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| **Agency of Gender Socialisation: Media** | When providing example, please reference the source of the information as follows: Name, Date (for example, Smith, 1979). |
|  | **Examples of Male Socialisation** | **Examples of Female Socialisation** |
| **SelectiveExposure** | \* Stereotypes include:* Heterosexual (eg “Ladies Man”)
* Homosexual (eg. Camp)
* Aggressive male (eg Lad, Skinhead)
* Businessman (successful men)

\* TV programmes and Magazines aimed at men usually promote active pursuits and feature women as decoration / sex objects:* Top Gear / Men and Motors
* Sports: Football, Rugby, Golf – mainly feature men’s sport.
* Computers
* Car / Bike
* Pornographic

TV – men tend to occupy wide range of roles that promote dominant ideas about masculinity (cold, calculated, unemotional, strong, active, etc.)\* Advertisements:* 60% of people in adverts are male
* Most voice-over’s are male
* Men dominate adverts for cars, technology.
 | \* Stereotypes include:* Housewife
* Battleaxe
* Matriarch
* Sex object

\* TV – women tend to occupy limited range of roles in eg. Soap Operas. These roles related to dominant ideas about femininity (caring, emotional, weak, passive, impulsive, etc.)\* Magazine’s aimed at women:* Youth mags: focus on sex, relationships, getting and keeping a man.
* Woman’s Own: Aimed at older women as “housewife” / domestic labourer – how to perform female roles within the home.
* Modern mags (eg Cosmopolitan) cater for well-educated, middle class / professional career women (usually single).

\* Advertisements* Women normally shown with male partner.
* Women dominate ads for kitchen / cooking / home
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|  | **Examples of Male Socialisation** | **Examples of Female Socialisation** |
| **Modelling** | \* Variety of role models exist in music, TV, film, etc.* David Beckham (example of different type of male sexuality – heterosexual, monogamous but also with “feminine” side.
* Brad Pitt

Greater variety of roles for men portrayed:* From Househusband through
* Businessman to
* Sportsman etc.

Peer pressure through media on boys to:* Have girlfriends
* Be sexually active

Gender stereotyping usually involves portraying boys / men as:* Active,
* Powerful,
* Independent
* Cool, detached, rational
 | \* Female role models tend to be fewer than for men.Some emphasise body weight shape (J-Lo, Kylie Minouge).Others emphasise roles played by women* Housewife / Mother
* Caring Professional (nurse, secretary, teacher…

Peer pressure through media on girls to:* Look right
* Have boyfriend
* Be popular
* Be sexy (but not a slag / slapper)

Gender stereotyping usually involves portraying girls / women as:* Passive,
* Powerless
* Dependant (on men)
* Impulsive, emotional
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|  | **Examples of Male Socialisation** | **Examples of Female Socialisation** |
| **Reward and Punishment** | Media doesn’t directly reward or punish. This is done indirectly through the approval / disapproval of agencies influenced by the media:\* Peer group* Exclusion if you don’t look right, speak right, act the right way…Range of punishments (violence, silence, gossip)
* Inclusion, respect, acceptance, if trendy, stylish, good looking etc.

**Negative** gender stereotyping usually involves portraying boys / men as:* Violent, abusive
* Poor
* Irresponsible
* Criminal
 | Media doesn’t directly reward or punish. This is done indirectly through the approval / disapproval of agencies influenced by the media:\* Peer group* Exclusion if you don’t look right, speak right, act the right way…Range of punishments (violence, silence, gossip)
* Inclusion, respect, acceptance, if trendy, stylish, good looking etc.

Negative gender stereotyping usually involves portraying boys / men as:* Sexually immoral (prostitutes, slags, etc.)
* Common (lower class)
* Dress is sexually provocative
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|  | **Examples of Male Socialisation** | **Examples of Female Socialisation** |
| **Nurturance and Identification** | \* Encouraged to identify with “hegemonic masculinity”(ie. Particular type of dominant masculinity):* Heterosexual
* Tough
* Competitive
 | \* Encouraged to identify with “hegemonic femininity” (ie. Particular type of dominant femininity):* Heterosexual
* Compliant
* Uncompetitive
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