

## **ABSTRACT**

People generally have different perceptions of men and women in which males are perceived as stronger than women physically while women are more vulnerable emotionally than men thus, gender inequality exists. This study used the qualitative research design specifically content analysis to analyze the two textbooks of Araling Panlipunan (Grade 7 and 8) to examine the gender prominence through texts and illustrations in terms of gender visibility, gender firstness, and gender occupational roles. It employs qualitative and quantitative approaches to provide a balanced analysis of the texts and illustration. In Grade 7 Araling Panlipunan textbook, males are prominent in gender visibility, gender firstness, and occupational roles. In Grade 8 Araling Panlipunan textbook, males are prominent in gender visibility and gender firstness in terms of text and occupational roles while females are prominent in gender firstness in terms of illustration. The presence of prominent gender visibility, gender firstness and occupational roles in both textbooks resulted to gender biases, imbalance and gender stereotypes. Thus, writers, publishers and artist should avoid examples or scenarios that reinforce gender biases, stereotypes, and roles to provide a fair representation of all genders.

*Keywords.* Gender prominence, gender visibility, gender firstness, occupational roles, Araling Panlipunan