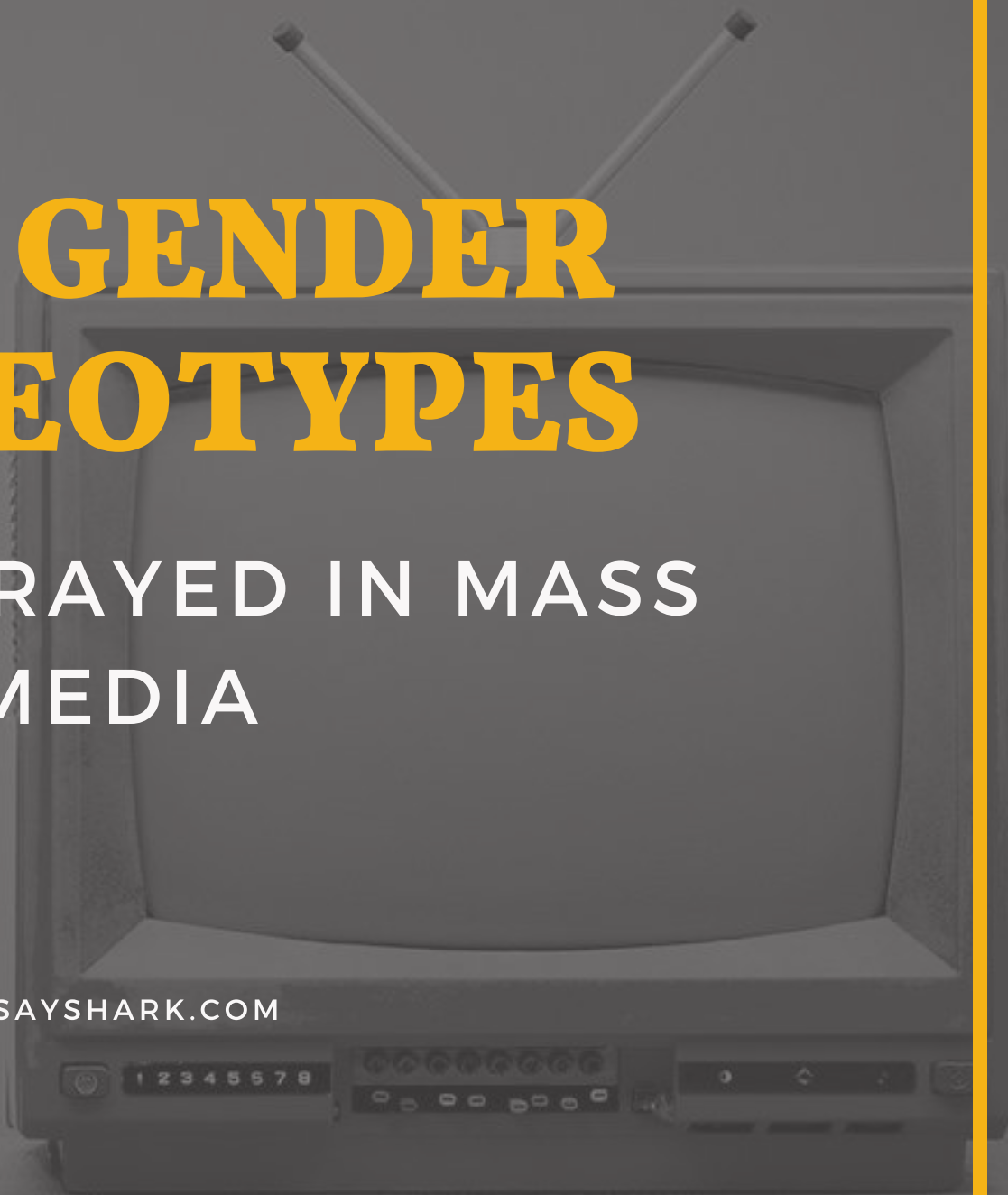


HOW GENDER STEREOTYPES

ARE PORTRAYED IN MASS
MEDIA

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WHAT IS A STEREOTYPE?

It is a kind of framework, the way out for which seems to be wrong.




People are classified by their belonging to a particular group, gender, race, social and economic class or by physical characteristics.

• The use of stereotypes simplifies the perception of many things but often makes people think wrong.

Gender stereotypes in the mass media are also a consequence of the formation of stereotypes.





Gender stereotypes in the mass media usually reflect the erroneous and generalized opinion of society about the role of both sexes.



WHAT IS MASS MEDIA?

Mass media are information channels transmission for a wide range of people.

THE ROLE OF MASS MEDIA

Mass media plays a crucial role in shaping public opinion, accessing people and events, and setting the masses specific standards of life and consciousness.



OCCURRENCE OF STEREOTYPES

It is difficult for modern people to imagine the day without newspapers, television and internet.

Stereotypes usually come from historical or cultural norms that suggest specific groups of people are naturally prone to or biologically made to act a certain way.

COMMON STEREOTYPES

Women's central roles are childbearing, keeping the family hearth, household chores, they need protection and a particular algorithm for their life.

Men are healthy, calm, non-emotional individuals. Objects of increased interest - physical exercise, cars, and alcohol.



ADVERTISING SYMBOLIC IMAGES

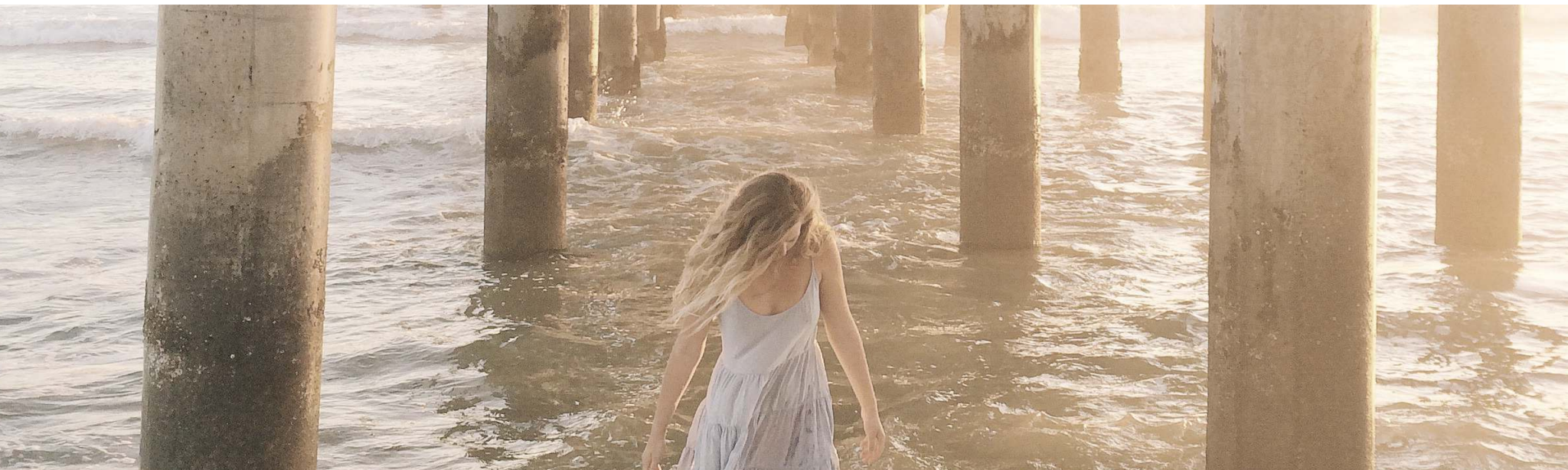
- Mass media directly participates in the process of constructing gender.
- The gender stereotypes, the formation of habits, social roles, character traits, and social status of both sexes.
- The advertising symbolic images of femininity and masculinity convey information about the characteristic features of the relationship between men and women that are peculiar to this culture.

ABOUT GENDER ISSUE

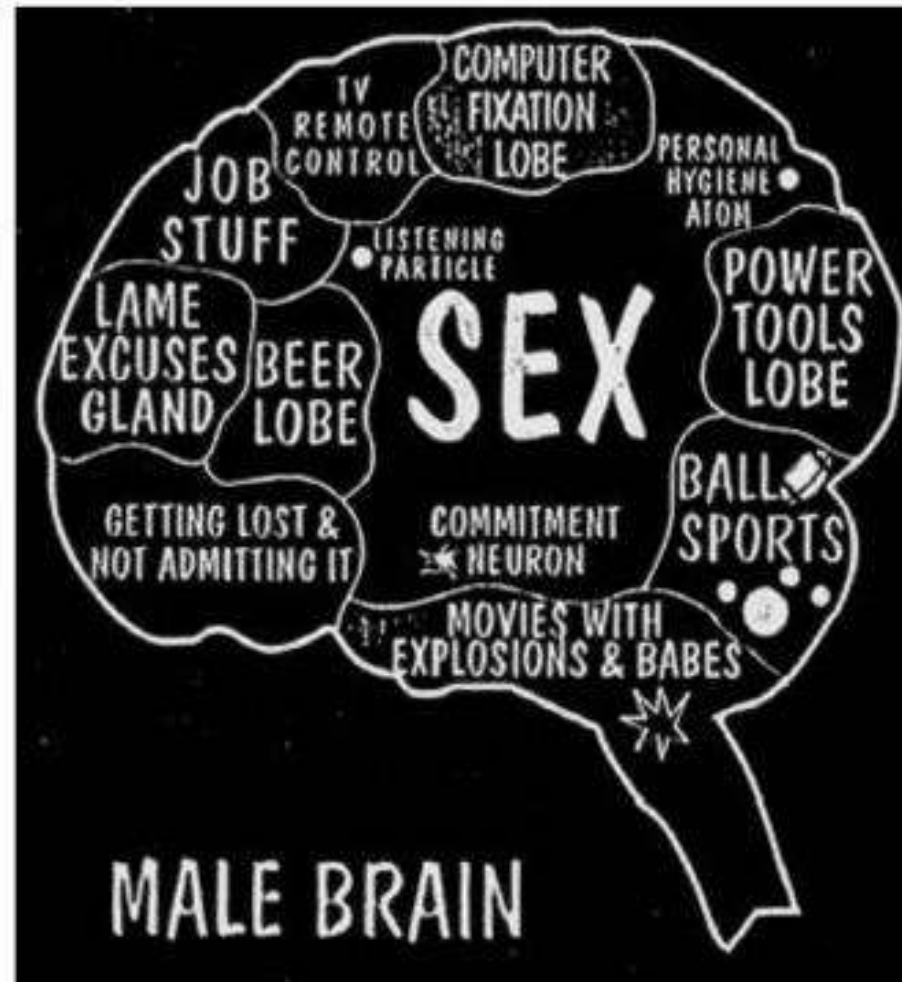
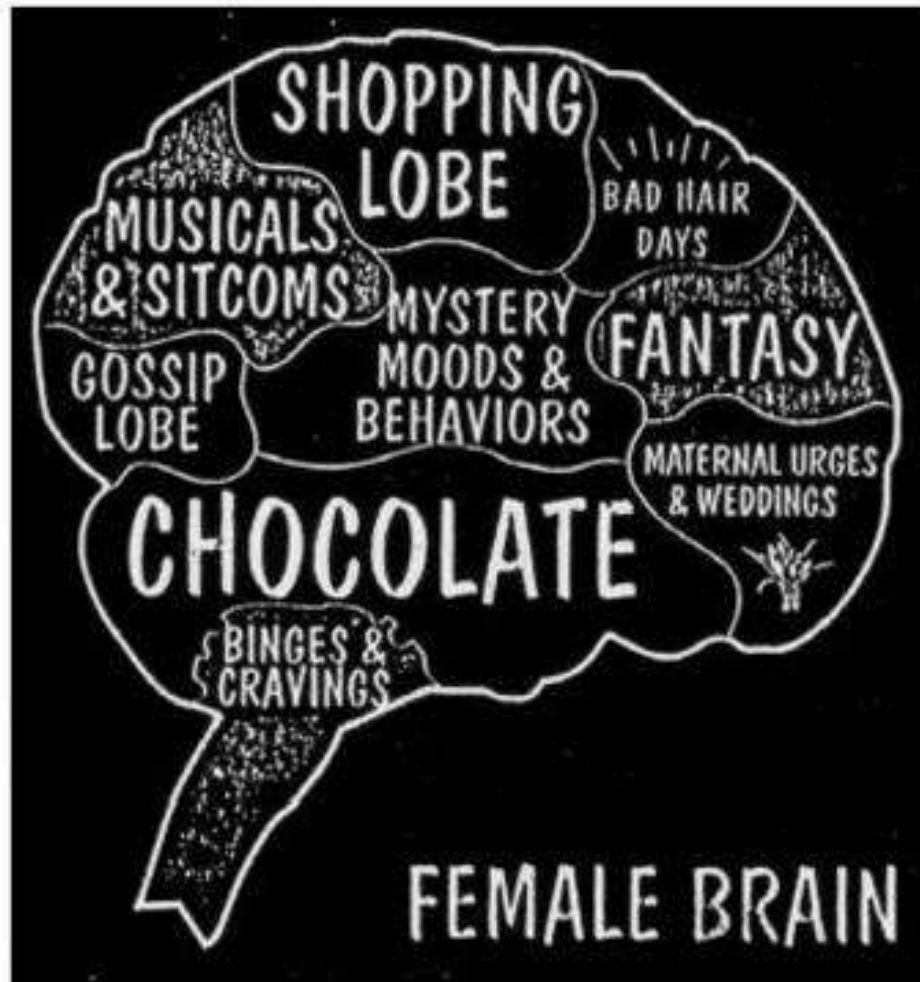
- Gender issues are among the urgent problems against the backdrop of a developing feminist movement.
- The categorization of values, forms of behavior, the experience of the previous generations on the basis of gender takes place and is encouraged in any culture.

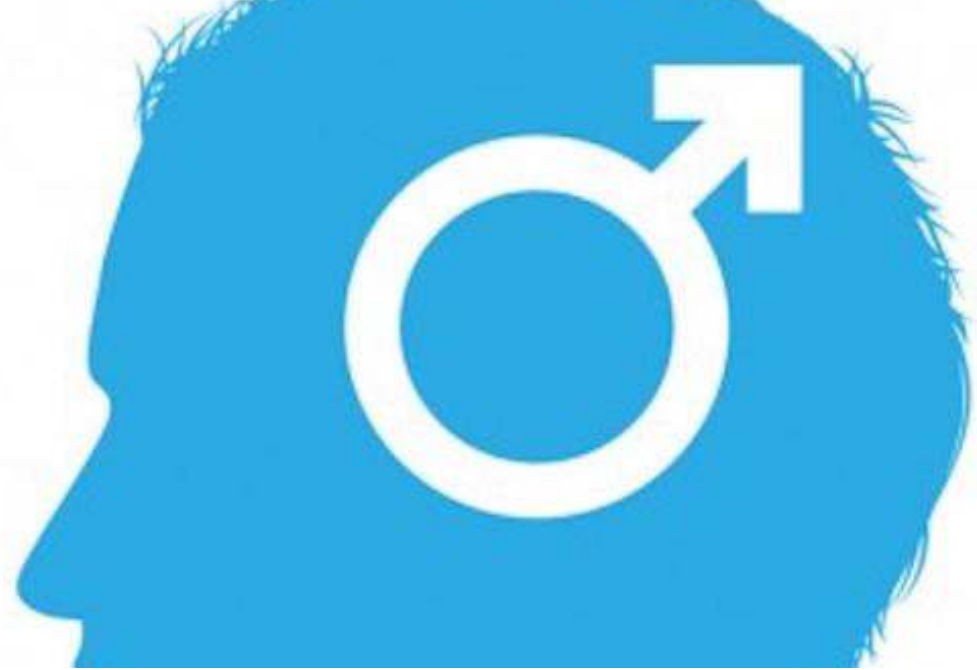
IS THE PROBLEM OF GENDER RELATIONS URGENT?

The interest of scientists in gender relations in various branches of public life is constantly growing, despite the perception of modern society.



Gender Stereotypes





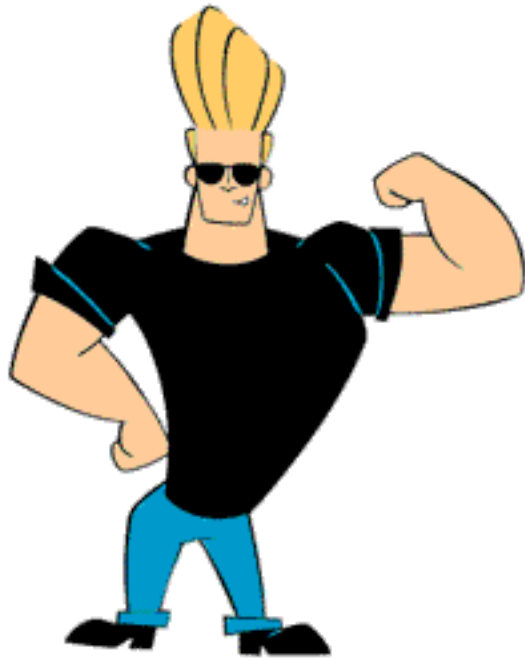
Gender stereotypes in the mass media can be divided into two categories. The first – those that reflect the real pressing social problem.



The second – those that have remained far in the past, have become morally obsolete, but still, have ways of displaying in the media.

STEREOTYPES ARE BASED ON APPEARANCE AND HABITS

- Muscularity inherent for men is equated with a sharp image, which is distinguished by activity, domination and strict culture.
- Femininity, in turn, is expressed by passivity and reproductive efficiency.

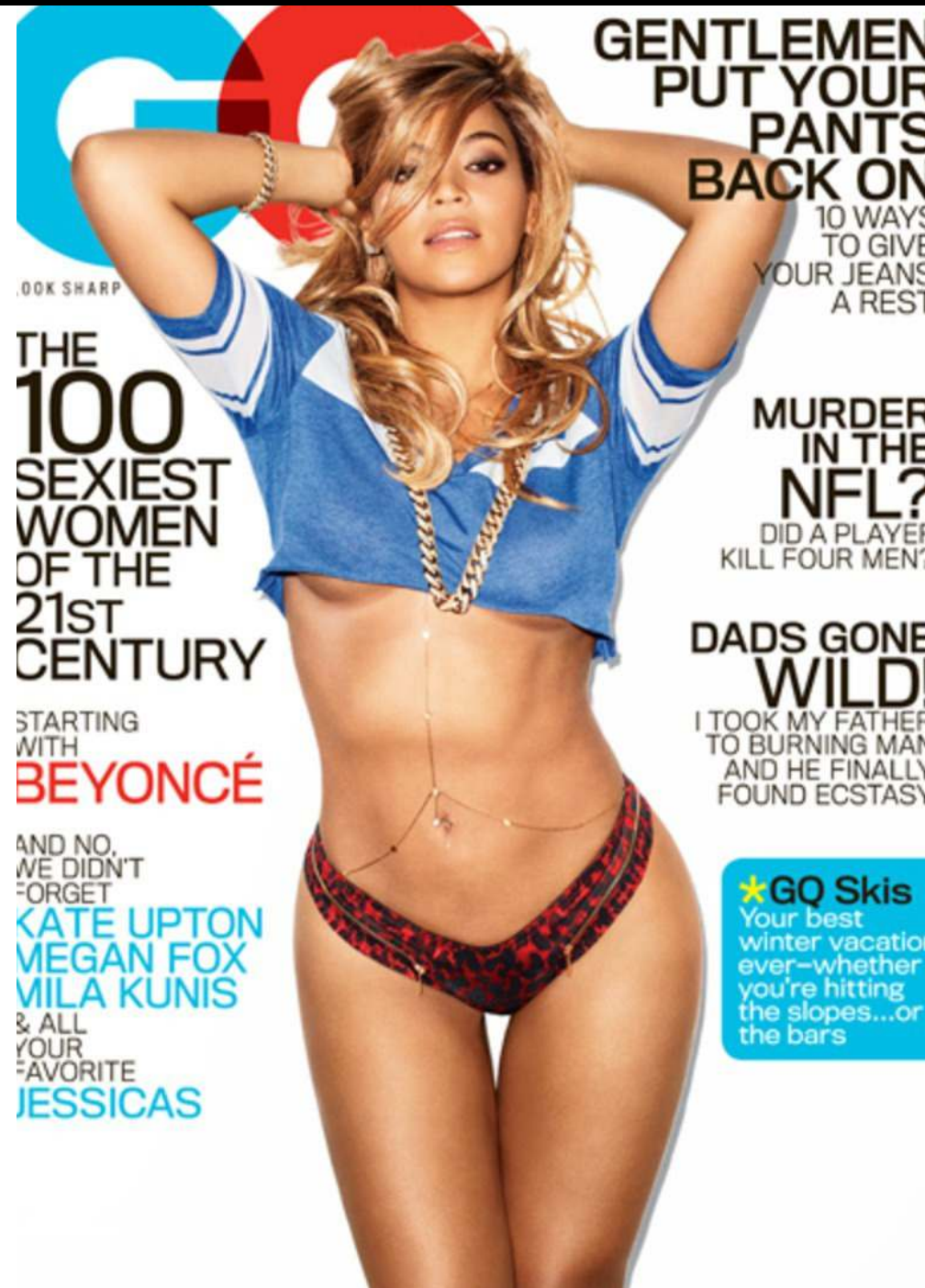


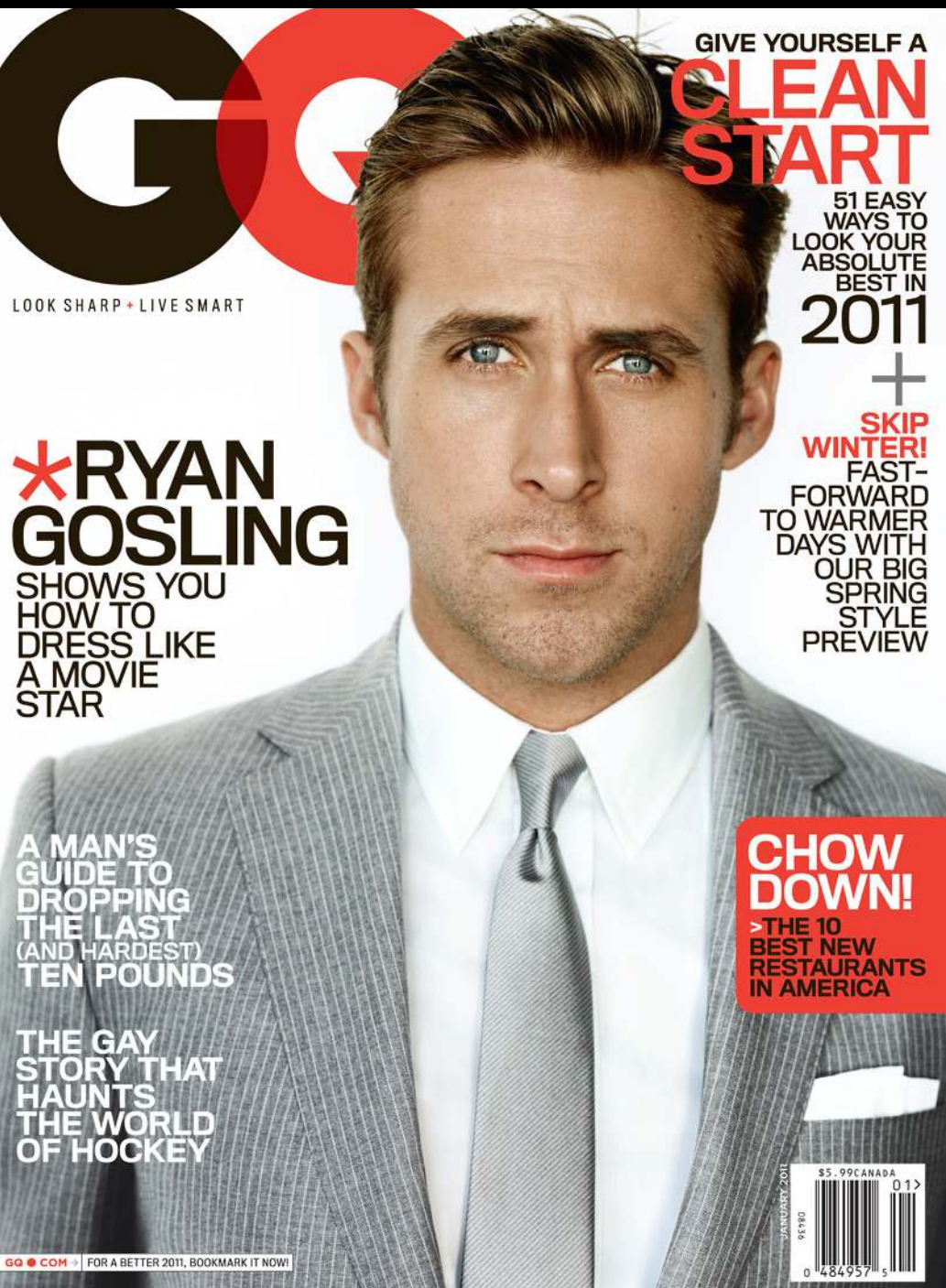
DOMINANCE OF MASCULINE IMAGE

The man is the breadwinner of the family, the citizen, and the socially active character. The woman, in turn, is the keeper of the hearth, the wife, the mother.

Gender stereotypes are formed in consciousness into some orderly unity, which allows people to act in social reality.

The image of a woman is obliged to be beautiful and attractive, be able to entertain a man and give the pleasure.





Representations of masculinity and femininity are also created with the help of the media.

Mass media create and disseminate knowledge about society, it usually informing the audience about social truth.

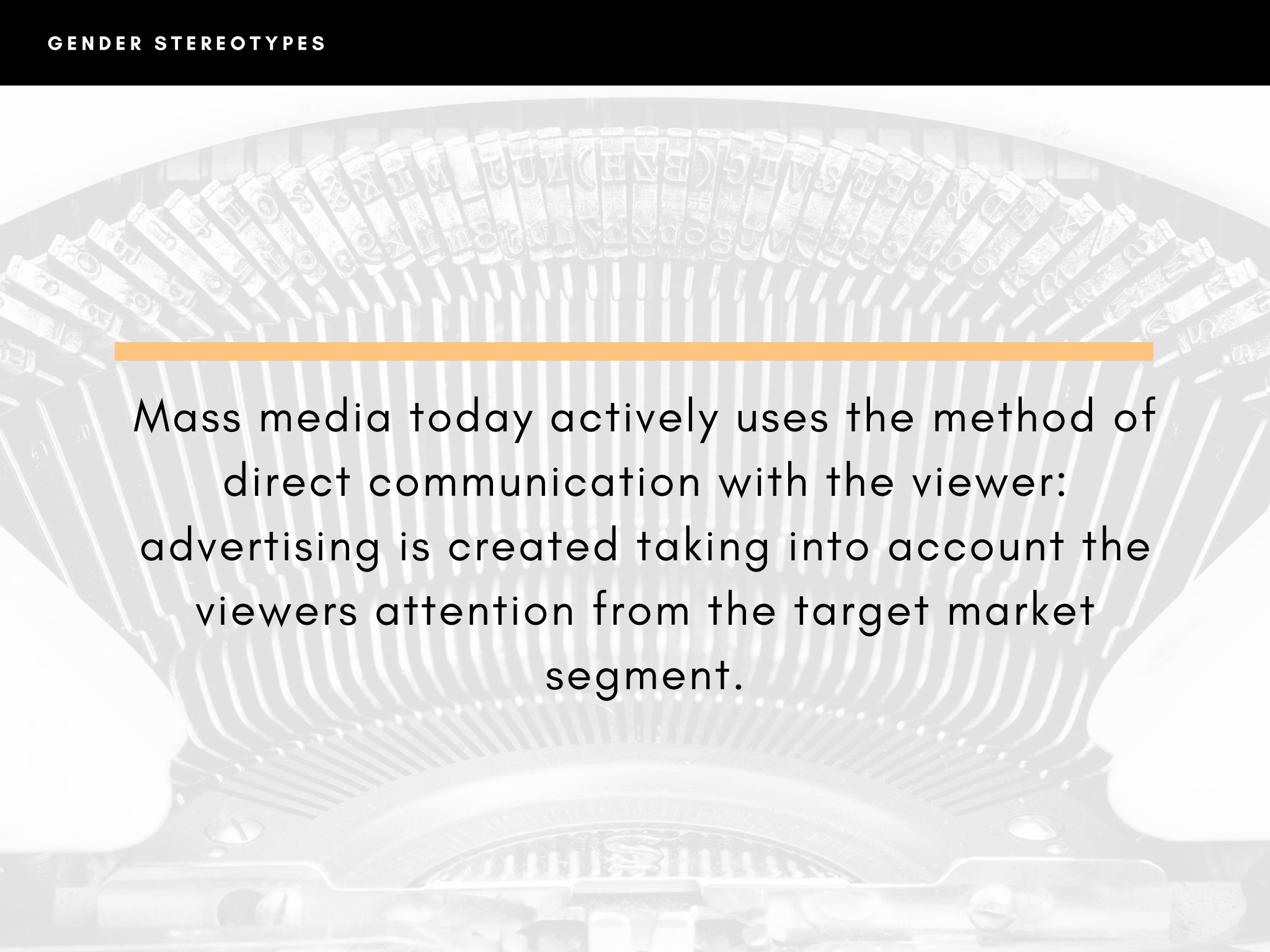
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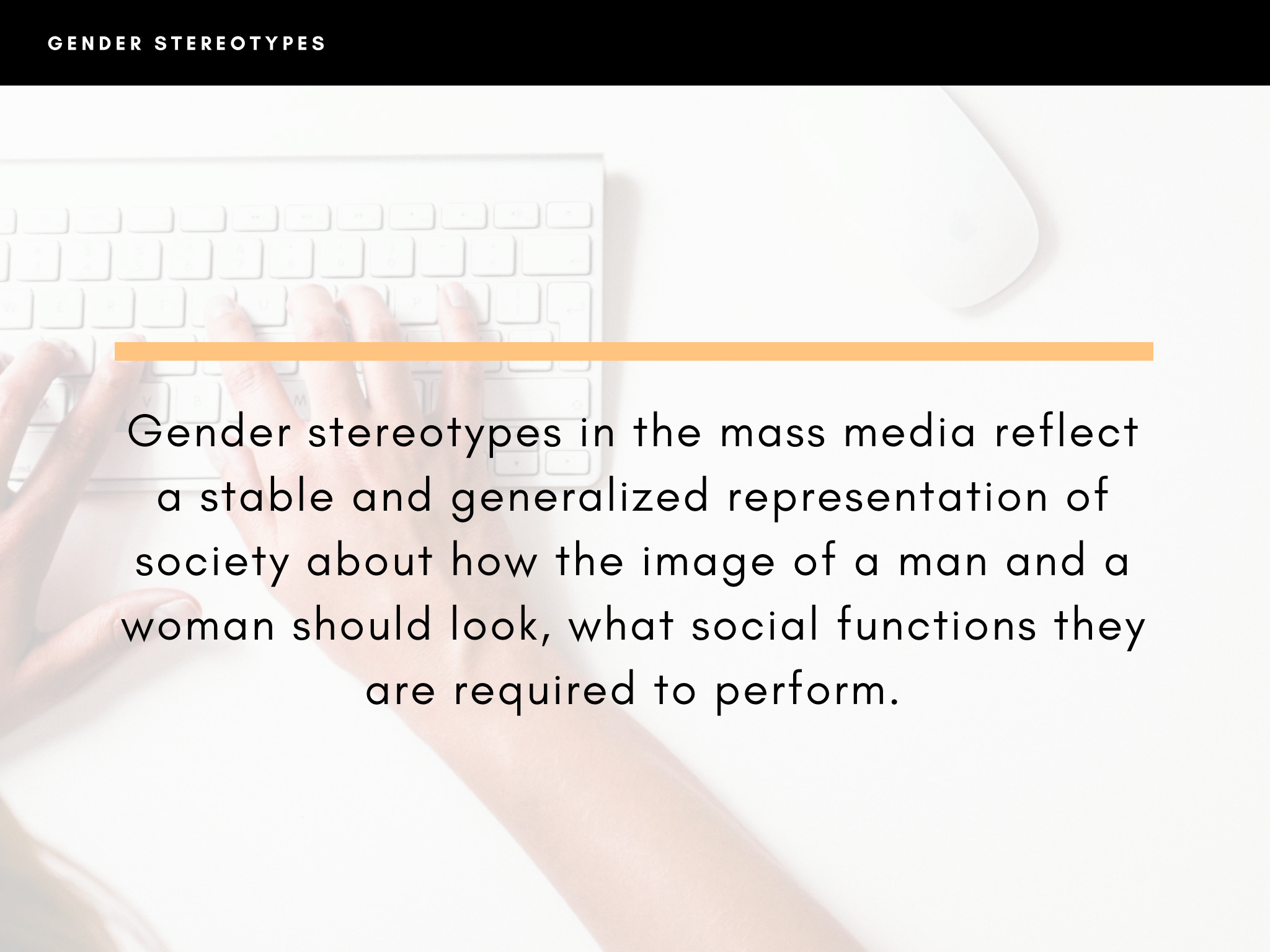
- The use of a gender-neutral approach to the presentation of material can be met with an adverse reaction from the mass media audience.
- Many gender stereotypes hinder the achievement of equal rights for both sexes in society.



Mass media today actively uses the method of direct communication with the viewer: advertising is created taking into account the viewers attention from the target market segment.

THAT'S WHY:

- Each type of media uses male and female images in order to find support for viewers and get the desired popularity with the help of gender stereotypes.
- Femininity, in turn, is expressed by passivity and reproductive efficiency.



Gender stereotypes in the mass media reflect a stable and generalized representation of society about how the image of a man and a woman should look, what social functions they are required to perform.



THE TASK OF JOURNALISM

Stereotypes are a bridge between the publisher and the reader because in this way there is mutual understanding.

The task of modern journalism is the destruction of established stereotypes because their use becomes less relevant.

THE FUNCTIONS OF THE MEDIA

- The function of the media as the primary channel for transmitting information to a wide range of people is the spreading and mastering of new social norms that correspond to reality about the role of gender in the society.

IN CONCLUSION

Finding the understanding that muscularity is not typically a male trait, and femininity is not a female role is a primary goal of today's mass media.



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