

1. Introduction

- a. You are being persuaded by media, and you don't even know it.
 - i. Know about filters on social media - still impact beauty standards
 - ii. Hear stories about Snapchat filter surgeries
- b. Media's impact on us = important, know what is affecting our view of others
 - i. **Content Warning** for Violence against Women, particularly due to major points which deal with portrayals of Sexual Assault and Harassment.
Additionally, there will be discussion of Body Image Comparisons
- c. Done research, watched TV, read books, been on social media, lived as a woman
- d. Impact of media on women's view of self and other women is mostly negative
- e. Four Main Points: objectification, misrepresentation, limitations, implications

First point: objectification

1. Objectification

- a. Women are objectified in the media and that impacts our behavior
 - i. Engaging Theories in Interpersonal Communication: Multiple Perspectives
 - 1. Feminist Theory: one major property of the theory is that it explains the gendered experiences "ignored by those in power"
- b. Guizzo et al 2017 Objecting to objectification: Women's collective action against sexual objectification on television. *Sex Roles*
 - i. most common for women in advertisements, magazines, films, television, and music videos
 - ii. consistent exposure to this content makes objectification common, making people view women as objects
 - iii. men exposed to these images will likely be more opposed to equality movements and even more likely to harass women
 - iv. women may begin to self objectify, which increases risk for eating disorders
 - 1. May disrupt women's social movements.

2. Women who viewed more media with sexist portrayals were less likely to engage in attempts to end objectification in the media
 3. Lack of willingness to support women's movements may spread via conversations that normalize objectification in other women
- c. Galdi & Guizzo 2021 Media-induced sexual harassment: The routes from sexually objectifying media to sexual harassment. *Sex Roles*
- i. Sexual Harassment Definition (Council of Europe 2011; U.S. Equal Employment Opportunity Commission 2012)
 1. "Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conducts of a sexual nature that tend to create an intimidating, hostile, or offensive environment"
 - ii. 2017 - major attention brought to the idea of sexual harassment due to the allegations against Harvey Weinstein
 1. More awareness but not always an understanding of the root cause
 2. Only recently have begun researching how media impacts sexual harassment in day to day life
 3. Current research:
 - a. Objectifying media - impacts culture by enabling and reinforcing existing sexual harassment by encouraging it
 - i. Increase victim's tolerance for these behaviors
 - ii. Discourage bystander intervention
- d. Moreno-Dominguez et al 2019 Images of thin and plus-size models produce opposite effects on women's body image, body dissatisfaction, and anxiety. *Sex Roles*
- i. Women shown images of thin women wearing bikinis often compared themselves to the woman, and their felt body satisfaction went down.
 1. However, participants who looked at plus-size models in these same outfits felt their body image increase, as well as their body satisfaction.
 - a. The women in this study were all Spanish speakers

- b. Shows image and worth assessment occurs outside of just the English-speaking world.
- c. Notable Problem:
 - i. Could be looking down on plus sized women
 - ii. Still not beneficial - should be acceptance

Less noted but equally as important: misrepresentation

1. Misrepresentation

- a. The depiction of women and their experiences in media is often inaccurate - two examples
- b. Engaging Theories in Interpersonal Communication: Multiple Perspectives
 - i. Feminist Theory: limited choices and visibility of women because of patriarchy
- c. Assault
 - i. Maika & Weaver 2022 Women's perceptions of, and emotional responses to, sexual violence depicted in film or series. *Canadian Journal of Human Sexuality*
 - 1. Sexual violence against women is alarmingly common, and it is portrayed often in media.
 - a. Can have long lasting impact - example: PTSD
 - 2. Many women said that they consider the scenes in television shows to be too frequent, too graphic, and too often meant for shock value.
 - a. Responses to Scenes of Sexual Violence
 - b. Often: women felt angry, anxious, and disgusted
 - i. some populations additionally feeling numb, depressed, or having a panic attack.
 - ii. Note: should feel negative feelings upon seeing these scenes
 - 3. Negatives

- a. perpetrators were typically male with female victims, and the act went unpunished

4. Positives

- a. half the women in this particular study did not see the scenes as too frequent
- b. some women even reported that the scenes helped them process their trauma in some way
 - i. this processing is helped by scenes that affirm it was not the victim's fault, scene where the perpetrator was punished
 - ii. Must write scenes thoughtfully to help people

d. Career Misrepresentation

- i. Gill & Baker 2019 The power of mass media and feminism in the evolution of nursing's image: A critical review of the literature and implications for nursing practice. *Journal of Medical Humanities*
 - 1. Historically: films turn nurses into sex objects
 - a. Linked nurses and patients not through illness, but through sex, which portrayed a societal ideal of sorts
 - b. The portrayal of male nurses tends to also be negative
 - c. Use Feminist Theory
 - 2. majority of media owned by three companies - all run by men
 - a. allows for women to remain underrepresented and misrepresented even in the modern day
 - 3. The "Male Gaze" often appealed to - make media for heterosexual men
 - 4. Media has role in creating views of people and ideas
 - a. creating positive representation will help improve how people view nurses
 - 5. representation must be a long-term solution involving greater interaction between the nurses and the public.

- a. One Option: nurses representing themselves accurately on social media and having open dialogues with non-nurses
 - i. Very common these days
 - ii. Coman & Scarlat 2014 The modern woman image as reflected by current media. *Journal of Research in Gender Studies*
 - 1. Female politicians are seen as not intellectual enough to rival their male counterparts, and female stars are just attention getters.
 - 2. “successful” woman in the media is a beautiful news anchor, who is young and slim.
 - 3. Romania: the population is 51 percent women, they receive 10 percent of the screen time.
 - a. Combination of misrepresentation with lack of representation - show slim idea of a “successful woman”

Not enough research to be certain of every factor

1. Limitations of Representation

- a. Even improving representation isn’t perfect - still missing key demographics (not all of which are listed here)
- b. Engaging Theories in Interpersonal Communication: Multiple Perspectives
 - i. Feminist Theory: acknowledge the focus on white women’s narratives, theory wants to give voice to all women
 - 1. Representation literally a goal of feminist theory
 - 2. Polyvocal - account for all voices = property of theory
- c. Race
 - i. Manning 2021 Decolonial feminist theory: Embracing the gendered colonial difference in management and organisation studies. *Gender, Work, & Organization*
 - 1. Decolonial feminist theory
 - a. challenges the ideas of women from the Global South being powerless, weak, and victims. It demystifies them. We need to work towards inclusion of these women’s voices into

modern feminism to destabilize the white and male dominated standards of many Westernized academics.

2. Often silence women in Global South in these discussions - need to include them for change
- ii. Wilde 2022 The representation of disabled women and recent disabled women-led media. *Disability and Society*
 1. Overwhelmingly still played by white actors
- d. Ability
 - i. Wilde 2022 The representation of disabled women and recent disabled women-led media. *Disability and Society*
 1. Started seeing disabled women onscreen about 30 years ago
 2. More works are created by disabled directors
 - a. Still not common
 3. Often use disabled characters as a political motif - not as characters
 4. Need to balance politics with an acknowledgement of personhood going forward

How does this impact me?

2. Peters 2018 The influence of choice feminism on women's and men's attitudes towards name changing at marriage: An analysis of online comments on UK social media.
Names: A Journal of Onomastics
 - a. One example:
 - b. Modern discussions that could not have happened before (incapable and feminism wasn't as much of a factor)
 - c. Shows things are changing - discourse about name changes
 - i. Seems minor
 - ii. Building block for further discussion
3. Additional Note on Television Advertising
 - a. Robertson & Rossiter 1974 Children and commercial persuasion: An attribution theory analysis. *Journal of Consumer Research*
 - i. First graders - persuaded by advertising

- ii. Fifth graders have more of a tolerance (learned skill)
 - 1. May be due to parents
 - iii. If children can truly be so impacted by advertisements:
 - 1. Female children will be impacted by advertisements that negatively portray women and girls.
 - a. Hardee's commercial
 - iv. Commercials normalize stuff - become part of life, numb to them
4. Engaging Theories in Interpersonal Communication: Multiple Perspectives
- a. Feminist Theory: property: meant to be transformative, cause change in society

In conclusion

- 1. Closing
 - a. Impact of media on women's view of self and other women is mostly negative
 - b. Objectification, misrepresentation, limitations, implications
 - c. Know the impact, use that awareness to change your actions
 - i. What to Do
 - 1. Don't always have to give up media - just be aware of what it's saying
 - 2. Participate in conversations with many different people
 - d. Thank you for listening, and make sure you think about how you view others in relation to the media you consume