

**Chapter 1 : What do We Know About Media Violence? | MediaSmarts**

*Article 7 Gendered Media: The Influence of Media on Views of Gender Julia T. Wood Department of Communication, University of North Carolina*

Bandura presented children with an Aggressive Model: In addition, verbal comments were made in relation. The findings of this experiment suggest that children tended to model the behavior they witnessed in the video. This has been often taken to imply that children may imitate aggressive behaviors witnessed in media. Gauntlett, on several grounds. First, it is difficult to generalize from aggression toward a bo-bo doll which is intended to be hit to person-on-person violence. Secondly, it may be possible that the children were motivated simply to please the experimenter rather than to be aggressive. In other words, the children may have viewed the videos as instructions, rather than incentives to feel more aggressive. Third, in a latter study Bandura included a condition in which the adult model was punished for hitting the bo-bo doll by himself being physically punished. Specifically the adult was pushed down in the video by the experimenter and hit with a newspaper while being berated. This actual person-on-person violence actually decreased aggressive acts in the children, probably due to vicarious reinforcement. The concept of desensitization has particularly gotten much interest from the scholarly community and general public. It is theorized that with repeated exposure to media violence, a psychological saturation or emotional adjustment takes place such that initial levels of anxiety and disgust diminish or weaken. They were then asked to watch a minute video of real life violence. However the degree to which the simulation was "believable" to the participants, or to which the participants may have responded to "demand characteristics" is unclear see criticisms below. Nonetheless, social cognitive theory was arguably the most dominant paradigm of media violence effects for many years, although it has come under recent criticism e. Freedman, ; Savage, Recent scholarship has suggested that social cognitive theories of aggression are outdated and should be retired. The catalyst model is a new theory and has not been tested extensively. According to the catalyst model, violence arises from a combination of genetic and early social influences family and peers in particular. According to this model, media violence is explicitly considered a weak causal influence. Specific violent acts are "catalyzed" by stressful environment circumstances, with less stress required to catalyze violence in individuals with greater violence predisposition. Some early work has supported this view e. Recent research with inmates has, likewise, provided support for the catalyst model. Moral panic theory[ edit ] A final theory relevant to this area is the moral panic. Elucidated largely by David Gauntlett , [9] this theory postulates that concerns about new media are historical and cyclical. In this view, a society forms a predetermined negative belief about a new medium "typically not used by the elder and more powerful members of the society. Research studies and positions taken by scholars and politicians tend to confirm the pre-existing belief, rather than dispassionately observe and evaluate the issue. Eventually the panic dies out after several years or decades, but ultimately resurfaces when yet another new medium is introduced. Criticisms[ edit ] Although organizations such as the American Academy of Pediatrics and the American Psychological Association have suggested that thousands according to the AAP of studies have been conducted confirming this link, others have argued that this information is incorrect. Rather, only about two hundred studies confirmed by meta-analyses such as Paik and Comstock, have been conducted in peer-reviewed scientific journals on television, film, music and video game violence effects. Critics argue that about half find some link between media and subsequent aggression but not violent crime , whereas the other half do not find a link between consuming violent media and subsequent aggression of any kind. Traditionally, researchers have selected one violent game and one non-violent game, yet shown little consideration of the potentially different responses to these games as a result of differences in other game characteristics e. Failure to acknowledge the role of social contexts in which media violence is experienced. Within theoretical models explaining the influence of violent video game exposure on aggressive attitudes and behaviour, no acknowledgement is made towards understanding the influence of social gaming experiences and contexts on these outcomes. Existing theoretical models assume that the outcomes of gaming are equivalent, regardless of these different contexts. This is a key limitation of current theory within media

violence research Failure to employ standardized , reliable and valid measures of aggression and media violence exposure. Although measurement of psychological variables is always tricky at best, it is generally accepted that measurement techniques should be standardized, reliable and valid, as demonstrated empirically. However, some scholars argue that the measurement tools involved are often unstandardized, sloppily employed and fail to report reliability coefficients. Examples include the "Competitive Reaction Time Test" in which participants believe that they are punishing an opponent for losing in a reaction time test by subjecting the opponent to noise blasts or electric shocks. There is no standardized way of employing this task, raising the possibility that authors may manipulate the results to support their conclusions. Without a standardized way of employing and measuring aggression using this task, there is no way of knowing whether the results reported are a valid measure of aggression, or were selected from among the possible alternatives simply because they produced positive findings where other alternatives did not. Ferguson and Kilburn, in a paper in *Journal of Pediatrics*, have found that poorly standardized and validated measures of aggression tend to produce higher effects than well validated aggression measures. Failure to report negative findings. Some scholars contend that many of the articles that purport positive findings regarding a link between media violence and subsequent aggression, on a closer read, actually have negative or inconclusive results. Had a statistical adjustment known as a Bonferroni correction been properly employed, that fourth finding also would have been insignificant. This issue of selective reporting differs from the "file drawer" effect in which journals fail to publish articles with negative findings. Rather, this is due to authors finding a "mixed bag" of results and discussing only the supportive findings and ignoring the negative findings within a single manuscript. The problem of non-reporting of non-significant findings the so-called " file cabinet effect " is a problem throughout all areas of science but may be a particular issue for publicized areas such as media violence. Failure to account for "third" variables. Some scholars contend that media violence studies regularly fail to account for other variables such as genetics, personality and exposure to family violence that may explain both why some people become violent and why those same people may choose to expose themselves to violent media. Failure to adequately define "aggression. The main concern of critics has been the issue of the external validity of experimental measures of aggression. The validity of the concept of aggression itself, however, is rarely questioned. Highly detailed taxonomies of different forms of aggression do exist. Whether researchers agree on the particular terminology used to indicate the particular sub-types of aggression i. However many of these operational definitions of aggression are specifically criticized. Many experimental measures of aggression are rather questionable i. Other studies fail to differentiate between "aggression" aimed at causing harm to another person, and "aggressive play" in which two individuals usually children may pretend to engage in aggressive behavior, but do so consensually for the purpose of mutual enjoyment. Goldstein Small "effects" sizes. In the research world, the meaning of " statistical significance " can be ambiguous. A measure of effect size can aid in the interpretation of statistical significance. Most of these studies however did not actually measure aggression against another person. Paik and Comstock note that when aggression toward another person, and particularly actual violent crime is considered, the relationship between media violence and these outcomes is near zero. Effects can vary according to their size for example the effects of eating bananas on your mood could very well be "statistically significant" but would be tiny, almost imperceptible, whereas the effect of a death in the immediate family would also be "statistically significant" but obviously much larger. Media violence studies usually produce very small, transient effects that do not translate into large effects in the real world. Media violence researchers often defend this by stating that many medical studies also produce small effects although as Block and Crain, , note, these researchers may have miscalculated the effect sizes from medical research. Media violence rates are not correlated with violent crime rates. One limitation of theories linking media violence to societal violence is that media violence which appears to have been consistently and unfailingly on the rise since the s should be correlated with violent crime which has been cycling up and down throughout human history. By discussing only the data from the s through the s, media violence researchers create the illusion that there is a correlation, when in fact there is not. Large spikes in violent crime in the United States occurred without associated media violence spikes during the s when records were first kept and s. The homicide rate in the United States has never been

higher than during the s. Similarly, this theory fails to explain why violent crime rates including among juveniles dramatically fell in the mid s and have stayed low, during a time when media violence has continued to increase, and saw the addition of violent video games. Lastly media violence researchers can not explain why many countries with media violence rates similar to or equal to the U. Media violence on TV is a reflection of the level of violence that occurs in the real world. Many TV programmers argue that their shows just mirror the violence that goes on in the real world. Art imitates modes of life, not the other way around: To a large degree, this is because European and Australian scholars, in particular, recognise that the relationship between media and culture is a great deal more complex than is often conceded by psychological and communications research in North America. There is a recognition that culture is critical to our understanding of these complexities, and that there are no clear causal relations between culture, media, politics and human violence. They simply work in complicated ways through and upon one another through social interactions and history. In a typical study, children or young adults are randomly assigned to different media conditions and then are observed when given an opportunity to be aggressive. Researchers who argue for causal effects have defended their work that is based on well-established methodological and statistical theory and on empirical data. It may be that both sides of the debate are highlighting separate findings that are most favorable to their own "cause". These variables are known as "third variables" and if found, would probably be mediator variables which differ from moderator variables. For instance, some scholars contend that trait aggressiveness has been demonstrated to moderate media violence effects Bushman , although in some studies "trait aggression" does appear to account for any link between media violence exposure and aggression. Researchers use random assignment to attempt to neutralize the effects of what commonly are cited as third variables i. Because experimental designs employ random assignment to conditions, the effect of such attributive variables on experimental results is assumed to be random not systematic. However, the same can not be said for correlational studies, and failure to control for such variables in correlational studies limits the interpretation of such studies. Often, something as simple as gender proves capable of "mediating" media violence effects. Regarding aggression, the problem may have less to do with the definition of aggression, but rather how aggression is measured in studies, and how aggression and violent crime are used interchangeably in the public eye. Much of the debate on this issue seems to revolve around ambiguity regarding what is considered a "small" effect. The interpretation of effect size in both medical and social science remains in its infancy. More recently, media violence researchers who argue for causal effects have acknowledged that societal media consumption and violent crime rates are not well associated, but claim that this is likely due to other variables that are poorly understood. Researchers who argue for causal effects argue that the discrepancy of violent acts seen on TV compared to that in the real world are huge. One study looked at the frequency of crimes occurring in the real world compared with the frequency of crimes occurring in the following reality-based TV programs: The types of crimes were divided into two categories, violent crimes and non-violent crimes. Some previous research linked boxing matches to homicides [17] although other researchers consider such linkages to be reminiscent of ecological fallacies e. Much more research is required to actually establish any causal effects. Freedman, ; Olson, ; Savage, have pointed out that as media content has increased in violence in the past few decades, violent crimes among youth have declined rapidly.

## Chapter 2 : Watching Gender: How Stereotypes in Movies and on TV Impact Kids' Development | Common

*Increased gender-sensitivity of mass media; Coverage of gender issues, and elimination of gender-based and gender-stereotype-informed discriminatory practices. Thus, the RA Government has undertaken the obligation to implement all these measures and achieve gender equality in media.*

About Me Gender in Mass Media When one thinks of gender, a person is most likely to think about male or female. However, gender goes beyond male and female, as it has its own characteristics. Gender is defined as the state of being male or female as expressed by social or cultural distinctions and differences OED. These gender roles ultimately influence our perception of ourselves, and others. However, these gender roles can create stereotypes and prejudices, which are nearly impossible to change. Gender roles impact us daily, and can be seen in various media that is exhibited. In this case, the medium being television broadcasting specifically on sports news. Women are nothing new to media; however, the influence of gender roles in society impacts their presentation and treatment by others in the media. Gender roles have influence both males and females presentation in the media; however, as gender roles have changed so has these perceptions. In the past, the most common family model featured a patriarchy with a man being the most influential and important member of the family Gunther et al. With this prolific family model, the traditional male and female gender roles were created. The male gender role set a standard for men as they were perceived as the financial providers, independent, and career-focused Gunther et al. Whereas, women were often portrayed in media as having low-position jobs, and being loving wives and mothers. However, this did not stop women from getting jobs in television broadcasting. The first woman television announcer was Elizabeth Cowell, for the BBC network in , but falling into the typical gender role of a woman, this was a low position in the network and was only on air for a few short seconds. These gender roles are subject to change based on societal pressures; thereby, the presentation of people in the media changes as well. One of the largest changes in gender roles and stereotypes occurred due to the rise of feminism. The changing of traditional gender roles lead to a change in traditional masculine and feminine occupations Gunther et al. This dramatic change in the work force allowed for women to pursue jobs in news broadcasting, which was traditionally seen as a masculine career. In the mid s, Jane Chastain began a career as a sports broadcaster becoming the first woman to conduct a play-by-play coverage of a live sporting event Gunther et al. Men are still portrayed in media as being more active, powerful, and sexually aggressive than women Wolska. Also, men are largely portrayed as being uninvolved in human relationships, making them more objective than women when presenting news Wolska. On the other hand, women have experienced a large shift in gender stereotypes. Instead of being portrayed as home some mothers and wives, women are more commonly depicted as sex objects Wood. This change in gender roles has allowed more women to come into the news broadcasting field; however, they are often hired for their sexuality and femininity Wood. Female newscasters are expected to be younger, more physically attractive, and less outspoken than their fellow male newscasters Wood. Even with the influx of women workers in the communication industry, due to feminism, women are still the minority of employees in the print and broadcast media National Union of Journalists, Gender roles have always influenced the media industry, specifically broadcasting. Sports broadcasting has become an important aspect of news entertainment. Stations, such as ESPN, make billions of dollars from sports broadcasting every year, as their anchors cover game play Gaines. In Lesley Visser became the first female to do sideline reporting at the Super Bowl and provide the audience with NFL broadcast analysis Gunther et al. Her experience ultimately allowed for other women to follow in her footsteps, but that does not mean these women did not face many challenges due to their gender. Once, she asked Terry Bradshaw of the Pittsburgh Steelers for an interview, instead he took her notepad and signed his autograph Gunther et al. Phyllis George was hired as a sportscaster in the mids, she was a former Miss America and a hard worker Gunther et al. However, she was never seen as a serious reporter and had little credibility with the audience and other reporters Gunther et al. These cases seem shocking in such a profession; however, prejudice toward women sports broadcasters is still present today. This lack of credibility women have with the audience is the largest obstacle women broadcasters face. This

lack of credibility centers around the gender stereotype that broadcasted sports are masculine in nature; therefore, men are perceived as more credible and authoritative than women. In a study done by Caulk researchers found that males tended to favor male play-by-play announcers than women, and women did not have a more positive response to female broadcasters. The needs of business outweigh the moral perception of these standards, creating another obstacle that women have to face in a heavily male dominated industry. These existing gender stereotypes not only impact the role of women in sports broadcasting, but also the perception by the audience. In conclusion, gender roles play a large role in society, by creating stereotypes and categories for the masses to fall into. However, these perceptions are bound to change, leaving opportunities to grow beyond previous limitations and explore new opportunities. This was very true for women in the news industry, and will continue to be true, as gender roles and stereotypes shift and change. However, existing stereotypes are still present in our society, which ultimately seek to limit those who try to change them. The perception of Gender in a Male Dominated Profession. The Influence of Media on Views of Gender.

## Chapter 3 : Media's Effect on Domestic Violence by Allison Fusco on Prezi

*Mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences. They consist of press, television, radio, books and the Internet.*

Get Full Essay Get access to this section to get all help you need with your essay and educational issues. The most powerful form of mass media that we enjoy in America is the television. What we see on our T. On most of T. There is of course gender based bias in the shows and commercials played on T. The fact that most are targeted towards the female audience establishes this. The media also sends the message that it is the woman who is ultimately responsible for home and family and their cleanliness and happiness. Commercials are still using this ploy to emphasize the age old stereotypes of women. Then there is the modern woman who is portrayed as beautiful, fit, extravagant and works for pleasure or for show. The media uses gender based shows and commercials to bring about the illusion of happiness. Have you ever seen a laundry soap commercial portraying a mother about to pull her hair out because she is fed up with doing the family laundry? The gender rules are often distinguished by the activity and presentation on T. They use gender to portray the differences between the sexes. Women are basically portrayed in relationships with other people as emotional, open and talkative whereas a man would be portrayed as quieter and somewhat stand offish. Women are envious of other women because of their sexuality and because they are looked upon as sexual objects that give pleasure. They play up the beauty products, the seductive clothing and the exercise equipment that makes many women frustrated with their own looks and this type of media leaves them wanting to crawl out of their own skin and into the perfect skin that they feel they need to be worthwhile and approachable. Men are not judged as harshly as women, the men in the media can get away with carrying a few extra pounds and if his hair is out of place, well that just makes him better looking. In most movies females are generally thin and physically attractive, which has led some people to suspect a relationship between television images and eating disorders. More than 98 percent of United States households have at least one TV set, 65 percent have videocassette recorders, and 52 percent subscribe to cable TV. The average school-age child watches approximately 27 hours of TV per week. This being said I believe that children learn most of their social skills from T. When entering school they act and exhibit what they were taught from the movies they have watched. This is the reason kids idealize the super heroes they see and the athletes. Movies are made to make money and not to portray and equal social standing. With more movies portraying each gender in a unordinary role might broaden and change the way people perceive each other. The world today is quite different from that of our parents and grandparents. Many of the old patterns of socialization are not sufficient to provide solutions to the psychological and economic strains experienced by many people today. Blonde women are dumb, for example; foreigners are villains, Mexicans are lazy, and blacks are great athletes. Teenaged characters are variously shown as sex-crazed, uncivilized, moralistic or shallow, and they tend to be lumped into groups of either popular kids or geeks. Such oversimplified and inaccurate portrayals can profoundly affect how we perceive one another, how we relate to one another and how we value ourselves. More essays like this:

## Chapter 4 : Women and Mass Media | Feminism and Gender Democracy

*Mass media in this country remains a male-dominated community and its understanding of gender equality is far too insufficient.*

Boys are smarter than girls; certain jobs are best for men and others for women; and even that girls are responsible for their own sexual assaults. Fast-forward to the tween and teen years, when characters begin to wrestle with relationships, sex, and job prospects. That "strong and brave" superhero becomes aggressive and hostile. That "fearful and meek" princess become submissive and weak. For young audiences who absorb ideas from the media on how to behave and what to become, these characterizations can lead to false assumptions and harmful conclusions. These oversimplified characterizations play out in many ways over and over. And lots of parents are concerned about these issues, too. Luckily, parents can assert control over the messages that Hollywood dishes out. Exaggerating the differences between boys and girls is just a ploy to keep audiences entertained. And your kids probably like a lot of media that reinforces stereotypes. Fortunately, the most powerful messages kids absorb are from you. When you actively role-model gender equality, speak out against stereotypes, and challenge outdated ideas, kids will hear that loud and clear. Choose quality media that reflects your values, and talk to your kids about the movies and TV shows they watch. Learn more about what to look for in movies and TV to avoid gender stereotypes. Use these age-based strategies -- from toddlerhood to the teen years -- to reach kids at the exact moment they need to hear them. Learn stereotypes about activities, traits, toys, and skills associated with each gender. Begin gender-typed play girls "clean the kitchen," boys "mow the lawn". Need to hear your input in specific, not abstract, terms. Watch *Odd Squad* together and say, "Otto and Olive are equal partners and rely on each other to solve cases. Age 7-10 At this age, kids: Associate specific occupations and academic subjects with each gender. Self-segregate based on gender -- boys want to play with boys, and girls want to play with girls. What you can do Recognize characters who defy gender stereotypes. Stream *Project Mc2* on Netflix and say, "For the girls on *Mc2*, being good at math and science are more important than their appearance. Try a show such as *Andi Mack* where the characters wrestle with peer pressure to look and act a certain way to fit in. Are intolerant of cross-gender mannerisms and behaviors. Are concerned about dating potential. Are more interested in peers than parents. Watch a movie such as *Arrival* and remark on the lead character being a female professor. Try a movie such as *Bridge to Terabithia* or read the book , which features an equal friendship between the boy and girl main characters. Discuss what makes them such good friends and what each one teaches the other. Talk about how transgender characters in movies and on TV are often the target of bullying. If you knew her, would you defend her? Become preoccupied with their future careers, as well as appearance. Want to learn gender-based expectations for how to behave in romantic and sexual situations. What you can do Look for shows that feature boys and men expressing their emotions in constructive ways, having diverse interests other than only sex , and being kind or friendly to non-heterosexual characters. Check out *This Is Us* and point out how the fathers are shown as nurturing and thoughtful. Find characters who have non-gender-stereotypical professional aspirations girls who want to be scientists and boys who want to be nurses. Consider a show like *Bones* , which features a strong female lead in a traditionally male-dominated profession.

Chapter 5 : Media often distort domestic violence, study finds | Society | The Guardian

*Enter your mobile number or email address below and we'll send you a link to download the free Kindle App. Then you can start reading Kindle books on your smartphone, tablet, or computer - no Kindle device required.*

Print Building egalitarian societies is one of the priorities of modern democratic states. Mass media play a unique and important role in the shaping of a society where men and women enjoy equal rights. This is reached through several means, including psychological, social, economic, philosophical, awareness of human rights, political and so on. The role of media is important for being successful in all the mentioned spheres. The media can promote and speed up the reforms in progress, or, on the contrary, it can hamper their implementation. A number of international conferences and conventions have voiced and publicized the need to break public stereotypes through change in the media policy. Mass media, however, continue to reproduce discriminatory stereotypes about women and portray them in sexist ways. As a rule, women are portrayed in a narrow range of characters in mass media. If we were to divide mass media into two categories, such as fictional and news-reporting, then in the former, women are often associated with the household or sex-objects, and in the latter category, they lack roles. Only in a limited number of news programs do women appear as main actors or experts. One of the reasons for this situation is the smaller number of women in these spheres, but even the existing number of women are underrepresented compared to their male counterparts. In advertising and magazines, women are usually portrayed as young, slim and with beauty that meets the accepted standards. Women with this kind of appearance are often associated with sex objects. Why do social scientists attribute importance to study of images and stereotypes of women in media? Femininity, as well as masculinity, are not biological, but rather, cultural constructs. Representations and manifestations of femininity differ across cultures, time and societies. Femininity is culturally and socially constructed by the family, education, the public, and to a larger extent, the media. In the initial stage of its history, media were managed exclusively by men. In other words, men were creating media images of men and women they wished to see in reality. Media images of women have become a subject of criticism in Feminist Media Studies since s, when Betty Friedan in her book entitled *The Feminine Mystique* revealed and criticized the image of an ideal woman in post-war America. Friedan calls this image "the happy housewife heroine. All kind of entertainment programs portray women in a dual image. On one hand, they are decorative objects. Yet, at the same time, they are passive individuals in the household and in marriage who are dependent on men for financial, emotional and physical support. When the TV screen or a commercial poster displays only slender long legs, prominent breasts or thighs, it is difficult to perceive that body holistically and as possessing personality. In addition, the portrayed female characters are largely influenced by the beauty myth. They have flawless skin, slender stature and embody all components of beauty as perceived in society. As a result of globalization this myth is increasingly generalized across cultures and societies. The standards of beauty as portrayed in media, however, are impossible to achieve, since the models have been transformed into these images through a number of technical means. This first large-scale study illustrated that in all areas of media women were still facing problems in achieving equality. The survey conducted in 59 countries, revealed that women make up only Interestingly, Uganda and Russia are among the top countries where men and women almost equally appear in leading positions. Unfortunately, this has not changed the images of women in media. Not only should women be represented in top management and have major impact on the decision-making process, but they should also undergo professional training. Otherwise, the female journalists and media executives, who have been educated with the media rules of patriarchal system, also often reproduces the sexist images of women. With this in mind, a number of international organizations have concluded conventions and treaties with states through which they support the training of media employees by giving them the necessary tools and know-how to develop gender-sensitive policies. Despite the tremendous change that has taken place in the sphere of media thanks to feminist criticism, the contemporary media are nowhere close to the standards they claim. Even in US and Europe, where feminist ideas are widely spread, and women have legally reached equal rights with men, media continue to have discriminatory attitudes

towards women and rely on male worldview when portraying women. Many researchers and analysts have documented the fact that in these countries women are also poorly represented in media which in turn has had a negative impact on the formation of value system. Today, all of us, in fact, are part of the media not only as consumers, but also as producers. And anyone, woman or man, can cover their problems and story by themselves, make it public, and turn it into media for consumption. These new possibilities, however, also bring about new challenges. In case of traditional media, it is possible to work with the leadership and staff to undergo training and achieve some results. In case of social media, not only groups in need of support voice their opinion, and publicize their perceptions freely, but also those people who threaten these groups and spread discriminatory and offensive comments about them. Thus, the quality of information disseminated in social media and the comments on these pieces of information are much more sexist and patriarchal. Change in this sphere can be achieved only through indirect impact. In other words, the sexist traditional media educates sexist citizens who spread their sexist perceptions through social media. Change in the gender policy of traditional media and its compliance with international norms remain to be the most effective way for breaking this vicious circle. In particular, provisions 47 to 49 in section on "Strategy of Gender Policy Implementation in the Spheres of Culture and Public Information" include the following actions: To strengthen cooperation between public authorities and media to achieve social equality between women and men; To raise gender-sensitivity of media and continue gender-awareness training for journalist; To support and encourage media that covers issues of gender equality. Among the solutions the program mentions the following steps: Coverage of all efforts undertaken by the State aimed at ensuring equal rights and opportunities of women and men in the public, political and socio-economic spheres; Increased gender-sensitivity of mass media; Coverage of gender issues, and elimination of gender-based and gender-stereotype-informed discriminatory practices. Thus, the RA Government has undertaken the obligation to implement all these measures and achieve gender equality in media. The program is nearing its end, and the results are evident from a number of studies conducted in the sphere of media. Women in advertisements tend to be cut off from real life and appear next to the product that is being advertised, with no real environment. TV advertisements tend to include more middle-aged women than the magazines. By assigning passive, secondary, and unimportant roles to women, media conveys incomplete picture of the Armenian reality. The objectification and fragmentation of the female body, as well as the scenes of violence against women, render discriminatory attitudes and gender-based violence against women as normative. From Gender Sensitivity to Gender Stereotypes," [http:](http://)

**Chapter 6 : Media and gender - Wikipedia**

*Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.*

**Social Movements Violence and Pornography in the Media** Most controversial of all topics in mass media is its role in violence and pornography through proliferation of programming with violent themes and action and overt sexual content. Violence in the media Researchers in each of the last three decades have produced major research studies on the role of media violence, especially its influence on children and adolescents. In , the U. Surgeon General commissioned a study, which was followed in by a comprehensive study from the National Institute of Mental Health. Ten years later the American Psychological Association concluded its research. These three diverse groups with varying approaches and perspectives evaluated all available information. According to these studies, the primary danger lies in the fact that the media portrays violence as normal or acceptable, and the problem is compounded when the aggressor goes unpunished. Such portrayals lead to desensitization and a greater likelihood of aggressive behavior. Pornography Research into the effects of sexual materials is not as clear. Researchers distinguish between erotica, which is intended to be sexually stimulating but not demeaning, and pornography, which is intended to be sexually demeaning. Numerous studies have been conducted to determine the effects of sexual materials on viewers and readers. To date—“at least when discussing mutually consensual, softcore, nonviolent erotica and pornography—“little evidence proves either negative or positive effects. However, violent pornography that depicts women in a degrading, humiliating, or demeaning manner may have different, more negative effects in terms of domestic violence, rape, and sexual harassment. The topic of the effects of pornography is controversial and hotly debated, and many experts call for more research in this area. In the late s, the U. Congress and President Lyndon B. Johnson formed the Commission on Obscenity and Pornography. Their report concluded that pornography was basically harmless. Although the commission confirmed that erotica and pornography sexually aroused both men and women, they also noted that it did not affect their general behavior, particularly in negative ways. Critics of the Johnson Commission report point out that the types of violent pornography so common today were uncommon when the commission gathered its information. Researchers found that certain men likely exhibit aggressive behavior and attitudes toward women after viewing violent pornography. This especially holds true for materials that picture women enjoying being raped, even though they may have initially resisted. The Meese Commission claimed a causal link between violent pornography and sexual violence toward women. They based their report on a review of a large collection of pornography in various forms and listening to the views of numerous experts, victims, and judges. Based on this assertion, the commission made nearly recommendations designed to curb the dissemination of pornographic materials. Further, pornographers rarely depict sexual aggressors and perpetrators negatively, or show them being punished for their sexual aggression.

*The presentation of gender in the mass media and projection of masculinity The mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences.*

Among Americans aged 15 to 34 years, two of the top three causes of death are homicide and suicide. In recent years, this has meant that 88 people die each day from firearm-related homicides, suicides, and unintentional deaths. Further, the number of nonfatal injuries due to firearms is more than double the number of deaths. Research suggests that the time they spend interacting with various media surpasses all other activities except sleep. At the same time, media consumption through mobile devices and the Internet is increasing in every age group. Since then, various government agencies and organizations have examined the relationship. These include increases in aggressive behavior, desensitization to violence, bullying, fear, depression, nightmares and sleep disturbances. Television An average American youth will witness , violent acts on television before age Overall, weapons appear on prime time television an average of nine times each hour. Watching Saturday morning cartoons used to be a common aspect of American life. Now, networks feature cartoons continuously. Studies analyzing the content of popular cartoons noted that they contain 20 to 25 violent acts per hour, which is about six times as many as prime time programs. Studies have shown the average time spent playing to be around 13 hours per week. These interactive games also reward players for successful violent behavior. Studies have shown that the general effects of violence may be more profound when children play these interactive games than when they watch violence in a more passive manner, such as when watching television. Children 8 to 18 years of age have been found to listen to at least two and a half hours of music a day. One study by the American Psychological Association APA found a correlation between violent lyrics, and aggressive thoughts and emotions, but not actions. Content analysis has shown that in music videos more than 80 percent of violence is perpetrated by attractive people, and that it depicts acts of violence mainly against women and minorities. Additionally, artistic features and editing may juxtapose violence with beautiful scenery, potentially linking it to pleasurable or pleasing experiences. They also found viewers to be more likely to accept the use of violence, to accept violence against women, and to commit violent or aggressive acts themselves. They note that the amount of gun violence in top grossing PG films has more than tripled since the introduction of the rating in Many of these media platforms feature entertainment that contains significant doses of violence, and portrays sexual and interpersonal aggression. Multiple studies have shown a strong association, and suspicion or suggestion of causality between exposure to violence in the media, and aggressive or violent behavior in viewers. This is a serious public health issue that should concern all family physicians. What Can Family Physicians Do 1. Consider discussing media use during well-child visits Ask at least two media-related questions: Question patients about excessive exposure to media violence. If you identify heavy use more than 2 hours daily , take additional history of aggressive behaviors, sleep problems, fears, and depression. Children under two years of age should be discouraged from watching television. Incorporate warnings about the health risks of violent media consumption into the well-child visit. Encourage parents and caregivers to monitor content. Parental monitoring has been shown to have protective effects on several academic, social and physical outcomes, including aggressive behaviors. Encourage parents to discuss the content of television, films, video games, music videos, and the Internet with their children and make comparisons to real-life situations and consequences. Consider and discuss movie and video game ratings and labels with parents to set expectations and guide choice of content. Although film ratings and advisory labels can help parents decide on programs to be avoided, there are two major problems with relying on this system. Counsel parents and caregivers to limit exposure duration Exposure can be limited by removing televisions, video games, computers, and Internet connection from the bedroom. Limit screen time to no more than two hours a day. Use technology that locks certain channels or turns off the computer or television after a certain amount of time. Clinical environment Limit video and television use in waiting rooms. Provide only nonviolent media choices in outpatient waiting rooms and inpatient settings. Provide books, toys, and other alternative activities for patients who are waiting. Promote Media Education In addition

to limiting exposure to violent media, educational efforts should be developed to help children understand the divide between real and fictionalized violence. Such media literacy programs have been shown to be effective, both in limiting the negative effects of media, as well as in exploring the potential positive social uses of media. Advise adults to watch with their children, and help them process media violence. Taping programs beforehand enables pausing for discussion or processing. Support the development of media education programs that focus on demystifying and processing media violence. Emphasis should be placed on the inappropriate and unrealistic nature of violence on television and films, and the consequences, responsibility, and complexity involved with true violence. Support and Engage in Professional Education Become familiar with the research of trends of media use, and the effects of medial violence on patients. Disseminate this knowledge via teaching at medical schools, residencies, grand rounds, and via community-based lectures. Request, attend, or create CME. Partner with families and community-based organizations to demand that media producers limit the amount and type of violence portrayed in mass media. Advocate for research funding to continue studying this topic. Advocate for enhancements to media rating systems to enable parents and caregivers to guide their children to make healthy media choices. References World Health Organization. Accessed July 10, Centers for Disease Control and Prevention. National vital statistics reports; vol. National Center for Health Statistics. Accessed June 30, Protect children instead of guns, Accessed June 18, Weinberger SE, et al. Firearm-related injury and death in the United States: A Kaiser Family Foundation Study. Accessed March 29, American Academy of Pediatrics. Council on Communications and Media. Children, adolescents, and the media. Where different age groups tend to spend their time online. Television and growing up: Report to the Surgeon General. Department of Health and Human Services. National Institute of Mental Health. Ten years of scientific progress and implications for the eighties. American Academy of Pediatrics, et al. Joint statement on the impact of entertainment violence on children, Congressional Public Health Summit. Critical Incidence Response Group. National Center for the Analysis of Violent Crime. Anderson CA, et al. The influence of media violence on youth. Psychol Sci Public Interest. In the matter of violent television programming and its impact on children. Media Violence and Children: A Complete Guide for Parents and Professionals. Coker TR, et al. Media violence exposure and physical aggression in fifth-grade children. Ybarra ML, et al. Linkages between Internet and other media violence with seriously violent behavior by youth. Handbook of Children and the Media. Strasburger VC, et al. Children, adolescents, and the media in the 21st century. National television violence study. Leung LR, et al. Huesmann LR, et al. J Pers Soc Psychol. Greitemeyer Y, Mugge DO. Video games do affect social outcomes: Pers Soc Psychol Bull. Playing violent video games and desensitization to violence.

**Chapter 8 : Violence and Pornography in the Media**

*Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Mass media is a significant force in modern culture, particularly in America. Sociologists.*

Further resources Introduction Media play important roles in society. They report on current events, provide frameworks for interpretation, mobilise citizens with regard to various issues, reproduce predominant culture and society, and entertain Llanos and Nina, As such, the media can be an important actor in the promotion of gender equality, both within the working environment in terms of employment and promotion of female staff at all levels and in the representation of women and men in terms of fair gender portrayal and the use of neutral and non-gender specific language. This handbook aims to assist people working in the media to assess progress on gender equality, identify challenges, and contribute to debates and policy formulation. It urges those working in the media to do more to confront gender distortions in newsrooms and in unions. See full text Participation and influence of women in the media Studies have found that although the number of women working in the media has been increasing globally, the top positions producers, executives, chief editors and publishers are still very male dominated White, This disparity is particularly evident in Africa, where cultural impediments to women fulfilling the role of journalist remain e. The level of participation and influence of women in the media also has implications for media content: Nonetheless, the presence of women on the radio, television and in print is more likely to provide positive role models for women and girls, to gain the confidence of women as sources and interviewees, and to attract a female audience. This study presents findings from its analysis of news company behaviour in relation to gender equality in staffing, salaries and policies. It finds that men occupy the vast majority of governance and top management jobs and news-gathering positions in most nations included in the study. See full text Myers, M. Media professionals are subject to prevailing social, economic and cultural norms. Their views, outlook and output often reflect these norms. This paper highlights the cross-cutting nature of gender issues in media practice, production and consumption. When looking at media producers, the most striking gender issue is that the industry is dominated by men. Gender issues are also prevalent in media content, portrayals of men and women and stereotypes. The paper argues for the consideration of gender issues in all research on radio, convergence and development in Africa. See full text Hanitzsch, T. A reassessment based on cross-national evidence. *European Journal of Communication*, 27 3 , This peer-reviewed paper conducted a fairly comprehensive survey of male and female journalists in 18 countries across the world. This was tested at the individual, newsroom and national level. Male and female journalists tend to think about their work in largely similar terms. They suggest that the lack of difference means that newsroom culture will not necessarily change if more female journalists are employed, as the professional culture is maintained by both sexes. They do note that the reason for similarities may be that female journalists are forced to adopt male values and are judged by male standards. See full text Media content and portrayal of men and women in the media Fair gender portrayal in the media should be a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty White, Yet, unbalanced gender portrayal is widespread. The Global Media Monitoring Project finds that women are more likely than men to be featured as victims in news stories and to be identified according to family status. Certain categories of women, such as the poor, older women, or those belonging to ethnic minorities, are even less visible. Stereotypes are also prevalent in every day media. Women are often portrayed solely as homemakers and carers of the family, dependent on men, or as objects of male attention. Stories by female reporters are more likely to challenge stereotypes than those filed by male reporters Gallagher et al. As such, there is a link between the participation of women in the media and improvements in the representation of women. Men are also subjected to stereotyping in the media. They are typically characterised as powerful and dominant. There is little room for alternative visions of masculinity. The media tends to demean men in caring or domestic roles, or those who oppose violence. Such portrayals can influence perceptions in terms of what society may expect from men and women, but also what they may expect from

themselves. They promote an unbalanced vision of the roles of women and men in society. Attention needs to be paid to identifying and addressing these various gender imbalances and gaps in the media. The European Commission recommends, for example, that there should be a set expectation of gender parity on expert panels on television or radio and the creation of a thematic database of women to be interviewed and used as experts by media professionals. In addition, conscious efforts should be made to portray women and men in non-stereotypical situations. The results are compared with previous surveys, taken every four years since , to illustrate longitudinal trends. Women are underrepresented in news coverage, resulting in an unbalanced representation of the world. It proposes measures for the promotion of: It calls for an in-depth study of the public image of women generated by the media, including advertising. Media Agenda on Gender Issues: Content Analysis of Two National Dailies. Journal of Mass Communication 11 1. How do different Indian daily English-language national newspapers portray men and women? This results in a representation of women as victims, subordinate, and constantly harassed by men. Both papers reported events rather than examining structural causes for violence, nor did they represent viewpoints of activists and organisations working against violence. See full text Prieler, M. Gender Representation in Philippine Television Advertisements. Sex roles, 69 , How are gender roles and stereotypes used in Philippines television advertisements? The quantitative analysis shows that there is a high prevalence of gender differences and stereotypes, which does not accurately reflect Philippine society, which is considered quite egalitarian. The study finds that adverts had settings in which more males were found in the workplace and more females were found at home; more males were fully dressed and more females were suggestively dressed; voiceovers employed more males than females; and cosmetics and toiletries were associated primarily with female characters. In contrast, the predominance of female primary characters ran counter to trends in previous studies. It concludes that television may actively support the status quo and a patriarchal society, while these representations are clearly damaging for gender equality. See full text Political representation Llanos, B. The media has in many instances become the principal forum where electoral competition is played out. Some studies reveal that the structural and institutional obstacles women face in political competition are compounded by the lower levels of media coverage of women candidates and their proposals. The toolkit explains how best to work with and through the media to put gender on the news agenda. See full text Grizzle, A. Gender-Sensitive Indicators for Media: Framework of indicators to gauge gender sensitivity in media operations and content. It provides a set of indicators for fostering gender equality within media organisations, and gendered portrayals in media. It is currently being used in 11 countries, and provides some case studies of self-assessment. Such initiatives encourage the involvement of women in technical, decision-making, and agenda-setting activities. They have the potential to develop the capacities of women as sociopolitical actors. They also have the potential to promote a balanced and non-stereotyped portrayal of women in the media and to challenge the status quo. In Fiji, women who took part in a participatory video project presented themselves as active citizens who made significant contributions to their families and communities. These recorded images improved the status of women in the minds of government bureaucrats. There are limitations to participatory community initiatives, however. If unaccompanied by changes in structural conditions, participation may not be sufficient to foster substantive social change. Swamy, Gender in the Information Society: This study finds that community media initiatives perceive women as producers and contributors of media content and not just as consumers. Community media encourage greater involvement of women in technical, decisionmaking, and agenda-setting activities and have the potential to promote a balanced and nonstereotyped portrayal of women in the media. This study of a participatory video workshop involving rural women in Fiji found that women integrated local norms and practices in their video production. They used social capital “relationships and social networks” as a key element. Women presented themselves as active citizens who made significant contributions to their families and communities. The project highlighted the importance of encouraging multi-ethnic or heterogeneous social networks in Fiji. Participatory media allows for diverse voices, including those of women, to engage with channels of media communication to make their priorities and issues heard. This paper provides an overview of the debate around gender and communication and provides case studies showing the impact that media can have on the social construction

of gender. Initially developed after World War II as a tool for diffusion of ideas, communication initiatives primarily involved a one-way transmission of information from the sender to the receiver. Since then, C4D has broadened to incorporate interpersonal communication: This came alongside the general push for more participatory approaches to development and greater representation of voices from the South. The belief is that while mass media allows for the learning of new ideas, interpersonal networks encourage the shift from knowledge to continued practice. Communication for development has thus come to be seen as a way to amplify voice, facilitate meaningful participation, and foster social change. Such two-way, horizontal approaches to communication include public hearings, debates, deliberations and stakeholder consultations, participatory radio and video, community-based theatre and story-telling, and web forums. This report argues that the communication community needs to: It aims to contribute to the promotion of communication in development by presenting evidence of positive impacts from a review of recent research in the field. It also discusses weak spots in the evidence and proposes areas of further research. See full text Pettit, J. These approaches and processes are often not well understood, however, by mainstream development policy and practice, resulting in weak implementation. Local participation, ownership and control can allow people to reshape the spaces in which their voices find expression. See full text Khosla, V.

**Chapter 9 : The Role and Influence of Mass Media**

*The Influence of Media on Views of Gender Julia T. Wood Department of Communication, traditional roles and normalize violence against women. We.*

History[ edit ] Feminist writers, largely gaining prominence in the s during second wave feminism , began criticizing the Western canon for providing and promoting an exclusively white male world view. In the video game industry about half of the gamers are women but their presence is still limited in the production of games. Those who tried to publicly challenge this situation, such as A. Sarkeesian , have been subjected to harassment. This empowerment of women gives them abilities to promote balance in gender representations and avoid stereotypes. Media becomes a suitable ground for expressions and claims. In , the Screen Actors Guild US also found that men continue to make up the majority of roles, especially supporting roles , where they contribute around two roles for every female role, whereas females hold a slightly larger proportion of lead roles compared to their proportion of supporting roles, but still less than lead roles occupied by male counterparts. The same is true for television programs. In her article " Visual Pleasure and Narrative Cinema ", feminist film critic Laura Mulvey coined the term male-gaze to describe the way that women in film serve as projections of male fantasies. Ezzedeen found that career-driven female characters in film are often portrayed as failing at fulfilling the stereotypical roles of a woman, like sexual attraction, maternal roles, and relationships. This has led to critiques that these representations are first and foremost framed in terms of how well older actresses are managing their aging bodies. It was claimed that she had been told to be careful about her wrinkles and to consider Botox and dyeing her hair. A multiplication of images of successful aging are explicitly tied to consumerism by the anti-ageing industry and older female celebrities advertising their products. These advertisements are paradoxical in that they allow older celebrities to remain visible while encouraging an ageist and sexist culture in which women are valued for their appearance. Baby boomers are an increasingly important audience group for the cinema industry, resulting in more and new kinds of stories with older protagonists. They are part of a phenomenon called the "girling" of older women, where the protagonists and celebrities are portrayed as being just as excited and entitled to be going out on dates as younger women. Films like *Twilight* , *Fifty Shades of Gray* , and *Once Were Warriors* are all examples of films in which abusive behavior, such as manipulation, coercion, threats, control and domination, isolation, excessive jealousy, and physical violence, are all exhibited by the male romantic lead. This conflation of abuse and romance is widely attributed to the prevalence of abusive tropes in popular media. It involves a situation wherein a woman undergoes a traumatic event, often but not always of a sexual nature, but her pain is referred to a male character. This trope is featured in such films as *Mission: The woman who dies* in these situations is referred to as "disposable" because she does not serve a purpose beyond her death. Representations of men[ edit ] Men are proportionally represented by media more often compared to women, but the representations that do exist are often criticized for their portrayal of sexist stereotypes. Most critics discuss the ways male characters in film and television are typically more tough, aggressive, domineering, etc than the average man they are meant to represent. The inadequate male lacks many characteristics of the masculine male. He is weak and fearful, lacking both physical stamina and any significant amount of courage. This was demonstrated in the cartoons analyzed not only through actions but also by body type and bone structure, as well as dress and hairstyle. The delicate female was patterned in the cartoons studied as a woman of delicate physical structure, who is thin and dressed in such a manner as would not allow her to complete tasks traditionally meant for males. The modern female is one who is dressed in a more neutral fashion, such as jeans or pants, and does not have a noticeably tiny waistline. Although women also promote cars, advertisements involving women are usually highly dependent on their sexuality , which is not the case for those with men, who are shown in these ads in an elegant and powerful way. Also, when men are acting on a television commercial , they are usually performing activities such as playing sports, driving around girls, repairing cars, drinking, relaxing, and having fun. They seem to be the beneficiary of the product or service, typically performed by women.