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Visual Representation of Women in Media

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VISUAL REPRESENTATION OF WOMEN IN MEDIA



BY:

**Olivia Medina, Morgan Bailey, Phoebe Bonfield,
Blake Fonberg**

If you want...

Happily Ever After



You must...

- 1.) Be unrealistically beautiful
- 2.) Need to be saved
- 3.) Be willing to give up everything for your prince

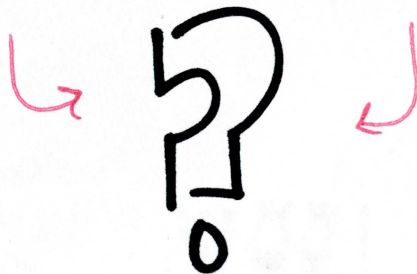
do you fit
any of
these?

(hopefully
not)

WHAT IS DISNEY
TRYING TO SAY
TO LITTLE GIRLS?

SNOW WHITE

LITTLE MERMAID



Snow White

'hair as black as ebony, lips as red as the rose and skin as white as snow'

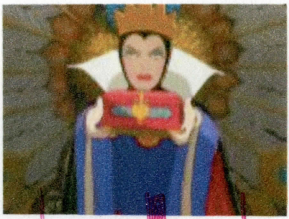
having a prince

beauty/jealousy from other girls

- I. Women Revolve Around Jealousy and Beauty
 - A. The Evil Queen wanted to kill Snow White because she needed to be the 'fairest one of them all'
 - 1. Offensive portrayal of female relationships
 - 2. Beauty is more important than the powerful position of 'queen'
 - a) Was this how men believed women would be like in powerful positions?
 - (1) Too absorbed in their beauty to attend to political matters?
- II. Forced to Clean Up After Men
 - A. Performs domestic work such as cooking and cleaning while the men go off to complete 'real', 'hard labor' jobs
- III. Saved by True Love's Kiss
 - A. Awoken by a kiss from a Prince who, she did not give consent too, nor does she know
 - B. A man will always come and save you, that is there job



DISNEY'S 1st ever princess



YOU ARE ONLY AS GOOD AS YOUR LOOKS

"when you're 16, a man you don't know will save you with a kiss on the lips"



+ 7 little (creaky) men?

you must be willing to kill someone if they are prettier than you!

The Little Mermaid

is this perfection?



DISNEY'S 1st sexy princess

long hair, big blue eyes, tiny waist

beauty

having a prince

worth giving up your voice

- I. Beyond Desperate to Find Love
 - A. Willing to give up life as she knew it/her voice to find a man?
 - B. Marries the prince (her true love), giving up her family and culture under the sea, at 16 years old
- II. Body Sexualization
 - A. Seashell bra, tiny waist, beautiful face
 - B. Washes ashore naked



"The men up there don't like a lot of blabber. They think a girl who gossips is a bore. Yet on land it's much preferred for ladies not to say a word. And after all dear, what is idle babble for? Come on, they're not all that impressed with conversation. True gentlemen avoid it when they can. But they dote and swoon and fawn. On a lady who's withdrawn. It's she who holds her tongue who gets a man."

ONLY 31% of words spoken in the movie are by a female!

this is a great conversation!



"I haven't even talked to him but I will give up my voice for him"

television

television
television
television

**television
television**

television
television
television
television
television
television
television
television
television

Oprah



Ally Brooke



Famous in
Love

Chloe ♡



Agents of
SHIELD

television
television
television
television



Fifth Harmony ♡

television
TELEVISION
TELEVISION
TELEVISION
TELEVISION



Dr. Phil

television
television
television
television
television
television

KIDS



Hannah Montana



Andi Mack

With shows on Disney such as Andi Mack and older shows like Hannah Montana kids could grow up with a female role model to look up to. In the new show Andi Mack Disney introduced its first gay character on the network ever! With older shows like Hannah Montana it showed kids that you can be or do anything you put your mind to.



Kim Possible

In cartoon TV shows such as Kim Possible we see a strong independent young woman who fights crime and win.

Dr. Phil uses his platform as well to try to help people who are struggling.

Ellen is one of the biggest talk shows in the world and she uses her platform not only for change but for comedy as well.



Camila Cabello

Ellen

REALITY



Keeping up with the Kardashians

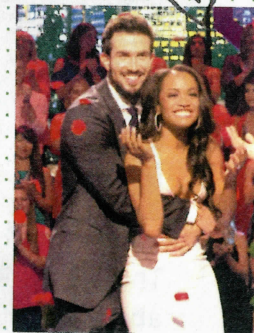
Another area of the genre where they could be in the wrong is a show called Fashion Police. In this show they judge men and women on what they wear and how pretty they look.



Fashion Police

In shows like Keeping up with the Kardashians there is a flaw seeing these women be the stereotype... a woman who is pretty, a woman who loves fashion and is just extra.

Reality TV still has a long way to go but with time shows like The Bachelorette have adapted and just recently had its first black Bachelorette.



The Bachelorette

Rachel

talk

ACTION

In shows like *Quantico* on ABC the representation is very diverse. The main actress is an Indian woman with some main supporting characters being Muslim or a single mother or a gay man.

MORE RECENTLY IN TELEVISION WOMEN ARE BECOMING THE MAIN CHARACTERS OF TELEVISION SHOWS. IN THE ACTION GENRE WOMEN HAVE BEEN ABLE TO TAKE CARE OF THEMSELVES WITHOUT THE HELP OF A MAN.

In my favorite show called *Agents of SHIELD* the main actress, *Chloe Bennet* (Chinese American) who plays *Quake*, is the most badass main character who protects the world from dangers. She is in no way a hopeless female character.

DRAMA



Jane the Virgin

Jane the Virgin



Though a show called *Jane the Virgin* seems to be miss leading, it about empowering the Hispanic community of women and men it teaches one to never give up on your dreams, love could come in many forms, always believe in yourself, stand by your choices even if they turn out wrong.

Women & Film



Source: Vail Film Festival

Return of the Jedi (1983)

Male Gaze in Film

Films made through the male gaze fulfill the desire to look at women as objects. Traditional female characters are bearers of meaning instead of meaning makers



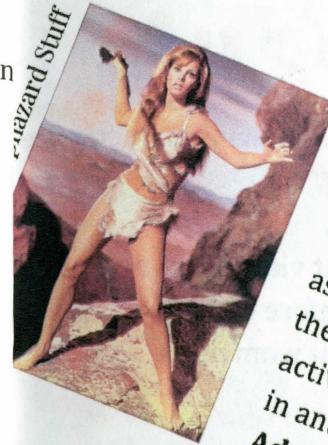
Source: People Magazine

Representation of Women in Film Genres

Action → celebrates heterosexual male power by conveying women as a damsel in distress that needs rescuing. Additionally, the woman only serves as the love interest for the male character and does not add value to the plot.

Romantic Comedies → films produced for women that shape the expectations for femininity. The heteronormative formula reinforces the ideal that love and marriage are the most important things for women to achieve happiness. Additionally, the typical cinderella story plot emphasizes the idea that women need men to save them.

"I am so over this damsel in distress nonsense!"
-Daphne, Scooby-Doo (2002)



Hazard Stuff

One Million Years B.C. (1966)

Representation of Women in Film Genres

Horror → the killer in these movies are often sexually disturbed and will kill the women that they are aroused by. Additionally, the "final girl" trope can be found in most movies, as she is the last one alive and has to confront the killer. Lastly, couples that are sexually active are usually the first to be killed after or in anticipation of sex.

Adult Film → in porn women are reduced to body parts and shown as taken pleasure from being violated or dominated. Additionally, women of color are often represented as exotic and fetishes.



Source: Cinemablend

X-Men Apocalypse (2016)

"Smile! It increases your face value!"
-Truvy, Steel Magnolias (1989)

"Too many guys think I'm a concept,
or I complete them"

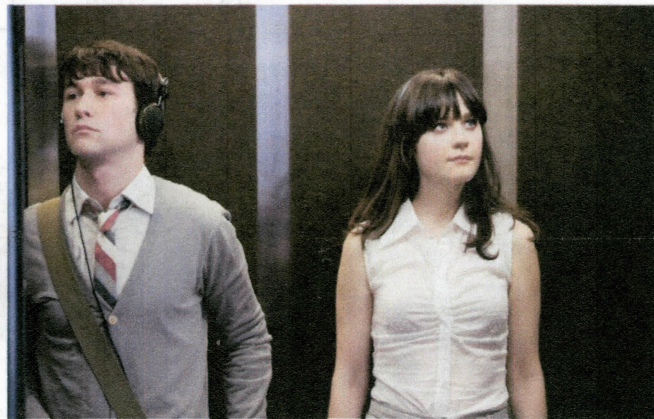
-Clementine, *Eternal Sunshine of the
Spotless Mind* (2004)

Manic Pixie Dream Girl

Definition: a quirky female character that helps the male character see the beauty in life and propel the male storyline

The problem with these type of characters is that viewers do not see this character outside of the male gaze and therefore will see her talent and choices as disposable. It fosters the ideal that women are only necessary to help men lead better lives.

Example: Summer in the film *500 Days of Summer* (2009) is often viewed as evil for breaking Tom's heart, yet she was clear with her intentions in the beginning of the film that she did not believe in love. As the audience only saw her from Tom's perspective they were led to believe she was only a tool to help Tom grow as a character.



Source: Odyssey

500 Days of Summer (2009)



MUSIC
VIDEOS

and
the

MALE
GAZE

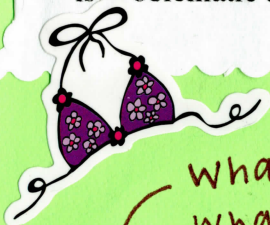


PERFORMANCE OF AN UNCONTROLLED NEED FOR SEX!

First. The camera's attention to the pelvis.
-This indicates that the woman's sole purpose for moving her hips is to get the attention by physical response (being sex or sex acts) from the man.

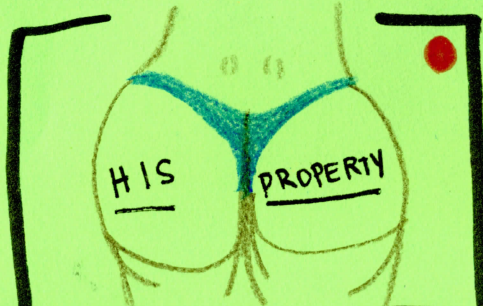
Second. The men the camera centers around several women in heels staring at the artist with a hunger in her eyes.
-The "hunger" is something these women are trying to create by direction of the producer, to elicit an understanding of sexual desire. This sexual desire is portrayed as ravenous, unstoppable and readily available 24/7.

Third. The use of water as a way to express sexual desire is excessive and effective.
-these women are directed to be showering in white see through tee-shirts, or no shirts at all. This is coupled with the viewpoint that these women don't know they are being watched, this predatory notion is problematic and promotes gendered violence!



what is...
what are
her

- Her name?
- occupation?
- goals in life?



OBJECTIFICATION

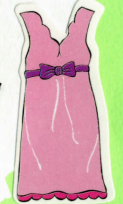
Male Gaze → the way the arts depict the world and women from a masculine point of view, women are objects of male pleasure.

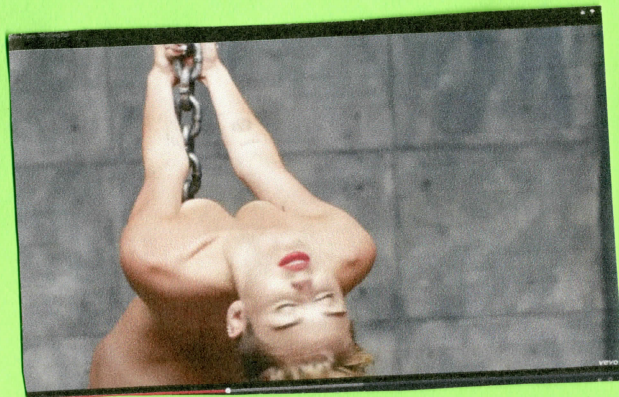
GENDER ROLES IN MUSIC VIDEOS! AN UNCOMFORTABLE IMBALANCE BETWEEN MALE AND FEMALE EXPRESSION IN MEDIA

→ submission to the man directing her every move
This is seen through the subtle motions and expectations about what the man "deserves" from the woman.

→ perfect makeup at all time
The whole face of makeup and perfectly styled hair for nothing other than the man suggests that the routines women perform everyday are only done to impress and cater the needs of man rather than her own volition or desires.

→ the small amount of clothing
The skimpy clothing that the producers put the women in is exposing and NOT empowering. This choice of clothing caters to the male gaze and perpetuates the way that producers are selling the sex of the women.







Real Housewives
OF BEVERLY HILLS



SEX AND THE CITY

