

MEDIA STEREOTYPES

WOMEN

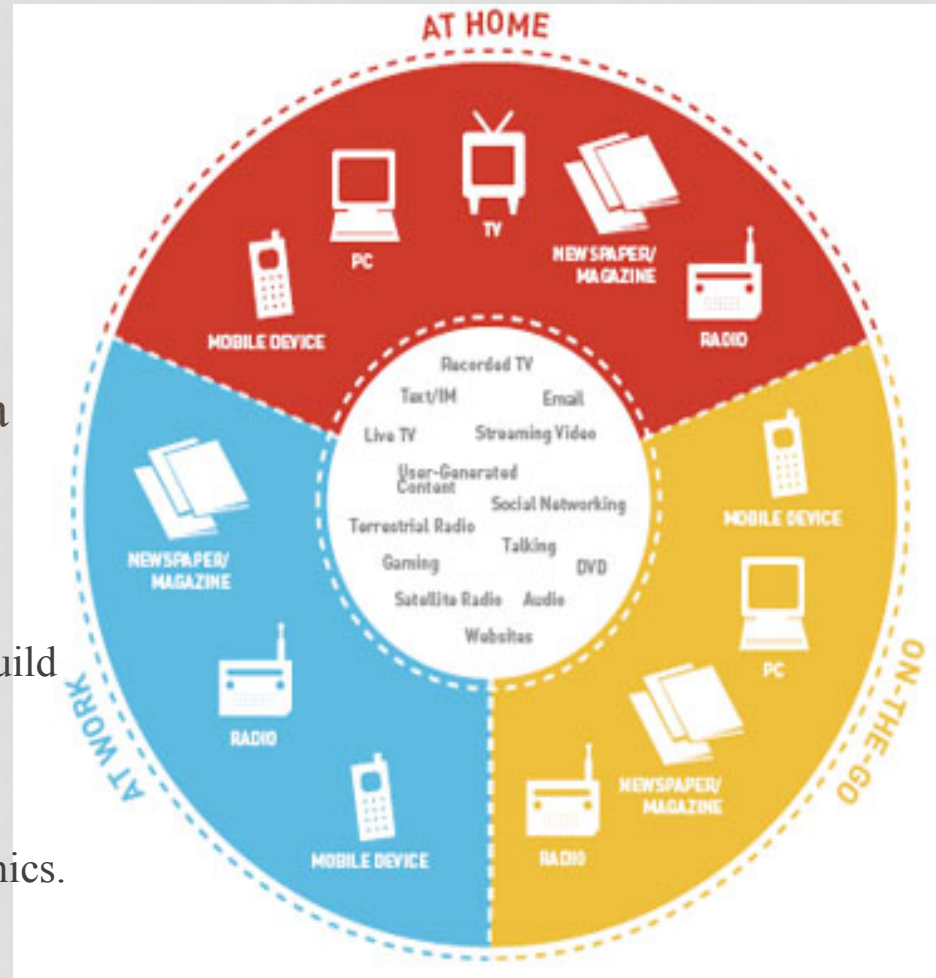
Often portray these genders as...

MEN

- Dutiful performers of domestic and household chores such as cooking, laundry, and cleaning.
 - Always being in states of emotional turmoil.
 - Good listeners and communicative.
 - Having insignificant societal roles next to men.
 - Overly emotional and sensitive.
 - Sexualized objects to serve the physical needs of men (food and sex).
 - Overly-concerned with their appearance and how others perceive them.
 - Being weak, passive, or victimized people incapable of protecting themselves.
 - Lacking incentive for cognition and intellectual stimulation.
- Hyper-masculine and machismo in appearance and/or attitude.
 - Always being in control of their external environment.
 - Fearless of danger; thrill-seeking.
 - Poor communicators and bad listeners.
 - Self-sufficient and independent.
 - Natural tendency to be competitive and/or leaders.
 - Their toughness displayed by emotional detachment of appearing “cool, calm, and collected”.
 - Having a natural tendency towards aggression and violence.
 - Inclined towards selfishness, especially concerning their sexual needs.

THE UNAVOIDABLE INFLUENCE

- The subconscious impact of the media is inevitable, as it's nearly impossible to avoid by surrounding us in readily available forms *wherever* we go; we cannot escape it.
- Impacts our perceptions, thoughts, beliefs, and behavior unless we make a conscious effort to raise our awareness and challenge them.



(Unless, in the unlikely event that you):

- pull a Tyler Durden; destroy current society and build your own army.
- move to an indigenous village in Africa.
- become a hobbit deep in the woods.
- become a recluse and throw away all your electronics.
- are blind and deaf like Helen Keller.

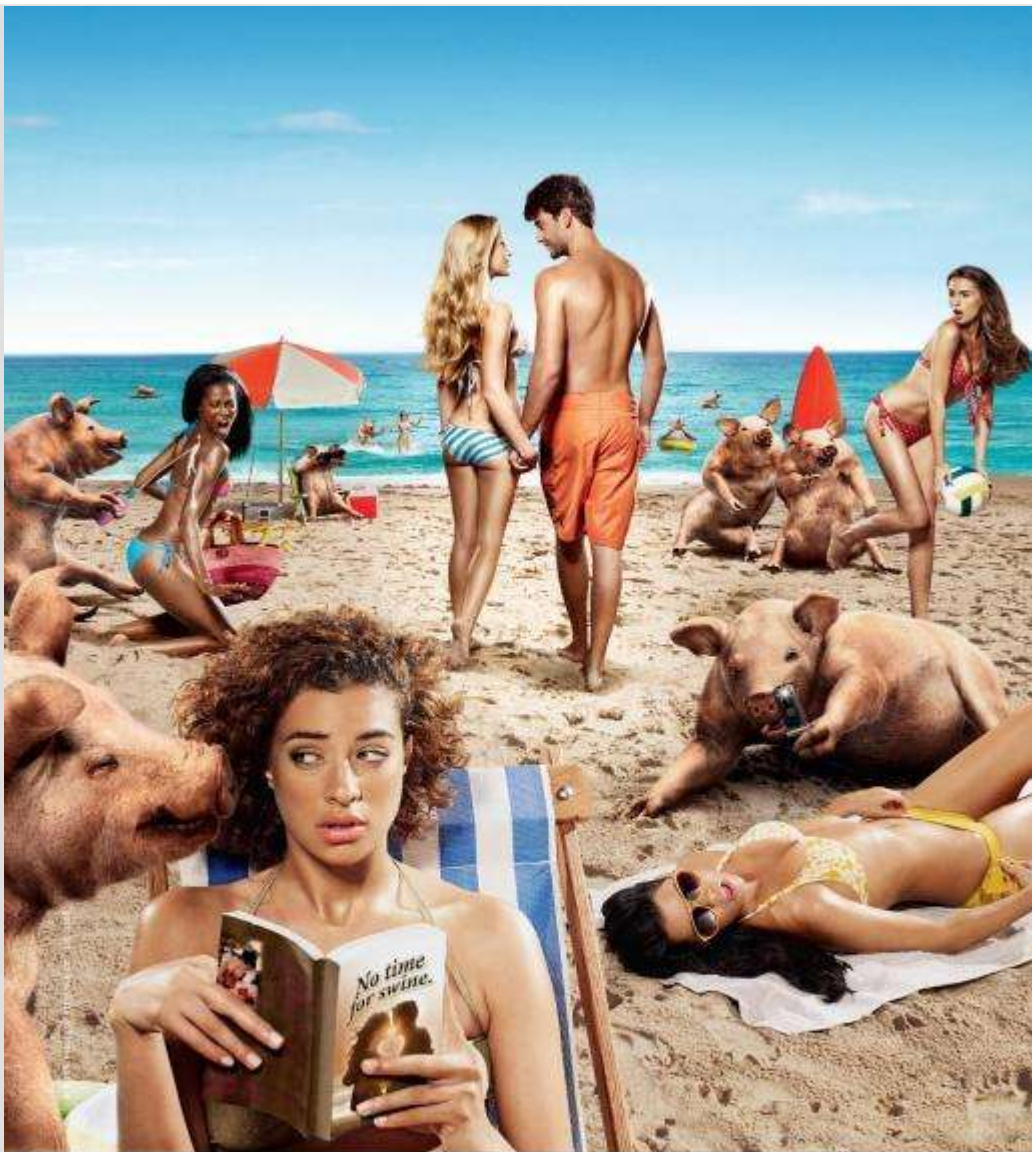
- The media controls it's audience through **impersonal communications** in everything from advertisements, television, commercials, movies, newspapers, magazines, comic books, music videos, and video games.

It's highly important to be aware of the **subconscious brainwashing** that inadvertently occurs on a daily basis, as we are taught to live in a simulated reality with pre-determined goals, aspirations, and false expectations.



ONE OF THE MAIN WAYS MEDIA CONTROLS THE MASSES IS ENFORCING GENDER STEREOTYPES

- Consequently, people often feel pressured to live up to these societally constructed gender roles, which are more often than not damaging to self-esteem, especially when one feels they do not measure up to these idealized standards.
- Example: Women not living up to their potential or doubting their abilities in a male-dominated industry (such as technology), even if they are more than or just as competent as any man.
- Example: Men not choosing a profession that females typically do (such as nursing) for fear they will be emasculated or seen as weak.



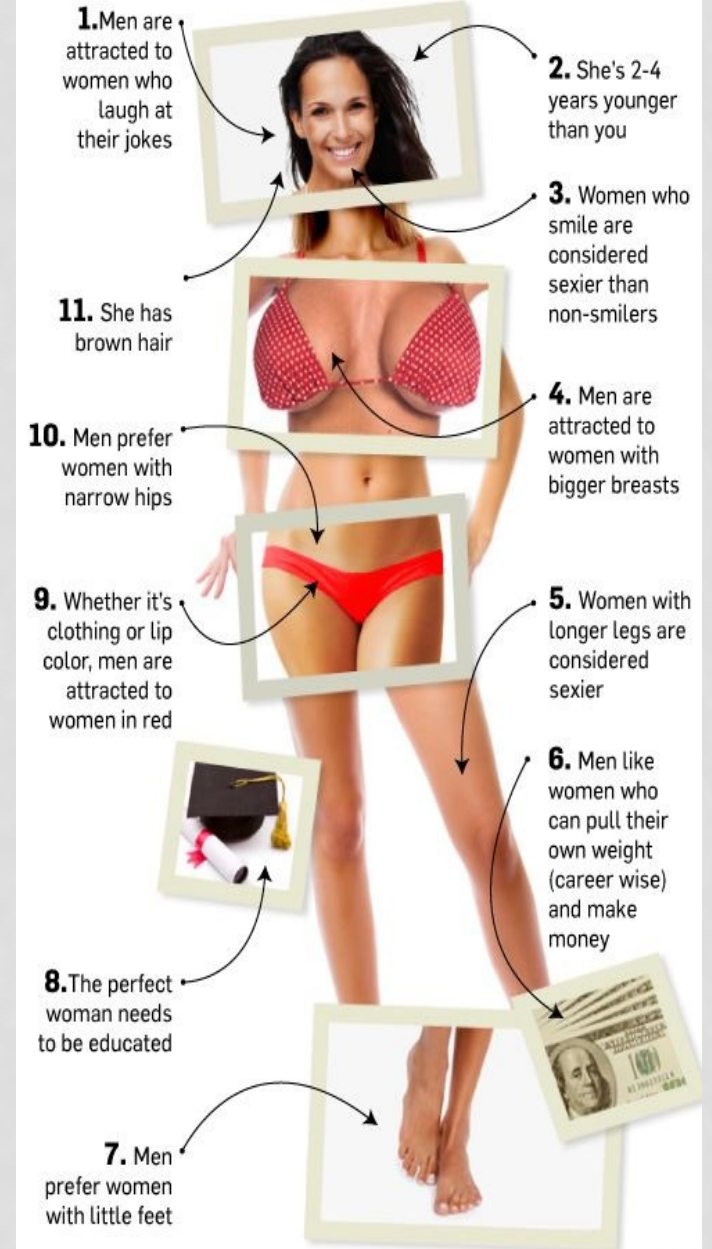
evolve. be a man. use a condom every time.

TROJAN
BRAND EXPERTISE

trojanevolve.com

ANATOMY OF A PERFECT WOMAN

RESEARCH BREAKS DOWN THE STATS ON THE AVERAGE DREAM GIRL



STEREOTYPE: MEN ARE EXPECTED TO EXERT DOMINANCE AND CONTROL.

Heads Above Head & Shoulders

Challenge:
To put apart the dominant team of Head & Shoulders and ensure that iDread It
is effective and worth a try.

Strategy:
Esive targeted just men. It used just the football show. It created branded content
of "the best header of the week". They, show heads don't comment on the goal, it
the beautiful situation - the head. They recommend viewers visit the website to

Results:
17 million men reached. Chaired star to 2nd position, second only to 30 year old the
It grabbed a 13% market share. It will be playing attacking football commercial



**ONE MORE
THING FOR
MEN TO
RULE.**

**JOIN THE MEN VS WOMEN CHALLENGE
AT NIKEPLUS.COM**

STEREOTYPE: MEN ARE BAD LISTENERS.

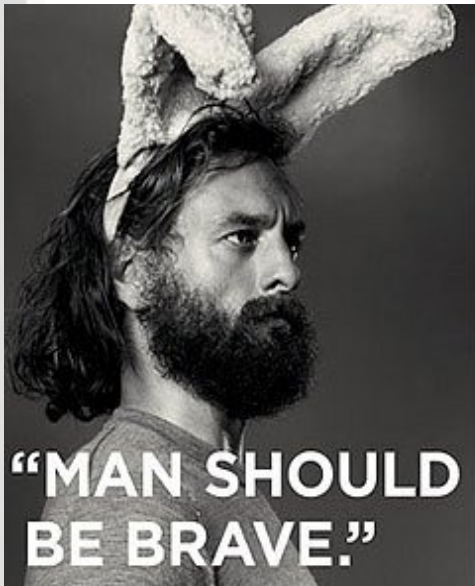
WIDEX.CO.NZ



MEN NEVER LISTEN.
STILL, IT'S NICE TO
KNOW THEY CAN.

WIDEX HEARING AIDS
HEARD BUT NOT SEEN

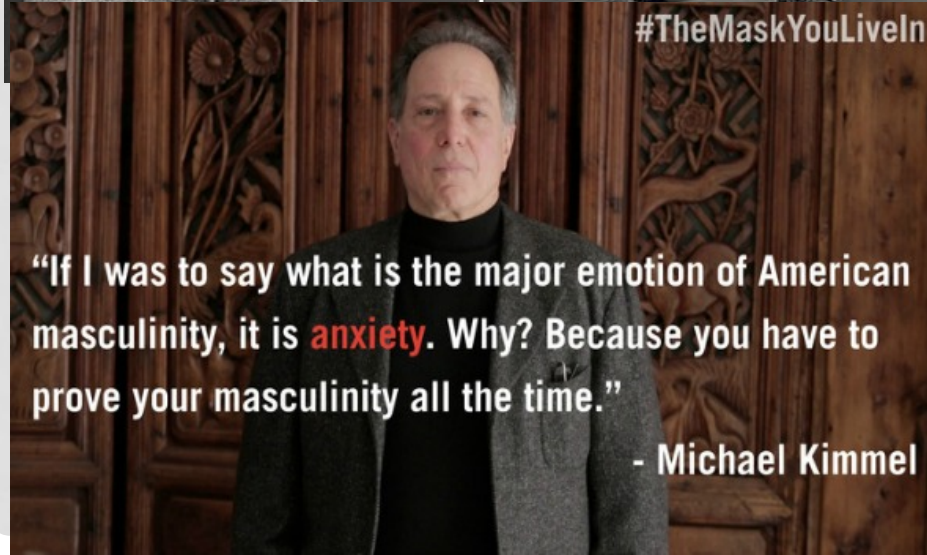
PRESSURE TO UPHOLD MASCULINITY IS WHY MANY MEN UNDERGO A *CRISIS*



“MAN SHOULD BE BRAVE.”



“EAT MEAT. DRESS WELL.”

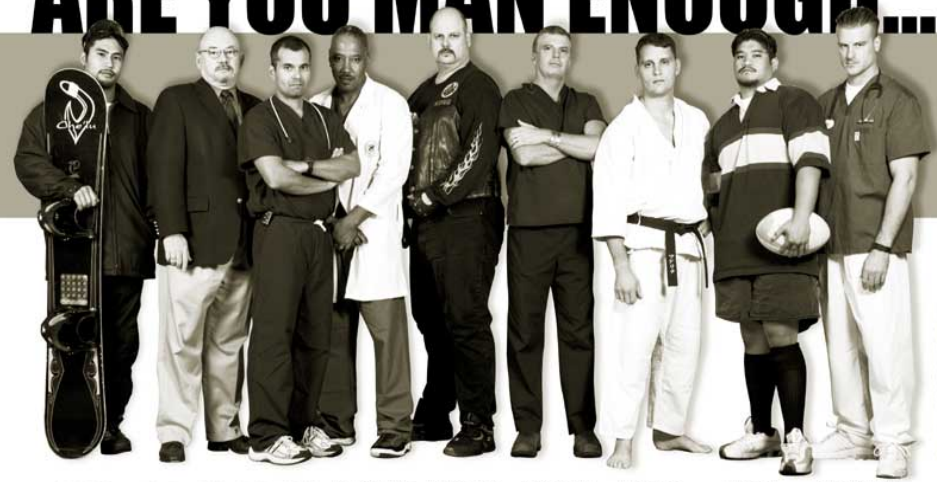


#TheMaskYouLiveIn

“If I was to say what is the major emotion of American masculinity, it is **anxiety**. Why? Because you have to prove your masculinity all the time.”

- Michael Kimmel

ARE YOU MAN ENOUGH...



- | | | | | | | | | |
|--|---|---|--|---|--|--|---|--|
| Sang Kim RN
Cardiac Telemetry Nurse
Snowboarder | Terry Miesner RN, PhD
Dean, School of Nursing
Retired LTC
U.S. Army | Yuri Chavez RN, CNA
Nurse Anesthetist
2:34 SA Marathon | Roland Jamerson RN
Post Anesthesia Recovery Nurse
Decorated Vietnam Combat Medic & Retired Major, U.S. Army | Don Maccigrosso RN
Nurse Specialist
Harley Rider | Walter Moore, Jr RN
Intensive Care Unit Nurse
U.S. Navy Seal Team One | Bill Washburn SN
Student Nurse
3rd Degree Black Belt Karate | E. Ray Arvola RN
Cardiology Nurse
Navy Flight Prop | Jason Scott Carrick SN
Student Nurse
Basketball Power Forward |
|--|---|---|--|---|--|--|---|--|

...TO BE A NURSE?

If you want a **career** that demands **intelligence, courage, and skill**, and offers **unlimited opportunity**, consider **nursing**.

For information about careers in nursing, and educational and financial resources in Oregon, go to www.oregoncenterfornursing.org



STEREOTYPE:
WOMEN ARE
INSTINCTUALLY
GENTLE AND
NURTURING.

- “She only wants what’s best for you. A cool drink. A good dinner. A soft pillow and a warm blanket. This is not just maternal instinct...”

(Hmm, does YOUR mother give you bedroom eyes?!)

A vintage advertisement for American Airlines. On the right side, a woman with short dark hair, wearing a dark blue blazer over a white collared shirt, is shown from the chest up. She is resting her chin on her hand and looking thoughtfully towards the camera. The background is a plain, light-colored wall. On the left side of the image, there is text in various fonts and sizes. At the top, in large, bold, black letters, is the headline "Think of her as your mother." Below this, in a smaller, regular font, is a paragraph of text: "She only wants what's best for you. A cool drink. A good dinner. A soft pillow and a warm blanket. This is not just maternal instinct. It's the result of the longest Stewardess training in the industry. Training in service, not just a beauty course. Service, after all, is what makes professional travellers prefer American. And makes new travellers want to keep on flying with us. So we see that every passenger gets the same professional treatment. That's the American Way." Below the paragraph, the slogan "Fly the American Way" is written in a small, italicized font, followed by the "American Airlines" logo in a large, bold, black font.

**Think of her
as your mother.**

She only wants what's best for you.
A cool drink. A good dinner. A soft pillow and a warm blanket.
This is not just maternal instinct. It's the result of the longest
Stewardess training in the industry.
Training in service, not just a beauty course.
Service, after all, is what makes professional travellers prefer American.
And makes new travellers want to keep on flying with us.
So we see that every passenger gets the same professional treatment.
That's the American Way.

Fly the American Way
American Airlines

STEREOTYPE: WOMEN ARE DOMESTICALLY INCLINED

This Mother's Day,
Get Back To
The Job
That Really
Matters.



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www.mrclean.com



CAN SHE MAKE YOU
LOSE CONTROL?



NEW LYNX DRY
FULL CONTROL

48HR ANTIPERSPIRANT

WATCH THE VIDEO

SO EASY A HUSBAND COULD DO IT.



A CLEAN HOUSE
IS A SIGN OF A
Good LIFE



STEREOTYPE: WOMEN ARE WEAKER THAN MEN (EMOTIONALLY AND PHYSICALLY)

EVERY WOMAN IS
ONE PART
GODIVA
MUCH TO THE
DISMAY
OF EVERY MAN



OTHER GENDER STEREOTYPES

FEMALES are:

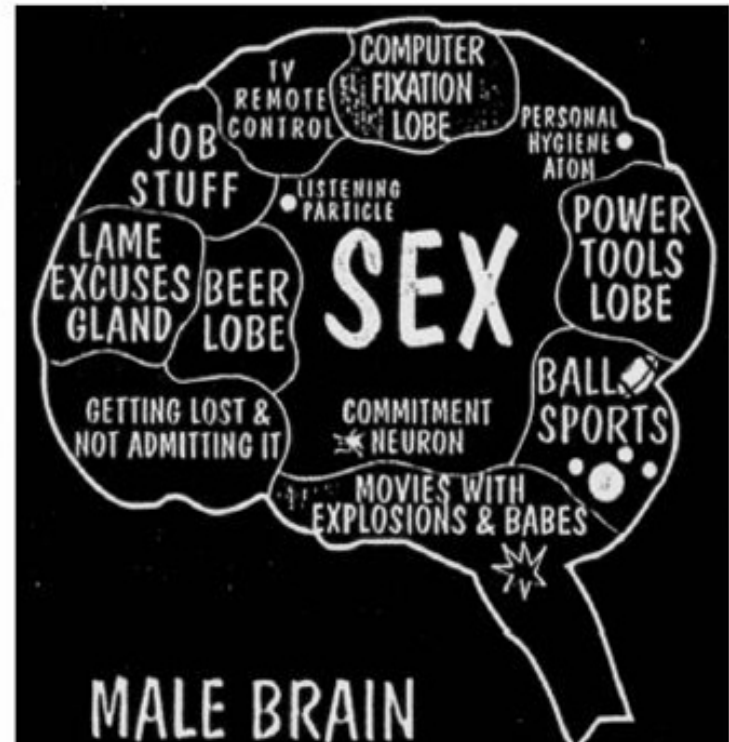
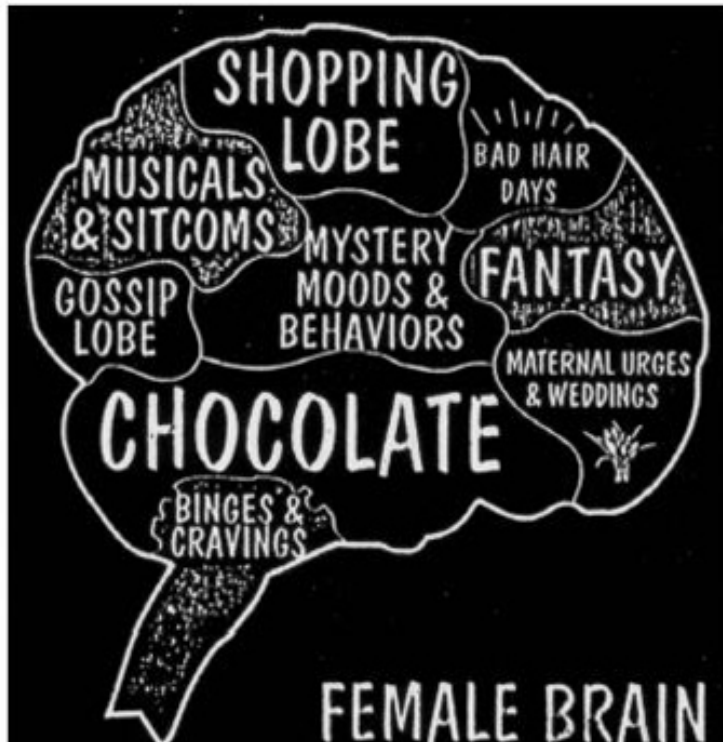
Not aggressive.
Dependent.
Easily influenced.
Submissive.
Passive.
Home-oriented.
Easily hurt emotionally.
Indecisive.
Talkative.
Gentle.
Sensitive to other's feelings.
Very desirous of security.
Cries a lot.
Emotional.
Verbal.
Kind.
Tactful.
Nurturing.

MALES are:

Aggressive.
Independent.
Not easily influenced.
Dominant.
Active.
Worldly.
Not easily hurt emotionally.
Decisive.
Not at all talkative.
Tough.
Less sensitive to other's feelings.
Not very desirous of security.
Rarely cries.
Logical.
Analytical.
Cruel.
Blunt.
Not nurturing.

& THE *SUPER* LAME STEREOTYPES...

Gender Stereotypes



ROLE REVERSAL

IT IS UNFORTUNATE THAT IT SOMETIMES TAKES IMAGES LIKE THESE TO UNDERSTAND THE SEVERITY OF HOW OVER-SEXUALIZED WOMEN CONSTANTLY ARE.



IF THINGS WERE THE OTHER WAY AROUND...



Just because society has become *desensitized* to the gross oversexualization of women, does *not* make it any less wrong!

GENDER-BENDING

Do images of women in dominant positions promote gender equality?
... or do they “feminize” and emasculate men?

If your wife ever finds out

you're not “store-testing” for fresher coffee. . .



...HOWEVER, THE **DEMONIZATION** OF MEN IS *ALSO* A PROBLEM, AS IT FURTHER PROMOTES GENDER STRATIFICATION RATHER THAN ENCOURAGING GENDER EQUALITY!



Feminism articulated the shadow side of men and the light side of women but neglected the shadow side of women and the light side of men.

- Warren Farrell

EqualityAgnostic.com

THINGS TO KEEP IN MIND:

- Every man, woman, and transgender (and everyone in between) have special and unique personality traits that are *not* defined by their sex or gender, and have the ability to possess both masculine and feminine traits.
- Our sex or gender is irrelevant to the content of our character; it is not what people remember us by in retrospect.
- We cannot change the dysfunctional world we are subjected to, but can make small improvements by being the change we wish to see in it (Thanks, Ghandi).
- We cannot control the actions of others, only our reactions!
- Life is too short to let perceived differences set us apart rather than bring us together; or at least respect one another's point of view.
- When all else fails, just remember the "The Golden Rule"...

BECAUSE IN THE END...

- We are ALL human beings who need to eat, sleep, shit, and breathe a similar way in order to survive.
- We are all equal in the sense that we all share the same inevitable fate.
- If an asteroid hit the Earth tomorrow (which is actually *not* unlikely according to scientists), we would all go out the same way.
- Enjoy everyday, each other, and your summer!
(Thanks to everyone for a memorable semester)