

Stereotype

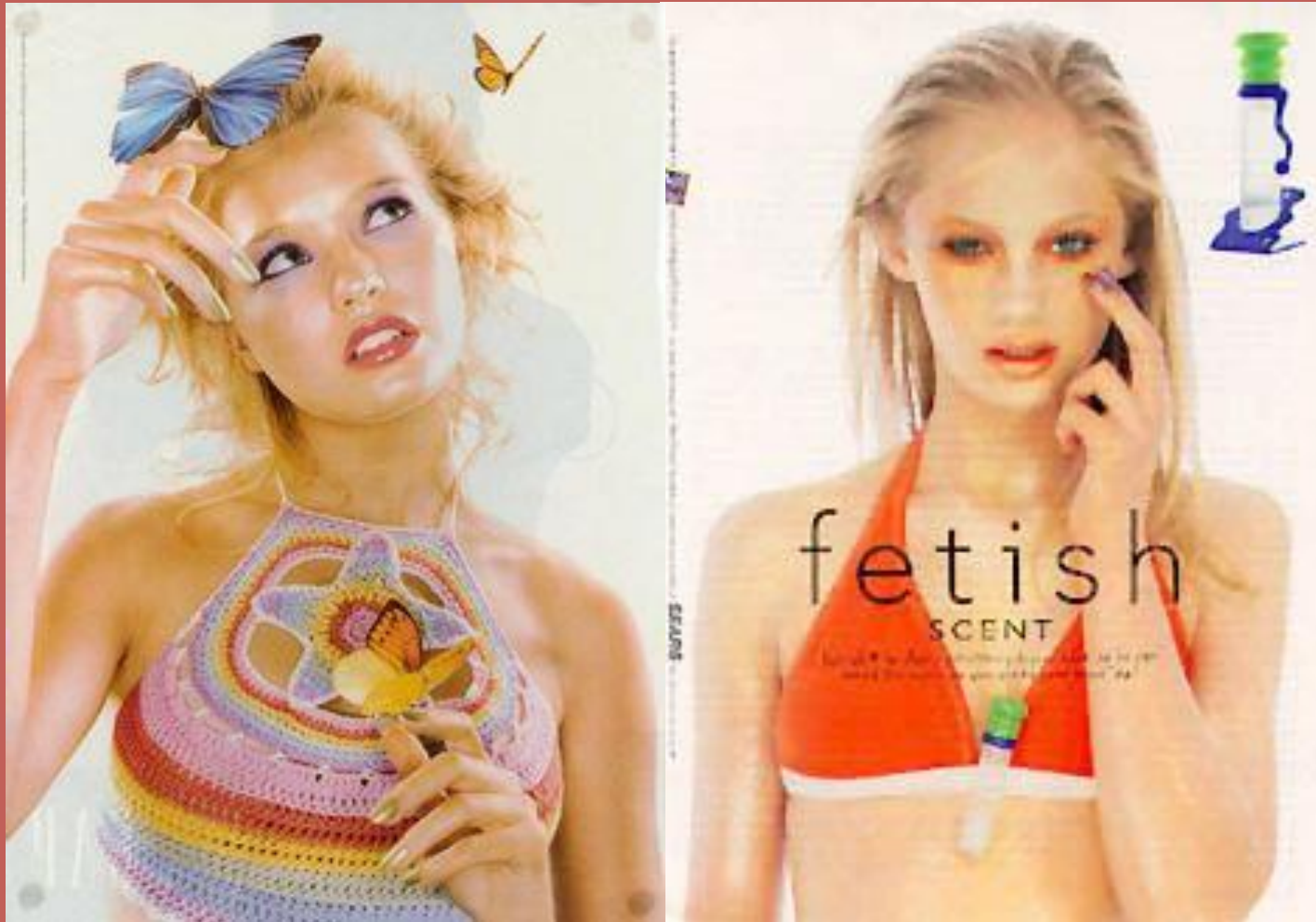
- A ***stereotype*** is “...a fixed, over generalized belief about a particular group or class of people.” (Cardwell, 1996).
- to believe unfairly that all people or things with a particular characteristic are the same



Gender stereotypes are simplistic generalizations about the gender attributes, differences, and roles of individuals and/or groups



stereotyping : women, girls and the media



Beauty and Body Image in the Media

- Why are standards of beauty being imposed on women, the majority of whom are naturally larger and more mature than any of the models?
- presenting an ideal difficult to achieve and maintain, the cosmetic and diet product industries are assured of growth and profits
 - youth is increasingly promoted, along with thinness, as an essential criterion of beauty.



Unattainable Thinness?



- One out of every four college-aged women uses unhealthy methods of weight control—including fasting, skipping meals, excessive exercise, laxative abuse, and self-induced vomiting (**Anorexia Nervosa & Related Eating Disorders, Inc.**)
- Weight control measures are being taken by girls as young as nine (**Canadian Fitness and Lifestyle Research Institute**)
- 35 per cent of girls 6 to 12 years old have been on at least one diet, and that 50 to 70 per cent of normal weight girls believe they are overweight (**Teen Magazine**)

Unattainable Beauty?



Researchers generating a computer model of a woman with Barbie-doll proportions...

- her back would be too weak to support the weight of her upper body
- her body would be too narrow to contain more than half a liver and a few centimeters of bowel
- A real woman built that way would suffer from chronic diarrhea and eventually (would) die from malnutrition.



The Culture of Thinness

- **Three-quarters of the female characters in TV situation comedies are underweight**

- **One in twenty are above average in size**

 - **Canadian researcher Gregory Fouts**

- Compared with the general population, below average central female characters were over-represented in situation comedies; above average weight characters were under-represented.

- Below average weight female characters received significantly more positive verbal comments from male characters with regards to body weight and shape than their heavier counterparts.






Thin is "in"?

- Twenty years ago, the average model weighed 8 per cent less than the average woman
- Today's models weigh 23 per cent less
 - Attempts at change like Australia's New Woman magazine soon return to thin models as...
"advertisers who remain convinced that only thin models spur the sales of beauty products."
(Advertising Age International)



Media Coverage of Women and Women's Issues


Women, News and Politics

-  83 late evening newscasts on three national networks
 -  women's views were solicited mainly in the framework of "average citizens" and rarely as experts, and that political or economic success stories were overwhelmingly masculine.
 -  (Quebec political analyst Denis Monière)



Media Coverage of Women and Women's Issues

Women, News and Politics

 (a study of) News coverage of women and women's issues in 70 countries. It reported that only 18 per cent of stories quote women, and that the number of women-related stories came to barely 10 per cent of total news coverage.

 (Association des femmes journalistes – AFJ)



Media Coverage of Women and Women's Issues

■ Women, News and Politics

■ 9 per cent of the guests on Sunday morning news shows such as Meet the Press and Face the Nation are women, and even then they only speak 10 per cent of the time—leaving 90 per cent of the discussion to the male guests...

■ "authority is not recognized by these shows. It is created by these shows."

■ White House Project leader on news representation - Marie Wilson



Media Coverage of Women and Women's Issues

Women and Sports


Nine per cent of airtime was devoted to women's sports, in contrast to the 88 per cent devoted to male athletes. Female athletes fared even worse on ESPN's national sports show Sports Center, where they occupied just over two per cent of airtime

(Margaret Carlisle Duncan and Michael Messner study of sports coverage on three network affiliates in Los Angeles)



Media Coverage of Women and Women's Issues

Women and Sports

-  Female athletes are increasingly photographed in what Professor Pat Griffin calls "hyper-sexualized poses." Griffin notes, "When it was once enough to feminize women athletes, now it is necessary to sexualize them for men



Media Coverage of Women and Women's Issues

Beauty Before Brains
Greta Van Susteren moved from CNN to Fox in early 2002...had a makeover; she surgically altered her face to appear younger and more "beautiful."

... Being smart, smarter, smartest isn't enough. By trying to become just another pretty face, Van Susteren instead became another cultural casualty."
Robin Gerber



Greta Van Susteren -- Before



Greta Van Susteren -- After

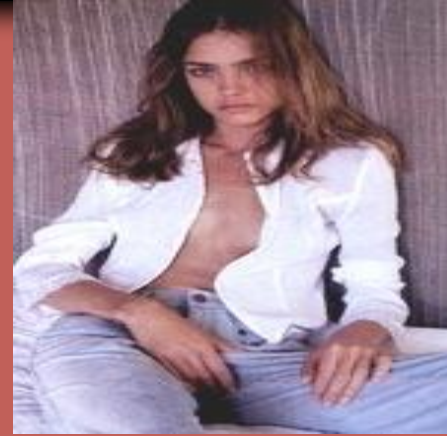


Media and Girls

- Commercials aimed at kids
 - spend 55 per cent of their time showing boys building, fixing toys, or fighting. They show girls, on the other hand, spending 77 per cent of their time laughing, talking, or observing others. And while
 - boys in commercials are shown out of the house 85 per cent of the time, more than half of the commercials featuring girls place them in the home.




Media and Girls



- Magazines are the only medium where girls are over-represented.
- However, almost 70 per cent of the editorial content in teen mags focuses on beauty and fashion, and only 12 per cent talks about school or careers



Media and Girls

 The number of boys who say they "have confidence in themselves" remains relatively stable through adolescence, the numbers for girls drop steadily from 72 per cent in Grade Six students to only 55 per cent in Grade Ten

 The Canadian Council on Social Development



Media and Girls

- Flinders University in South Australia studied 400 teenagers regarding how they relate to advertising.
- ... girls who watched TV commercials featuring underweight models lost self-confidence and became more dissatisfied with their own bodies
- Girls who spent the most time and effort on their appearance suffered the greatest loss in confidence

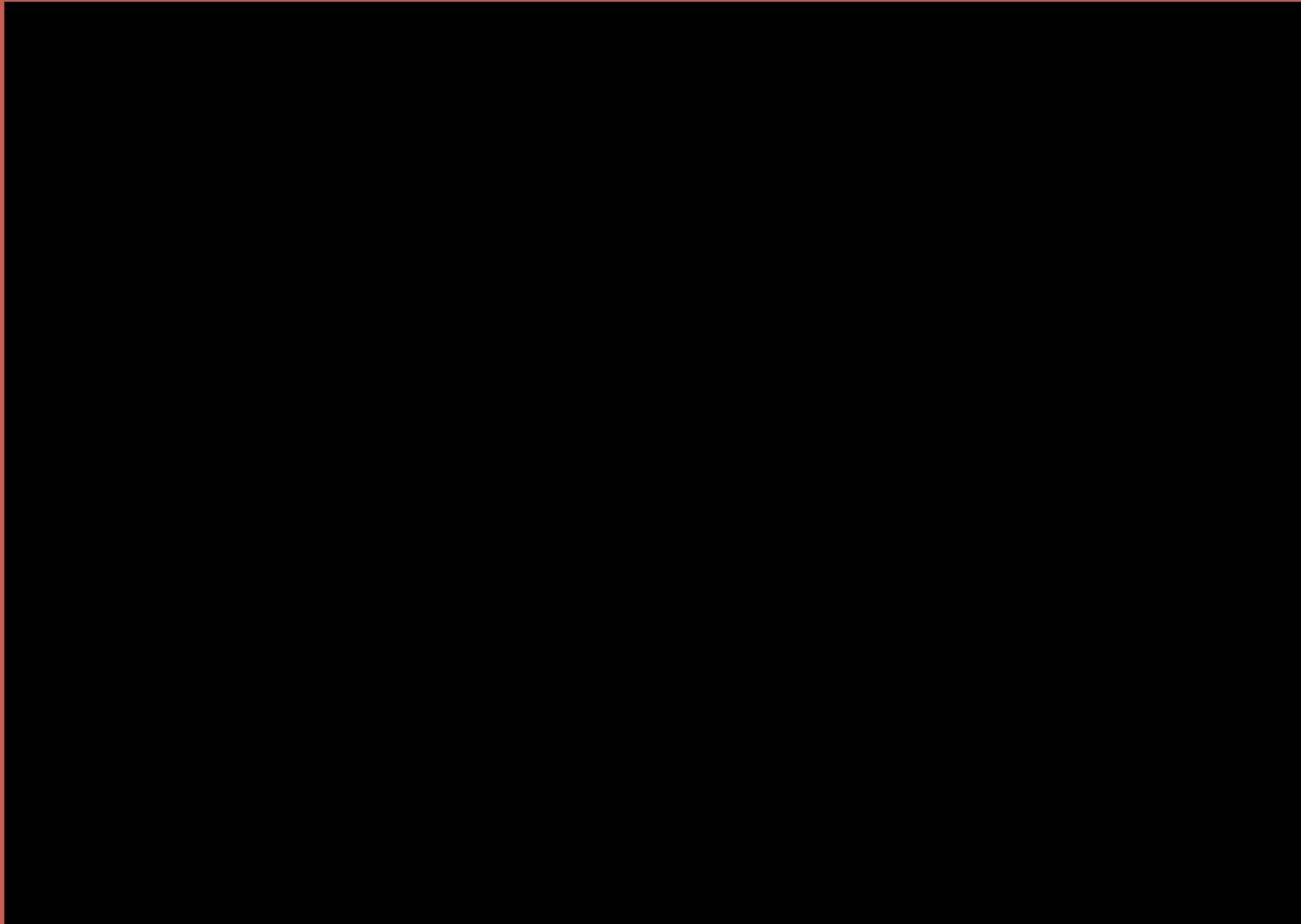




■ 'finding yourself and what makes you feel happy and healthy [is] always in fashion' Teen Vogue



Killing Us Softly 3



Killing Us Softly 3

Killing Us Softly part 1 of 4

 <http://www.youtube.com/watch?v=svpMan9cWyo&feature=related>

Killing Us Softly part 2 of 4

 http://www.youtube.com/watch?v=ZrVGGCe_h9yk&feature=related

Killing Us Softly part 3 of 4

 http://www.youtube.com/watch?v=6lGeVr_TVfA&feature=related

Killing Us Softly part 4 of 4

 <http://www.youtube.com/watch?v=BbFvCXd667U&feature=related>



Specific links from the Media Awareness Network

- [Media Portrayals of Girls and Women: Introduction](#)
- [Body Image and Girls](#)
- [Sex and Relationships in the Media](#)
- [Media Coverage of Women and Women's Issues](#)
- [Media and Girls](#)
- [The Economics of Gender Stereotyping](#)
- [Women Working in the Media](#)
- [Resisting Stereotypes and Working for Change](#)

