GENDER, SCHOOL AND SOCIETY

UNIT - V
MASS MEDIA AND GENDER

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Gender stereotypes in mass media & Gender roles in mass media

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Stereotypical Portrayals of Women

- **Gender roles:** Culturally and socially constructed norms dictating appropriate behaviours and attributes for men and women. Media heavily influences societal perceptions of gender roles.

- **Common Stereotypes:** Women as passive, emotional, dependent, and focused on appearance.

- Examples of characters and advertising campaigns reinforcing these stereotypes.

- **Impact on Society:** Discuss how these portrayals affect women's self-image, career aspirations, and societal expectations.

Stereotypical Portrayals of Men

- **Common Stereotypes:**
  - Men as aggressive, stoic, dominant, and career-focused.
  - Examples from action movies, sports advertising, and TV dramas.
- **Impact on Society:**
  - Discuss how these portrayals affect men's emotional expression, mental health, and gender relations.

Media That Challenges Gender Stereotypes

- **Positive Examples:**
  - Highlight media that portrays diverse and non-stereotypical gender roles.
  - Examples from progressive TV shows, movies, and advertisements.
- **Effectiveness:**
  - Discuss the impact of these portrayals on challenging societal norms and promoting gender equality.

The Impact of Gender Stereotypes

Psychological Effects:

- Impact on self-esteem, body image, mental health.

Behavioral Effects:

- Influence on career choices, personal relationships.

Societal Effects:

- Perpetuation of gender inequality, limited social roles.

Representation of Women & Men in Media

Representation of Women in Media

Underrepresentation and Misrepresentation:

- Women are underrepresented in key roles.
- Limited and stereotypical roles.

The Male Gaze:

- Media representations from a male perspective, objectifying women.

Representation of Men in Media

Toxic Masculinity:

- Media promotes harmful aspects of masculinity (aggression, emotional suppression).
- Examples: Hyper-masculine characters in action films.

Positive Representations:

- Media showing men in nurturing, emotional roles.
- Examples: Sensitive male characters in family dramas.

Media Challenging Gender Roles

Positive Examples:

- Shows, movies, ads that break traditional gender stereotypes.
- Examples: Strong female leads, nurturing male characters.

Impact:

- Promotes gender equality, broadens societal norms.

Social Media and Gender Roles

Influence of Social Media:

- Both reinforces and challenges stereotypes.
- Examples: Influencers promoting body positivity, gender equality.

Empowerment and Backlash:

- Social media as a tool for empowerment and activism.
- Examples of campaigns like #MeToo, body positivity movements.

The Role of Media Literacy

Importance of Media Literacy:

- Critical for understanding and challenging media portrayals.
- Encourages informed consumption of media.

Teaching Strategies:

- Encourage critical thinking and discussions about media messages.
- Activities: Analyzing advertisements, comparing media portrayals.

Strategies for Change

Creating Balanced Representations:

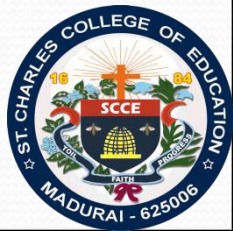- Encourage diverse and realistic portrayals of genders.

Advocacy and Activism:

- Support media that promotes equality.
- Examples: Campaigns for better representation.

Consumer Responsibility:

- Demand more equitable media representations.
- Support inclusive media content.

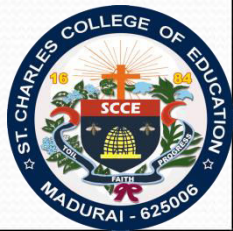# Gender identity roles

Understanding Gender Identity and Roles

- **Definition of Gender Identity:** A personal conception of oneself as male, female, a blend of both, or neither.

- **Definition of Gender Roles:** Societal norms dictating the types of behaviors considered acceptable based on one's perceived or assigned gender.

Historical Perspectives

- **Traditional Gender Roles:** Typically binary, male as providers and female as caretakers.

- **Historical Shifts:** Changes in gender roles over time due to social, economic, and political influences.

- **Examples:** Women's suffrage movement, changes in workforce dynamics during WWII, etc.

Societal Influences on Gender Roles

- **Media and Representation**: Impact of television, films, and advertisements.

- **Cultural Norms:** Variations across different cultures and societies.

- **Education and Socialization:** Gender roles taught in schools and homes.
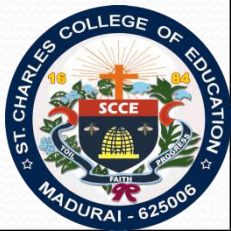
The Impact of Gender Roles

- **On Individuals:** Mental health, career choices, personal relationships.

- **On Society:** Gender pay gap, leadership representation, societal norms and expectations.

- **Examples:** Effects of toxic masculinity, challenges faced by women in STEM, etc.

Positive notions of body and self
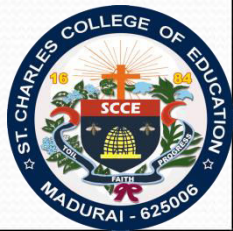
Embracing Positive Body Image and Self-Concept

- **Definition of Body Image:** The perception and attitude an individual has towards their physical appearance.

- **Definition of Self-Concept:** The idea and understanding one has of oneself, including aspects such as self-esteem, self-worth, and self-identity.

Importance of Positive Body Image

- Mental Health: Reduced risk of depression, anxiety, and eating disorders.

- Physical Health: Encourages healthy behaviors and self-care.

- Overall Well-Being: Enhanced self-esteem and life satisfaction.

Factors Influencing Body Image

- Media and Advertising: The impact of idealized body standards.

- Cultural and Societal Norms: Varying ideals across different cultures.

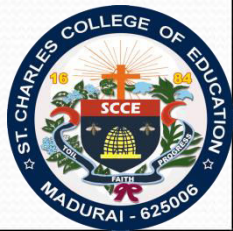- Personal Relationships: Family, friends, and peers' influence.

Developing a Positive Body Image

- Self-Acceptance: Embracing one's unique features.

- Healthy Lifestyle: Balanced diet, regular exercise, and adequate rest.

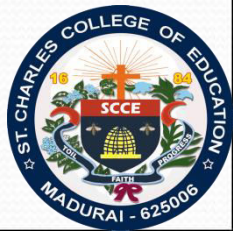- Media Literacy: Critical thinking about media portrayals.

Positive Self-Concept and Its Benefits

- Self-Esteem: Confidence in one's abilities and worth.

- Resilience: Ability to cope with challenges and setbacks.

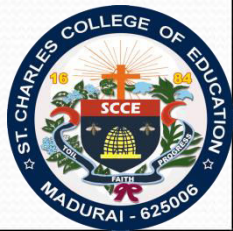- Motivation: Greater drive to achieve goals and pursue passions.

Building a Positive Self-Concept

- Self-Reflection: Understanding personal values and strengths.

- Goal Setting: Establishing and achieving realistic goals.

- Positive Affirmations: Reinforcing positive thoughts and beliefs about oneself.

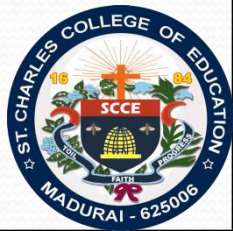# Strategies for Maintaining Positive Body and Self-Image

- Mindfulness and Self-Care: Practices like meditation, yoga, and journaling.

- Support Systems: Seeking support from friends, family, and professionals.

- Avoiding Comparisons: Focusing on one's own journey and progress.
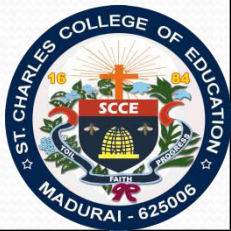
Gender in media:

Magazines, TV shows, Cartoons, Movies and Advertisements

Gender in Magazines

- **Women's Magazines:** Focus on beauty, fashion, relationships, and domestic life.

- **Men's Magazines:** Emphasis on fitness, success, technology, and lifestyle.

- **Stereotypes:** Reinforcement of traditional gender roles and body ideals.
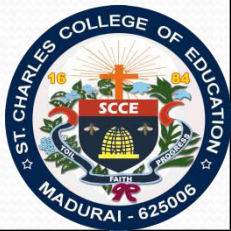
Gender in TV Shows

- **Female Characters:** Often depicted in domestic roles or as secondary characters.

- **Male Characters:** Frequently shown in dominant, career-oriented positions.

- **Changing Trends:** Increasing presence of strong, independent female leads.

- **Examples:** Comparison of traditional shows vs. modern shows

Gender in Cartoons

- **Traditional Cartoons:** Stereotypical gender roles, with males as heroes and females as sidekicks or damsels.

- **Modern Cartoons:** More diverse and complex gender representations.

- **Impact on Children:** Influence on children's understanding of gender roles.

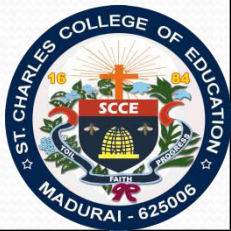- **Examples:** "Tom and Jerry" vs. "Steven Universe" or "The Legend of Korra".

Gender in Movies

- **Hollywood Trends:** Male-dominated roles, with women often in supporting roles.

- **Bechdel Test:** A measure of gender representation in movies.

- **Recent Changes:** Rise of female-led films and diverse gender portrayals.

- **Examples:** Comparison of films like "James Bond" series vs. "Wonder Woman" or "Black Panther".

Gender in Advertisements

- **Historical Context:** Traditional gender roles heavily reinforced.

- **Modern Advertising:** Shift towards more inclusive and diverse representations.

- **Persuasive Techniques:** Use of gender norms to sell products.

- **Examples:** Analysis of ads from the 1950s vs. contemporary ads (e.g., cleaning products, toys, fashion).
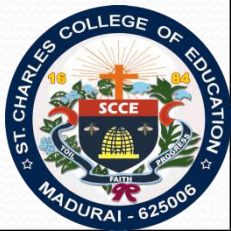
Impact of Gender Representation in Media

- Socialization: Media as a powerful tool in shaping gender norms and expectations.

- Self-Perception: Influence on individuals' body image and self-esteem.

- Gender Roles: Perpetuation of traditional roles vs. promotion of equality.

- Examples: Studies and statistics on media influence.

Gender Equality and Language Use
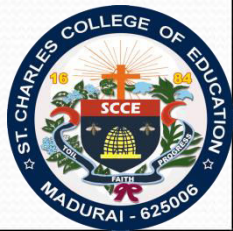
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The Influence of Language

- **Definition:** Language as a tool for communication and a reflection of cultural values.

- **Impact:** How language can perpetuate or challenge gender stereotypes and biases.

- **Examples:** Common phrases, idioms, and expressions that reinforce gender roles.
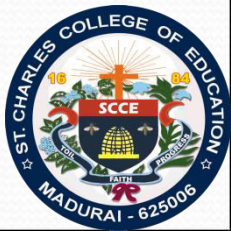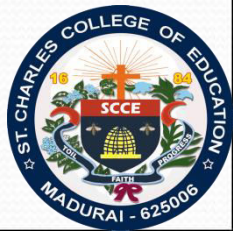
Gender-Biased Language

- **Gendered Nouns:** Use of male-gendered terms as the default (e.g., "mankind," "chairman").

- **Stereotypical Adjectives:** Describing women and men differently based on stereotypes (e.g., "bossy" vs. "assertive").

- **Titles and Honorifics:** Differences in addressing men and women (e.g., "Mr." vs. "Miss/Mrs./Ms.").

Embracing Gender-Neutral Language

- **Importance:** Promoting equality and inclusion through language.

- **Techniques:** Using gender-neutral terms and avoiding unnecessary gender markers.

- **Examples:** "Humankind" instead of "mankind," "chairperson" instead of "chairman," "they/them" pronouns.

- **Benefits:** Reducing bias and fostering an inclusive environment.

Language in the Workplace

❖Promoting Gender Equality in Professional Settings

- Job Titles: Ensuring titles are gender-neutral (e.g., "firefighter" vs. "fireman").

- Recruitment Materials: Using inclusive language in job descriptions and advertisements.

- Policies and Training: Implementing guidelines and training programs to promote gender-neutral language.

Language in Education

❖Gender Equality in Educational Contexts

- **Curriculum Content:** Ensuring textbooks and materials use inclusive language.

- **Classroom Interaction:** Encouraging teachers to use gender-neutral language and address all students equally.

- **Student Awareness:** Teaching students about the importance of language in promoting equality.

Media and Communication

❖Media's Role in Language and Gender Equality

- **Representation:** Ensuring diverse and inclusive language in media content.

- **Journalism:** Avoiding gender bias in reporting and using gender-neutral terms.

- **Social Media:** Promoting awareness and discussions around inclusive language.

Thank you