

GENDER AND MEDIA

Group I

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Why is understanding media as an ideological agent important to understand gender identities?

Is it always illegal TO KILL A WOMAN?

For six weeks I beat the rate of the home office to get a postage meter. I win... Then the only good, fast, dependable, honest-to-Gregg stenographer I get, this railroad Marjorie—beats at a postage meter!

"I'll have no mechanical apoplexy. Machines mis me up, kind of," she says. As if we asked her to fly a P-51, I almost blow my top.

This postage meter, I explain, is modern, more efficient, a time saver... No more adhesive stamps. No stamp box, and what's got the key? No running out of the stamps you need. No screwing. No stamp sticking. Just set the lever for any kind of stamp you want, for any kind of mail, and the meter prints the stamp right on the envelope with a dated postmark—and it seals the flap at the same time. Faster than mailing by hand. Prints stamps on tape for parcel post. Will handle anything we have to mail out of this office. Even keeps its own records!

And metered mail doesn't have to be postmarked and cancelled in the post-office, gets going earlier. It is practically heaven's gift to the working girl...and so on. But with the Marjorie, no soap.

I've got diplomacy. "Miss Marjorie, I want you personally to try it for two weeks. If you don't like it then—back it goes to the factory! I depend on your judgment simplicity. Okay?"... She acts like an early Christian about to be hanged for a lie, but goes in.

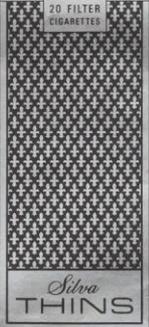
So help me—two weeks later she has a big pink bow on the handle of the postage meter—like it was an anchor or something. I give it the gasp.

"Kinda cute, isn't it," says Miss Marjorie. "But a very efficient machine, Mr. Jones. Now the mail is out early enough so I get to the girls' room in time to hear all of the dirt"... I wonder if it always illegal to kill a woman!

We are always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.



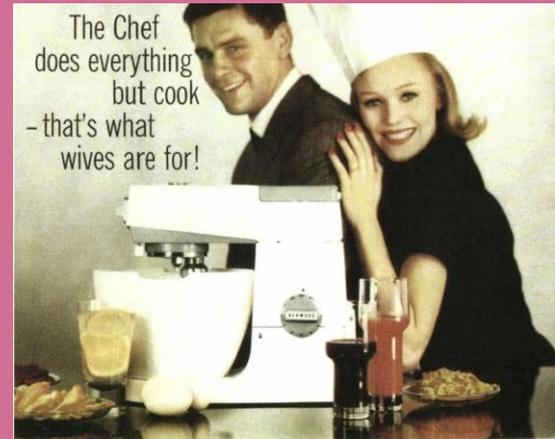
Cigarettes are like women. The best ones are thin and rich.




Silva Thins are thin and rich. Thin so they taste light. Lighter than other 100's. Lighter than most kings. Rich because—well, because rich is better.

Silva Thins are thin and rich.

The Chef does everything but cook —that's what wives are for!



"Cooking's fun" says my wife "... food preparation is a bore! Think of the meals I'd cook you if I had a Kenwood Chef!" For the Chef beats, whisks and blends. With six attachments it liquidizes, minces, chops, cuts. Slices, grinds, pulps. It shells peas and slices beans. Peels potatoes and roots vegetables. Opens cans, grinds coffee. Extracts fruit and vegetable juices. It helps with every meal—from a Welsh rabbit to a four-course dinner. I can take a hint—I'm giving my wife a Kenwood Chef right away!

Other products in the range of Kenwood Kitchen Equipment: Freezer, Refrigerator, Dishmaster Dishwashers, Waste-master waste disposal unit, Rotisserie Rotary Spit and Electric Knife Sharpener.

Read off this coupon for a handsome-generating booklet about the Kenwood Chef!

NAME _____
ADDRESS _____
CITY _____

Send me the booklet for only 28 pence. (See page 10.)

Kenwood Manufacturing (Woking) Ltd., New Lane, Woking, Surrey

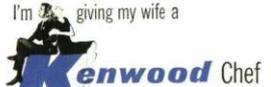
▲ The Kenwood Chef complete with two toasters, hand and a big recipe and instruction book is yours for only 28 pence. (See page 10.)

JUST FOUR OF THE CHEF'S WONDERFUL ATTACHMENTS

			
MIXER	LIQUIDISER	POTATO PEELER	CAN OPENER

The Kenwood Chef has more attachments—see page 10 for full list—than any other food preparing machine.

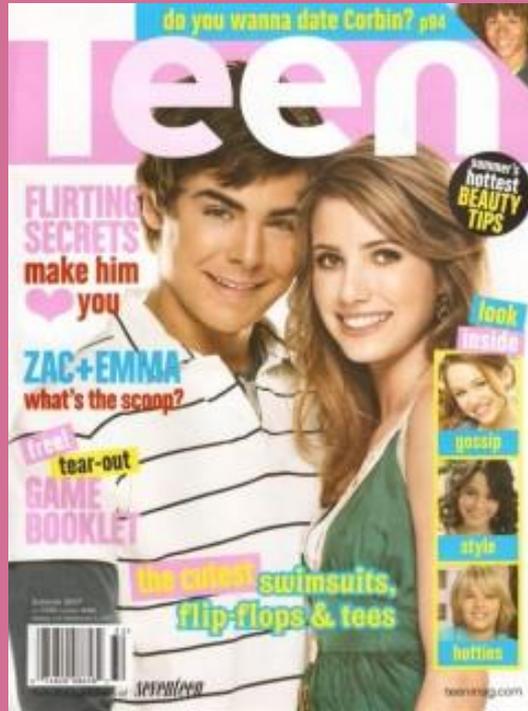
I'm giving my wife a



Typically older adverts with representation of women being domestic, expected to be thin, promoting domestic violence.



<https://youtu.be/7admT4qE5v4> (add the link and play during class just for a bit)



“Teen Girl Magazines”



Hypermasculinity and
the Male Gaze



Gender Performativity



Change in roles for Elisabeth Moss, from Mad Men to Handmaid's Tale, both characters that go from a recessive role to an empowered one



Disney's perspective in recent times has changed from portraying traditional feminine roles of their protagonists to strong, independent ones

Women in News Reporting and Journalism Fields

By Reyaan Hameed

Importance of gender representation in news media content

- ❖ Shapes the public opinion
- ❖ Reinforces gender roles
- ❖ Limits female perspective on society

Under-representation

- ❖ In a 2015 study, women were featured the most in news on science and health, and least visible in news regarding politics/government as well as economics

Major topic	Female	Male
Politics and Government	16%	84%
Economy	21%	79%
Science and Health	35%	65%
Social and Legal	28%	72%
Crime and Violence	28%	72%
Celebrity, Arts and Media, Sports	23%	77%

Statistics

- ❖ 24% of news sources were women
- ❖ Women primarily shown as sources based on their personal experiences or popular opinion holders.

Function in the news	Female	Male
Personal Experience	38%	62%
Popular Opinion	37%	63%
Eyewitness	30%	70%
Subject of the story	26%	74%
Spokesperson	20%	80%
Expert or commentator	19%	81%

Sexualization of women

- ❖ Promotional Strategy
- ❖ Sets beauty standards
- ❖ Male gaze

mdaily.bhaskar.com · World

10 most beautiful Pakistani TV anchors- Daily Bhaskar

05-May-2015 — She is one of the hottest female news anchors in Pakistan and got popularity due to her appearance in Dunya TV. She became the ...



pickytop.com · Lifestyle · People

Top 50 Hottest Female News Anchors 2020 (Globally) - PickyTop

26-Oct-2020 — Top 50 Hottest Female News Anchors · 50. Carolyn Mackenzie · 49. Tanya Kim · 48. Cheryl Hickey · 47. Danielle Graham · 46.



awesomejelly.com · the-most-beauti...

49 Of The Most Beautiful News Anchors On Television

From former beauty queens to award-winning journalists and reporters, these are the hottest female news anchors that you will see on television.

www.pinterest.com · male-news...

Male news anchors - Pinterest

Jun 11, 2013 - Explore b's board " male news anchors", followed by 137 people on Pinterest. See more ideas about news anchor, male, ...



www.knightayton.co.uk · male-pres...

Male TV News Presenters, Conference Speakers, Business ...

Male Presenters. Thomas Asbridge. Marc Abraham. Matthew Bannister. Tim Bouverie. Michael Buerk. Mike Bushell. Michael Crawford. Michael Crick.

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Male News Anchor Images, Stock Photos & Vectors | Shutterstock

Find male news anchor stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection.



Sexual harassment

- ❖ Women more prone to sexualised hate speech





Less opportunities

- ❖ Less likely to given positions of experts
- ❖ Assumption that women are not interested in covering hard news and politics
- ❖ Discourages other women from seeking opportunities

The Music Industry

By Faziel Haroon

Construction of image

- ❖ Image of pop stars are not real people (Richard Dyers)
- ❖ A brand to sell
- ❖ Fan base





A half-eaten piece of toast, left by Niall Horan of the British boyband One Direction, which was then put up for auction on eBay, has been withdrawn after attracting almost \$100,000 (£65,000) in bids.

Read more:

<http://www.digitaljournal.com/article/322849#ixzz6hUaEDjzG>

The Anomaly

- ❖ The music Industry mainly consists of men
- ❖ Researchers interviewed 75 female songwriters and producers to gain insight into the “lived experiences of women in music.” Over 40 percent of respondents admitted their colleagues dismissed or discounted their work or skills. Meanwhile, 39 percent have experienced stereotyping and sexualization. A third said the music industry is male-dominated. A quarter experienced being the only woman in the recording studio. (2019, Forbes)



Zahra Piracha (Sikandar ka mandar)
<https://www.instagram.com/tv/C13Jr1UHsNJ?igshid=1a7ib57bb2skj>

Under-representation

❖ Led by Dr. Stacy L. Smith, the “Inclusion in the Recording Studio” report marks the Initiative’s second annual investigation into the music industry. To study the gender and race of the industry’s core professions, the researchers looked at the 700 top songs on Billboard’s year-end Hot 100 chart between 2012 and 2018.

Across the three creative roles highlighted in the study, women make up 21.7 percent of artists, 12.3 percent of songwriters and 2.1 percent of producers

❖ The gender ratio of male producers to female music producers is 47 to 1,”

Looks overshadowing talent

- ❖ Looks do matter
- ❖ Appealing on screen
- ❖ Personality
- ❖ The wrong attention





Pi jau – Farhan saeed ft Momina mustehsan (17th April 2012 As per youtube, has 5.1M views)



Afreen – Rahat Fateh Ali Khan ft Momina Mustehsan (19th August 2016 as per youtube, has 80M views)

I realised that everyone was only complimenting me for the way I looked. More than my voice, people focused on how pretty I am,” said the Awari singer. (2018, Tribune)

Gender Representation in Videogames

By Abdaal Hussain

Sexualized Character Designs



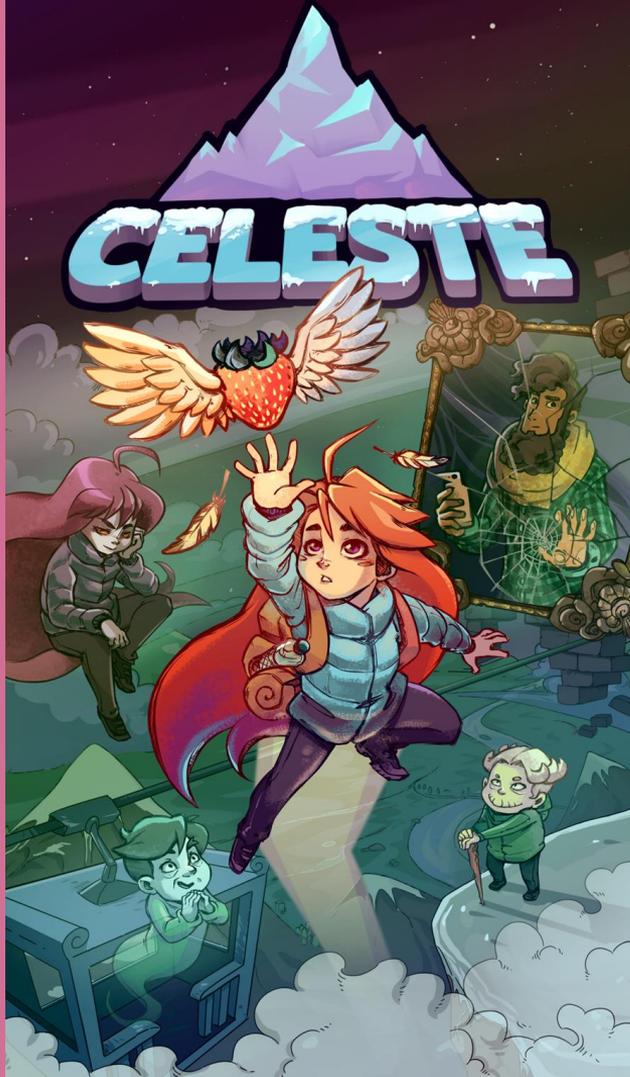
An Inequality

- ❖ Both armor from the same game
- ❖ Female counterpart exists only for the sake of sexual spectacle
- ❖ The male armor, though, is functional
- ❖ All of this relates back to the male gaze theory



The Protagonist



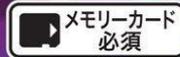


PS VITA



CYBERPUNK BARTENDER ACTION

サイバーパンク
バーテンダーアクション
ガールクラ



Portrayal of Women in Pakistani Soaps and Dramas

By Haider Aamir

The portrayal of women as “objects of honor”

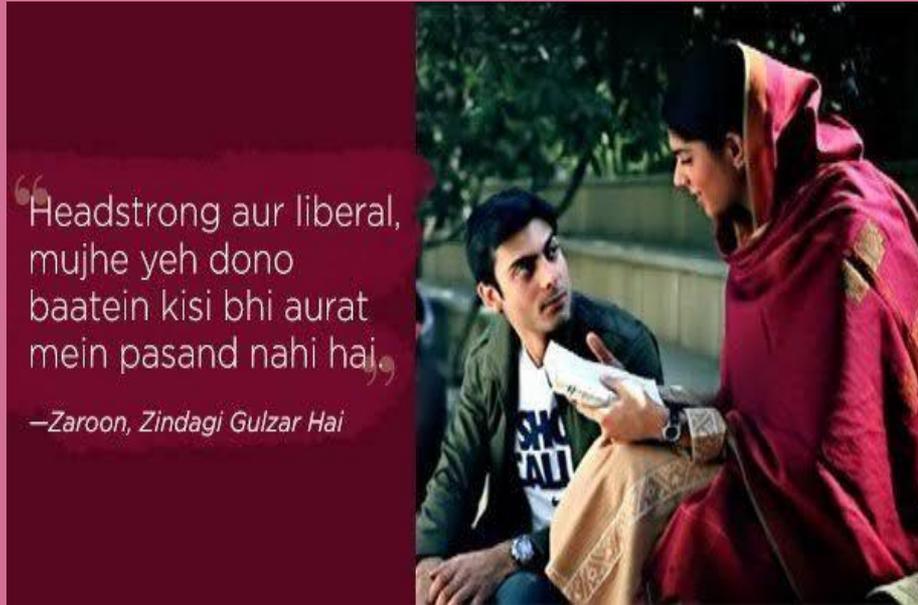


Chup reho (2014)



Baaghi (2017)

Paradoxical image of women; both regress and progress co-exist.



Zindagi gulzar hai
(2012)



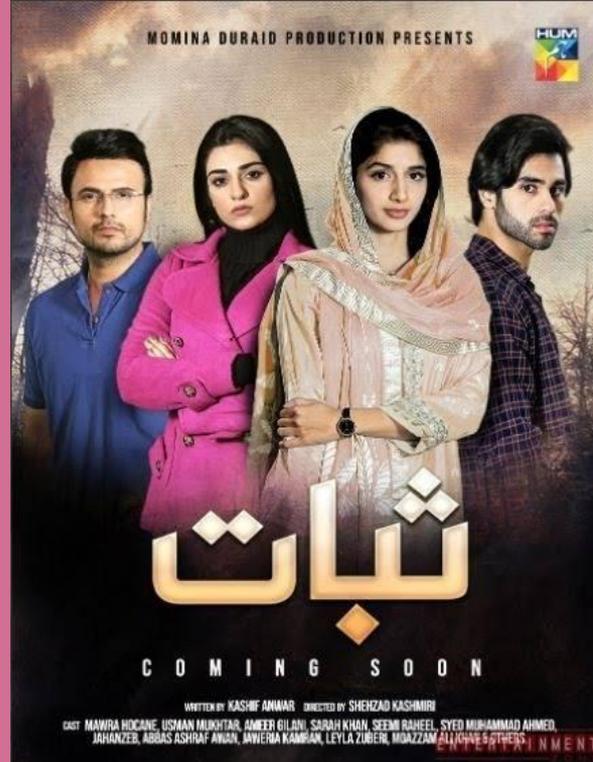
Aasmano pey likha (2013)

Women being brutalized and tortured while men being the exclusive verdict.



Gul e Rana (2016)

Working women are strong, independent yet cunning and evil.



Sabaat (2020)

Marriage is a woman's ultimate goal.



Ruswai (2019)



Dushman-e-Jaan (2020)

Men being immoral, because women tempt them.



Mere pas tum ho (2019)



Bay khudi
(2016)

Woman is to be blamed for whatever is wrong in her/family/relatives life.



Baaghi (2017)



Yakeen ka Safar (2017)

Overly negative emotions attached to having a daughter.



Beti (2018)



Kaash mein teri beti na huti (2014)

A woman's real home is her 'sasural' and she needs her husband to survive.



Bikray moti (2020)



Digest writer (2014)

Divorce is deemed as a character demerit for women.

TALAK
TALAK
TALAK



Ghalti (2019)