

Handout Gender and Media

Feminist Analysis is the extension of feminist discourse into the arena of media. It aims to understand the nature of gender inequality both in media and in society and to see if there is any connection. Feminist researchers embrace two key tenets:

- (1) their research focuses on the condition of women in society, and
- (2) their research is grounded in the assumption that women generally experience subordination in media content.

This exercise is based on the assertion that the media depict life within our society. Their role is unique among institutions. The media in short portray the life of society to society. Any examination of mainstream media will show that women are still not on an equal footing with men in terms of media time or treatment.

If this is a particular area of interest for the trainers, and to illustrate the discussion, some of these videos might be useful.

<http://www.jeankilbourne.com/videos/>

<http://www.feminist.com/resources/artspeech/videolist.html>

Children movies and gender: <https://www.youtube.com/watch?v=YYgX-B06fj4>

Gender and Hip-Hop videos: <https://www.youtube.com/watch?v=r2q5zlgkKas>

How media failed women in 2013 <https://www.youtube.com/watch?v=NswJ4kO9uHc>

Reverse roles. https://www.youtube.com/watch?v=2SrpARP_M0o

Reverse roles. <https://www.youtube.com/watch?v=xIW-aHC8KdI>

Compare Women of Wall Street <https://www.youtube.com/watch?v=wST8FHUJVZA> with the Wolf of Wall Street <https://www.youtube.com/watch?v=idAVRvQeYAE>