Introduction

- Gender

- Feminism

- Masculinity

- Gender representations in the Media

- Assignment 1: Semiotic or content analysis in relation to gender e.g. magazine covers, advertising. (we go through Semiotics two weeks)

- Learning outcome 1: Identify principal issues in Media and Cultural Studies

- Learning outcome 4: Argue using appropriate academic discourse

Gender defined

- **Gender – psychological, social and cultural differences**

- **Nature versus nurture**

- **Social construction of gender**
  - ◦ **Gender roles (who does what)**
  - ◦ **Who is expected to do what**

- **Butler, Foucault – fluid gender identity**

Feminism

- Social movement
- Equality and freedom
- First wave
  - Suffragettes
- Second wave
  - 50s and 60s Civil Rights,
 - Betty Friedan, *The Feminine Mystique*

Waves of Feminism

- Third wave -Diverse

  ◦ Response to second wave

  ◦ Avoids essentialist definitions

  ◦ Girl power, Riot Grrrl

  ◦ Commercialisation

- Fourth Wave (1.30)

  ◦ Current re-politicisation

Post Feminism

- Different strands
  - All equal: no need for feminism
  - Others: inequality still exists
  - Personal choice

Mulvey

- Male gaze – film (but applied to other media)

  ◦ Women used to viewing themselves from other's viewpoints

- E.g. Bond Gaze (2.12) but also Female Gaze (1.46)
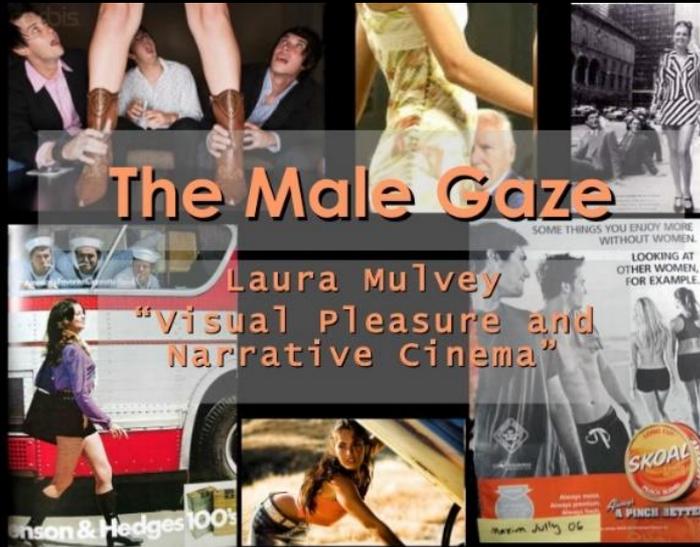
End of session 1

Masculinity

- 1980s men's studies emerged

- Relational to femininity

- Dominant and subordinated masculinities

- Masculinity in crisis (e.g. Fight Club)(2.02) and Walter White (13.24)

Masculinities

- New man
  - Nurturer, narcissistic
  - New man as sex object
- Metrosexual
  - Refashioned version of new man
- New Lad
  - Magazines such as *Nuts, Zoo*
  - Response to feminism
  - Stereotypical masculinity e.g. misogyny
  - Sexism, homophobia
  - Hegemonic masculinity video (4.20)
- Toxic Masculinity (6.38)
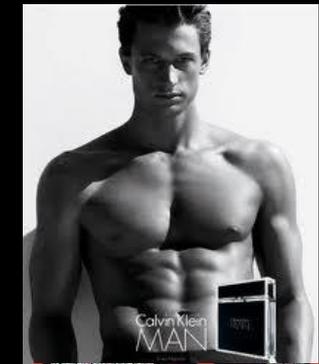
Advertising

- This week – look at advertising as a source of gender images and also TV/Film and other popular culture
  - Masculinities and femininities
  - Women in advertising (1950s to today) (4.03)
  - Male stereotypes in TV Ads (6.17)

Film

- Another source of gender roles and stereotypes is film
    - Disney films - next week
    - Hunger games female lead (2.35)

Summary

- ## How would you define gender

  - Gender are the characteristics that are perceived as being associated with being male or female

- ## What is meant by social construction

  - That gender is constructed through such things as media, schooling, other people etc.

- ## Why do we use masculinities and femininities rather than masculinity/femininity?

  - Different versions on offer – though some dominate (hegemonic masculinity)

References

- Butler, J. (1990) *Gender Trouble,* London: Routledge.

- Connell, R. W. (2002) *Gender,* Cambridge: Polity.

- Gill, R. (2007) *Gender and the Media,* Cambridge: Polity.

- Richardson, N. & Wearing, S. (2014) *Gender in the Media.* London: Palgrave Macmillan.