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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 |