as I found in clothing, basic colors for boys, pinks, pastels for girls.

The younger the intended children get the more the toys seem to be less gender specific and tend to be more cutesy, possibly because the mothers usually buy the toys for babies.

1. Clothing:

Boys cloths are clearly more durable and the overwhelming predominance of sports clearly sets a tone that boys are suppose to be into sports and playing rough.

Girls cloths lighter and not intended for say playing in the dirt. The lighter shades may tend to influence girls to be less bold.

Toys:

Boys toys clearly show preference to aggressive behavior, a large part of the boys toys were in the fighting/shooting toys category. Sports toys teach boys competitiveness. The building, tools and truck / car toys have a wider spectrum of influences because there affect depends on how the child decides to play with them. For instance a boy could build a house with his Lagos or a gun.

Girls toys also have a clear porous and that is to teach girls to be mothers and household caregiver.

1. Boys tend to be more aggressive, rough, sports oriented.

Girls tend to be more passive, care givers more interested in playing house than sports or war.

1. In my experience, I have observed that although a toy is clearly gender specific and intended for a particular type of play, that often the children that play with these toys totally ignore the gender specificity and intended purpose entirely.
2. I agree that gender roles used to organize our social world. I have trouble seeing inequality because I think of it in math like terms were one must be greater than the other to be unequal. In terms of socialization I think that looking at toys and clothes clearly shows that they could influence a child’s social.