



GUIDE ON IMAGES

OF VIOLENCE AGAINST

WOMEN IN THE MEDIA

Changing our media
Changing our reality



breakingthecircle.org

UNI Equal Opportunities is striving to expand and strengthen the trade union movement by removing the divisive barriers that create inequality and discrimination in our societies. Not only do we want to improve working conditions, we want to improve workers' lives.

Women workers are one of the target groups for our policies and actions, as they often encounter these barriers.

This guide deals with one of the most sensitive issues for women in all societies: violence.

We know that up to 70 per cent of the world's women have been victims of some kind of violence in their lives. **Violence against women is not restricted to one culture, one region or one country or to a particular group of women in society.** The causes of violence against women are to be found in the persistent inequality they suffer, inequality that goes back centuries.

Although in recent years gender violence and its eradication have been put onto the agenda of governments and many organizations thanks to the efforts of women and men who have worked hard for gender equality and equal opportunities, a great deal remains to be done.

Violence against women and girls takes many forms. Not only is violence physical, it can also be economic, psychological, sexual and symbolic, which happens often in the portrayal of women in the media.

This guide will consider the violence present in the portrayal of women in the media.

Violent images are as pervasive as speech. The ways of describing, depicting and featuring women and men in the media, in public discourse and the news affect the daily lives of everyone, yet seem to go unnoticed.

A lot of people think that an advertisement, a joke, a newspaper headline or a magazine cover can be in bad taste but that it does no

harm. Like the saying goes: "words are blown with the wind", but nothing could be further from the truth.

The way we speak, even at our most colloquial, reveals a lot about how we pigeonhole others. These portrayals are repeated and internalized, they become an accepted truth and have a direct effect on the lifestyles and bodies of boys and girls, of teenagers and of us all.

As women and as workers in the media we have to take control of this language and use it to change reality.

Because we are not willing to stand idly by pretending that words that belittle us, that degrade us, that defile us do not hurt. We want to consign them to history.

This guide provides advice on how to make that happen. We trust you will find it useful.

INTRODUCTION

This guide is a starting point to help men and women trade unionists work on **violent portrayals of women in the media** by questioning such issues as television programming and day-to-day use of language.

We are not seeking to establish a theoretical framework or analyse the media in depth, but **to provide some tools for classifying media violence as another form of violence against women and girls**; in this way we plan to prevent media violence going unnoticed because of its supposedly routine nature.

To this end we shall define some basic concepts such as violence, role models, stereotypes and we shall ask **questions about how men and women are depicted in the messages that surround us every day**, messages that also assail our fellow workers, our partners and our sons and daughters.

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Questions should prompt actions. Action should promote equality



Kids shouldn't watch too much tv

LEGO

WE WILL ASK OURSELVES SOME QUESTIONS

ABOUT THE INTERPRETATION MEN

AND WOMEN MAKE OF THE DISCOURSES

THAT SURROUND US EVERY DAY.

1. BASIC CONCEPTS

DEFINING GENDER VIOLENCE

- ▶ It is one of the most widespread and systematic abuses of human rights.
- ▶ It reflects the historically unequal balance of power between women and men which led to men dominating women, discrimination that placed obstacles in the path to women attaining their full potential.
- ▶ It is rooted in social structures based on gender rather than on individual action or random chance; **it is not limited by age, socio-economic group, educational attainment or geography; it affects all societies**; it prevents the elimination of gender inequality and discrimination throughout the world.
- ▶ Such acts of violence **perpetuate the inferior role assigned to women** in the family, workplace, community and society.
- ▶ It is **linked to** the role that each gender is supposed to play in society; **such roles can also cause violence against men and boys. However violence against women and girls is more widespread.**

DEFINING GENDER AND GENDER ROLES

Gender is an assortment of **economic, social and cultural factors and prospects** that relate to a person's sex at a specific time in history.

Gender **roles** are those attributes, behaviours and actions that are expected of a person because of their sex.

Gender differences are established and reinforced by cultural, historic, ethnic, religious and economic factors.

Gender roles differ over time and between cultures, and they can be changed.

FORMS OF GENDER VIOLENCE

Gender violence can be:

- ▶ Physical
- ▶ Sexual
- ▶ Economic
- ▶ Emotional/psychological
- ▶ Symbolic, i.e. the way in which a given sex is portrayed

HOW DOES THE PORTRAYAL OF WOMEN AND GIRLS CONSTITUTE GENDER VIOLENCE?

It can arise from the corpus of **tenets and beliefs that a culture considers valid and legitimate**; such beliefs are caused by the inequality between men and women and at the same time they perpetuate it.

Stereotypes, messages, icons and symbols that transmit and reflect domination, inequality and discrimination against women and girls are all expressions of inequality.

It is very hard to recognize and identify because we have internalized it, in other words most of the time these symbols have been incorporated into our very thought patterns.

These beliefs **internalize the relationship of power and domination**. These messages have become so commonplace that even women reproduce the images that oppress them, as these beliefs are imparted to us as soon as we are born as "the norm", as the natural order of things.

THE PLACES WE SEE VIOLENT PORTRAYALS

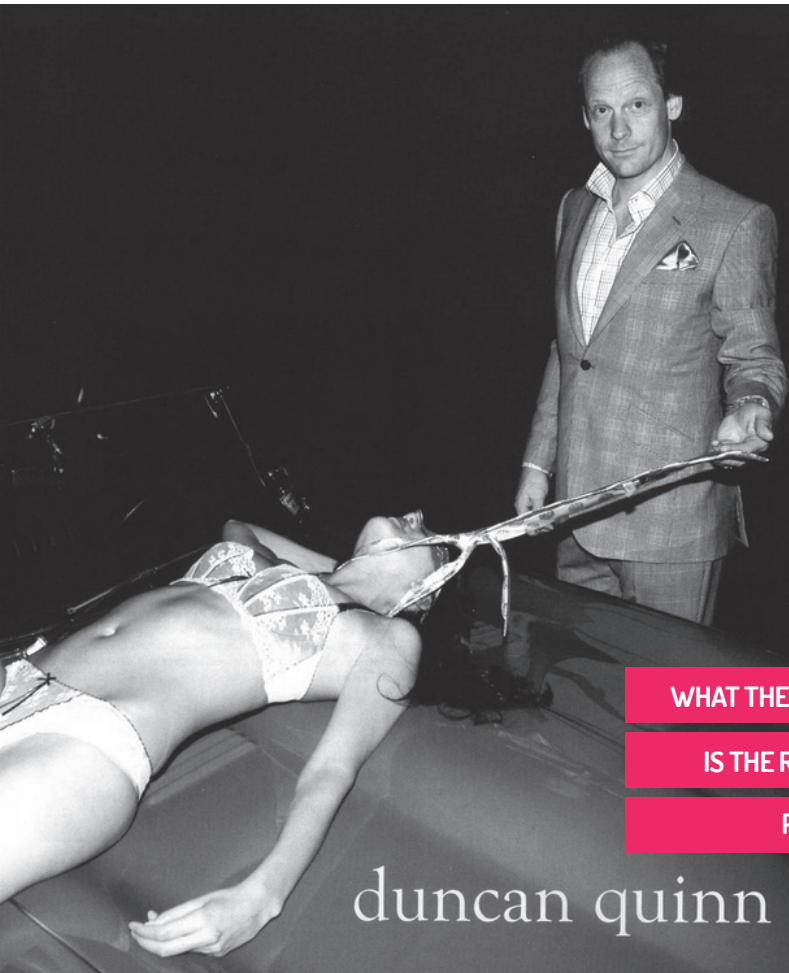
They are found in **all artistic expression** of a society, we encounter them in everyday language, in organizational and political discourse, but their most powerful vector is the mass media.

VIOLENT PORTRAYAL AFFECTS REALITY.

There are two sexes in the world, they have the same origin and they are different; there is no hierarchy, no power, no complementarity, no subordination; they are simply different.

It is not better or worse to have a man's or a woman's body; it is just different. There are millions of ways to be a boy or girl, a woman or a man, not just one.

However the way men and women are depicted turns this difference into inequality, the masculine is seen as more worthy, and this affects our everyday lives.



WHAT THESE BELIEFS NATURALIZE

IS THE RELATIONSHIP BETWEEN

POWER AND DOMINATION

duncan quinn

The messages and beliefs that are considered "normal" influence how we behave, how we see ourselves and others, how we position ourselves in our dealings with others, how we see our future prospects; all of this shapes how we relate to each other.

These beliefs even include physical violence against women.

LET US BREAK THIS VICIOUS CIRCLE

As our analysis has shown, violent images create an impact and they are found throughout a society's artistic expression. Their chief purpose is to sustain and reinforce inequality between men and women.

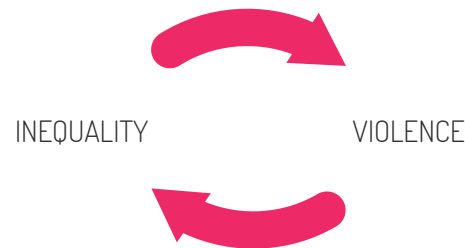
This inequality promotes gender violence of all types (physical, economic etc..).

Ultimately it is this violence that consolidates inequality.

Therefore:

Violent portrayal reinforces and re-affirms the conceptual foundations of inequality between men and women.

Inequality generates violence.



HOW TO COUNTER THE VIOLENT PORTRAYAL OF WOMEN

We need to extirpate such beliefs.

To do so **we must make people aware of the violent portrayals of women** by showing that the language and messages all around us depict the domination and marginalization of women.

We must **raise awareness** of the social structure of these beliefs, thus demonstrating that male violence is not the norm, that it is wrong to claim that men cannot control their strong urges ... or that women are passive, always on show and are sex objects.

We must identify and eradicate all messages that strengthen the stereotypes that place **men on the side of reason, politics, work, manufacturing and aggression** and women on the side of **attributes and roles deemed "feminine" such as emotions, love, home, children and submissiveness.**

These images make us aware of what might replace them. We can imagine and create new and different realities; they may not exist now but they could.

2. SPEAKING OUT

Activities that trigger thought, debate and action
We suggest you organize this as a group activity and that groups comprise men and women.

A. EVERYDAY LANGUAGE, EVERYDAY VIOLENCE

Images of violence pervade all manifestations of a culture; it is more present in our daily lives that we realize.

What makes this kind of violence so insidious is that it goes unnoticed because of its omnipresence and its constant repetition in many forms; furthermore people do not see the intrinsic violence of their own outlook.

Language is our primary social structure. We are born into language as we are born into the world and once we acquire language we live amid symbols. Gender roles and the beliefs they convey are part of our early learning.

It starts with the names we give to others, with the adjectives we use to describe or to render invisible. We grow up with these labels.

ACTIVITIES

"JUST LIKE A GIRL"

Let us start by thinking about the violent images we absorbed in childhood; as we have said we perceive the world via language laden with beliefs, stereotypes and role models.

We said that gender roles and stereotypes comprise a series of traits, attributes and behaviour that are expected of people because of their sex.

If we draw up a list of adjectives, which do you think would most frequently apply to girls and which to boys?

Show the list to the group and think about each adjective. If you disagree then decide by majority vote.

APPLIES MAINLY TO

	GIRLS	BOYS	EITHER
TENDER			
AFFECTIONATE			
INDEPENDENT			
INNOCENT			
STRONG			
CLEVER			
GOOD-LOOKING			
ACTIVE			
CALM			
OBEDIENT			
DELICATE			
NAUGHTY			
SMALL			
COOPERATIVE			
FLIRTATIOUS			

Look at the list of adjectives and assign each to boys or girls using common sense. Do they have the same connotation?

For example, if we say a girl is naughty does it mean the same as when we say a boy is

naughty? Or is it more negative? If we say a boy is delicate, is it negative or positive?

GIRL		BOY
TENDER AFFECTIONATE INDEPENDENT INNOCENT STRONG CLEVER GOOD-LOOKING ACTIVE CALM OBEDIENT DELICATE NAUGHTY SMALL COOPERATIVE FLIRTATIOUS		

Language is never neutral because words convey greater meaning than the simple dictionary definition. They carry all our cultural baggage.

Let's look at the picture from a recent advertising campaign.

What words generally describe the demeanour of these girls? Their clothes? Their body language? Their attitude?

Does the language we use have words to describe such behaviour in a girl? Do the words have a positive, negative or neutral connotation?



**LANGUAGE IS NEVER NEUTRAL, BECAUSE
WORDS ARE LOADED WITH MEANINGS
MUCH BROADER THAN WHAT
THE DICTIONARY DEFINES**





WHAT DOES IT MEAN TO DO THINGS "AS A GIRL"?

DOES THE PHRASE HOLD A POSITIVE,

NEGATIVE OR NEUTRAL CONNOTATION?

If you could go back to your teenage years or to childhood, what words would you and your friends use to describe this boy? How would you describe him?

Do these words carry a positive, negative or neutral connotation?

Let's think about the title of this section: "Just like a girl"

What does it mean to do things "just like a girl"?

Do these words carry a positive, negative or neutral connotation?

Why?

We must remember that the beliefs and images that apply to each gender affect how people behave. And they confine such behaviour.

What is more, people who do not display the attributes expected by dint of their sex are punished, even physically.

We would like to close this section by suggesting you look at the following adverts and think about the gender roles we learn from infancy.

TIDE

<https://www.youtube.com/watch?v=d2SRG8OqNqA>

ALWAYS

https://www.youtube.com/watch?v=zIT1XyD_pPQ

GROWN-UP THINGS

Our earlier activities looked mainly at childhood. We should now turn our attention to our behaviour as adults. Do we still carry the same preconceptions about gender roles? Do we use day-to-day language that strengthens prejudice? Are we aware of the symbolic violence inherent in some ways of thinking?

THIS IS NO JOKE.

A group discussion.

Have you ever heard macho jokes? Have you told them to others? Do you think these jokes really upset people or are they harmless?

For the men: have you ever told one of these jokes or made supposedly humorous comments? How did people react (they laughed, remained silent, expressed disapproval)?

How do you think the women present felt?

To women: do such comments upset you, do you ignore them or do you like them?

If they bother you, do you feel able to make your disapproval or annoyance clear to the person who made them?

If not, why not?

In a working group: are such "funny" remarks common? Do they cause offence in the workplace?

LET US RETURN TO THE ADJECTIVES.

We apply different adjectives to boys and girls according to social norms; similarly we men and women, tend to use certain words to describe our peers.

Let us consider this matter further.

What do we most frequently refer to when describing a woman?

- ▶ Her physical appearance.
- ▶ Her attitude
- ▶ Her skill
- ▶ Her behaviour towards others.

Let us consider a list of adjectives. In the light of our beliefs and those of our society which of these adjectives refer more to women and which to men? (It is a long list but participants can add more)

REFERS TO
WOMEN

REFERS TO
MEN

REFERS TO
BOTH

AGGRESSIVE

NICE

BOLD

SHREWD

BEAUTIFUL

CALCULATING

WARM

FLIRTATIOUS

UNDERSTANDING

COMPETITIVE

COMPLICATED /COMPLEX

CRAZY

EXPRESSIVE

FAMILIAR

BOASTFUL

FAKE

STRONG

HYSTERICAL

RASH

EXPRESSIVE

BROAD MINDED

LEADER

CLEAN

WEEPY

IMPOLITE

ABUSIVE

OBSESSIVE

MANIPULATIVE

MATERIALISTIC

OPPRESSED

PASSIVE

POWERFUL

ARROGANT

HELPFUL

SENSITIVE

SEXUALLY ACTIVE

SOCIABLE

SUBMISSIVE

CALM

VIOLENT

VULNERABLE

We should also consider the connotations carried by the words we apply to both men and women.

In other words, is it the same thing to call a woman and a man bold?

AGGRESSIVE

BOLD

SHREW D

CALCULATING

FLIRTATIOUS

COMPETITIVE

BROAD MINDED

WEEPY

SEXUALLY ACTIVE

SOCIABLE

CALM

As workers' representatives we should consider the actual effect of such descriptions when a man or a woman is seeking a job, promotion or trying to reach a leadership position. Are men and women on the same footing in terms of image? Or is inequality inherent in the very concept of gender roles?

WITHIN OUR ORGANIZATIONS

In the light of what we have seen and mindful that we are working to make our organizations more equal, let's us consider some of the areas where violent images might be present in the workplace. Sometimes because language reflects stereotypes and sometimes because language completely excludes a group (for example women).

Let us consider the following questions:

- ▶ Are our organization's documents drafted in inclusive language? In other words, are they couched in generic terms so as to include both men and women or do they refer to both sexes.
- ▶ Is there a policy on language use between co-workers? Are there penalties for derogatory language related to sexual freedom; to sexual orientation, to gender identity or other people's bodies?

▶ Is there an open forum for discussing such issues?

▶ Are there rules on inclusive language in collective agreements? Is there any policy in this area?

Some examples of language that ignores gender:

- ▶ Drafting in masculine language.
- ▶ Referring to trades and professions only in the masculine form (a gender value judgement).
- ▶ Referring to some professional activities only in female terms (which strengthens divisions in the workplace).
- ▶ Drafting in the masculine except when the issues directly involve women because of their social role based on gender (use of conciliation for example), when the measures apply to both men and women.
- ▶ Imbalance in the naming or establishment of categories. For example: using the masculine form for high-prestige jobs and the feminine for those further down the chain of command. This not only reflects vertical segregation, but it can also help create it by rank it can create it: Chairman or secretary, doctor and nurse, etc.

Finally, in reference to the use of adjectives and the use of non-inclusive language, let us consider this advert that deals with the subject.

<https://www.youtube.com/watch?v=-K2kfgW7708>

2. THE ROLE OF THE MEDIACOMUNICACIÓN

As we have said, there are millions of ways to be a man or a woman. However, the controlling discourse that predominates in society imparts certain structures of domination and **establishes just one possible type of woman and one possible type of man.** One of the most common ways this happens is by **stereotype.**

Nowadays the mass media are the main channel for spreading these stereotypes. In advertising, in the news, films and on TV. We are surrounded by messages that embody the way to be a woman or a man; in them women are often humiliated, belittled and suffer violence.

What is more, women's voices are excluded from the media. The media is man's business.

When analysing the media we can therefore ask two questions:

A. How are women and men portrayed? To put it another way, what does the media tell us about what it is to be a woman or a man).

B. How well are women represented in the media? What is their presence in the media organizations that play both a social and a commercial role that gives them such influence in the modern world?

A. THE WOMEN WHO SELL (WHAT WE ARE BEING SOLD)

The modern media belong to commercial conglomerates that have enormous amounts of capital, both economic and iconic.

Most of them are businesses so their prime aim is to increase their earnings, in other words to sell. Not only do they sell their advertisers' products, they also sell complex ideologies about how the world should be, including the role of men and women.

Advertising is perhaps the area of communication that produces and disseminates the most messages, it is

everywhere, in every media outlet, bombarding us with images.

It is this omnipresence that makes gender stereotypes so commonplace, which is why we i readily see them as normal.

A1. WOMAN AS MOTHER OR WOMAN AS OBJECT

Let us look at these pictures.

They are all taken from current or past adverts.

The game is



Ring around Rosie. Or Carol. Or Eleanor, etc. Fun. But you can only play if you wear Broomsticks's slacks. Hopnacks, twists, twills, flannels in blends of Acetate™ and rayon for permanently pressed good looks. Play styles. Game colors. To help make you a winner. But if you don't want to play our way—take off our pants and go home.



BROOMSTICKS

PLAY PRICE \$10. SLACKS BY GLEN GAIN, 16 EAST 24 STREET, NEW YORK CITY

#152-553, with strong low elastic sides, a down-stretching satin elastic back. White or Pink, \$16.95. The bra—#1041 at \$5.95.



Come out of the bone age, darling...

Warner's exclusive new STA-FLAT replaces pokey bones with circular springlets

WARNER'S takes the cave-man manners out of old-fashioned girdles—pinks, shoves, grates), removes those long front bones that dig into your midriff. Now essential, adorned with light springlets pocketed in the girdle's front panel. They're light and flexible—modern as every way of life, suitable as vitamins.

Far better control, too—STA-FLAT gives not just pinpoint support, like old-fashioned

bones, but firms a greater area with lively comfort. Bend, breathe, sit... STA-FLAT™ moves through the day with you, responds to every movement of your body... all with unbelievable lightness. And at the same time, it gives you extra support where you need it most (midriff, waist, tummy).

You don't need to wear armor to be a charmer. Warner's is happy to give the din-

near his due—but not on you. Come out beautifully, into the light, free wheel of today!

At your nearest store, here and in Canada.

WARNER'S

Bras • Girdles • Corsettes

HAVE SOME FUN. BEAT YOUR WIFE TONIGHT.

Then celebrate with some good food and drink with your friends. At your nearby BPA Fun Center—the bright, modern lanes that give you air conditioning and open bowling all summer long. And if your wife beats you, remember that your BPA Fun Center provides free lessons. Which is also part of the fun going on at your BPA Fun Center, all summer long.

Bowling's a ball at your BPA Fun Center.

from the Detroit News—submitted by Evelyn Forrest, Birmingham, Mich.

This Mother's Day,
Get Back To
The Job
That Really
Matters.



WHAT IS SAID ON THE MEDIA REGARDING
WHAT "A WOMEN SHOULD BE"

Keep up with the house
while you keep down your weight.

Don't lose vitality while watching your weight. Live right, eat right. Get vitamins and iron from TOTAL. Now TOTAL has more vitamins than any other cereal. A one-scoop bowlful gives you 100% of the minimum daily adult vitamin and iron requirements—plus a delicious crunchy taste.

TOTAL watches
your vitamins
while you watch
your weight





ou know you're not the first.

BMW Premium
Selection
Used Cars



Sheer
Driving Pleasure

www.bmw.gr



CADEAUX

A black and white advertisement for Love's Baby Soft. The top half shows a woman with curly hair holding a white teddy bear. The bottom half shows a collection of Love's Baby Soft products, including a bottle of lotion and several cans of spray.

Love's Baby Soft.
Because innocence is sexier than you think.

Love's Baby Soft® is also available. One bottle small, generous enough to be used in a bathroom. Four and five ounce. It may well be the most fragrant amount.

Love Cosmetics



Look good in all you do

(ce) | 780 989 0204 | www.fluid hair.ca
city by Edmontonians in SEE Magazine

fluid

WOMEN INSIDE THE MEDIA, WHAT

PLACE DO THEY HAVE IN MASS MEDIA



“Don't worry
darling, you
didn't burn
the beer!”

Schlitz



If your husband ever finds out
you're not "store-testing" for fresher coffee...

...if he discovers you're still taking chances on getting flat, stale coffee ... we're onto you!

For today there's a sure and certain way to test for freshness before you buy

A black and white photograph for a Chase & Sanborn Coffee advertisement. A woman is sitting on a wooden chair, leaning back with her legs raised and feet on the chair's back. She is holding a can of Chase & Sanborn Coffee. The can is prominently displayed in the bottom right corner. The background is a plain, light-colored wall.

A black and white photograph for a Dolce & Gabbana advertisement. It features a group of men and a woman in a dynamic pose. One man is shirtless and leaning over a woman who is lying on the floor. Another man is standing behind her, and two other men are standing in the background. The scene is lit with dramatic, high-contrast lighting, creating strong shadows and highlights. The Dolce & Gabbana logo is visible in the bottom center.



CAN SHE MAKE YOU
LOSE CONTROL?



NEW LYNX DRY
FULL CONTROL
48HR ANTIPERSPIRANT

WATCH THE VIDEO



IN ADVERTISING,
THE NEWS, THE MOVIES
AND TV WOMEN ARE
HUMILIATED, DENIGRATED
AND VIOLATED.





We're about to reveal something you'll really drool over.

What a tease. Arby's introduces exciting new menu items, including the Roastburger. It's the burger
none better. Unfortunately, you'll have to wait until March for the full mouthwatering experience.



I'm thinking Arby's.



American Apparel®



Original Red
INNE NIŻ WSZYSTKIE



Why would a woman want to wear Hanes Everyday pantyhose when she could wear pants?



Gentlemen prefer Hanes.

Available at four department and apparel stores. \$5.99 suggested retail price.



it's daring



it's audacious



it's the bolder look in shirts




envisioningtheamericandream.com






Beauty comes from within.
Fresh produce now half price.

COOP KONSUM
a healthy choice



THE MILK OF IRELAND





NOW WE CAN ARGUE

We should discuss what these images convey. What role do the characters play, what role do their bodies play? What is constantly happening in the images? Who is doing it?

We shall now look at a number of clichés in adverts so we can take a more critical look at the discourse that surrounds us and become aware of the same stereotypes. But we can also consider those messages that depart from the sexist cliché. Because it is possible to advertise in a different way. And this is what we would like to achieve.



SEXIST MESSAGES IN THE MEDIA:

► **Promote traditional roles for each gender:**

the woman as mother/wife/housewife whose qualities are tenderness, attentiveness, dependence, insecurity and indecisiveness. Such messages exclude women from significant economic decision-making (women look after the housekeeping and men take the "important" decisions); women are also portrayed caring for others, cleaning and preparing food.

The man is shown as provider, as a player in public affairs, whose traits are the ability to reason, the use of power, intelligence, boldness, independence, domination, strength etc..

Men take the important economic decisions and are shown in prestigious and authoritative professional roles.

► **Establish standards of female beauty that are synonymous with success;**

women are under great pressure to live up to this unrealistic norm.

A woman's body is portrayed as full of imperfections that she must correct if she's to be successful.

► **Female characters are depicted as inferior and dependent, which puts men in a position of domination and superiority.**

► **Women are portrayed as the projection of other people's wishes:** sons and daughters, husband, mother, boss...She has to satisfy them all, she has to be super-woman.

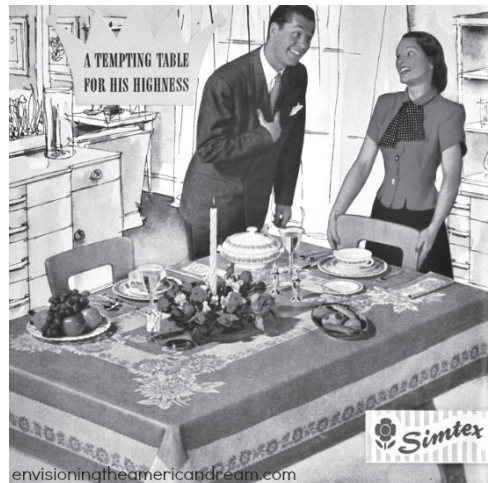
► **Women's bodies as object.**

The media uses a sexualized female body (they go so far as to use girls or women who look like girls) to catch the customer's attention.

Parts of a woman's body, or her whole body becomes an object (a bottle, an animal, food etc..)

An object has no thoughts of its own and can be used as we see fit. And when it comes to sexual objectification, a sexual object has no intellectual qualities or abilities, it is simply an instrument for another's sexual gratification.

► **They depict women as unable to control their emotions and reactions: hysterical, moody, lacking in common sense.** This justifies the violence against them. The man comes along to impose "sanity" and "reason".





A.2 CAMERA, ACTION

Let's take a look at the soaps, films and programmes we watch every day.

The list we used earlier can be used to analyse how women are portrayed on TV.

In films and series the female characters tend to play characters in complex plots. We can ask a series of questions that will help us analyse the programmes we watch, so we can identify both their overt and their subliminal message.

Do women play leading roles? Are leading women reduced to the traditional gender stereotype we considered above?

Are the female roles in the plot limited to their relationships with men?

Is there an age range among the main female characters (women of retirement age, women over 50)?

Is there ethnic diversity? Do the main characters have different body types? Are those with different body types stereotyped, humiliated or put down by the others?

Does it glorify violence in men? Does it glorify promiscuity in men?

Do the men play stereotyped roles? (professionals, breadwinners etc.)

Are there remarks, opinions or jokes that promote sexist stereotypes?

Is the programme written or directed by women?

A.3 EXTRA, EXTRA: VIOLENCE IS NOT LOVE

So far we have seen the essential role the media plays in creating beliefs and shaping attitudes towards the world. It does so in all its manifestations, from fiction to advertising.

However some of the messages deal with reality: news and current affairs.

Like the language we use, information is not neutral; it also contributes to creating and reproducing beliefs and values, some of which are based on stereotype.

We, who work in the media should promote analysis and training for those who handle and broadcast the news, particularly when it relates to gender violence in the public and private sphere, to ensure that they live up to their responsibility by creating equality in the media.

What to watch:

We said that gender violence reflects the dominance that men exert over women in order to maintain or increase their subordination. Therefore any analysis or newspaper article about gender violence should aim to shine a light on the processes and relationships of domination that create violence, and not simply stick to the narrative of the victim.

...ENDEMIC VIOLENCE AGAINST WOMEN IS MADE INVISIBLE:

Women are blamed for the violence they suffer: "you asked for it".

The aggressor's dominant relationship over the woman who suffers violence is rendered invisible.

We do not acknowledge that women suffer daily violence in cities around the world.

We downplay the harm and the after-affectseffects of violence In women's lives ("it wasn't serious ... he didn't rape her", "nothing really happened to her", "it was fine...she didn't die").

Men who commit violence against women are said to be suffering from psychological problems (incidents are described as moments of madness, passion, an attack of jealousy) or **the aggression is explained as something instinctive and uncontrollable** (men are unable to curb their sex drive).

Suggested remedies restrict women's freedom to lead their everyday lives (don't go out at certain times, don't walk in certain areas) and ignore the right to live a life free of violence.

In addition to gender stereotypes there are those linked to social class and age. They are the cause of myths spread about the victims of sexual violence, for example that victims are only young women, or that domestic violence only happens in the poorest sectors of society.

Acts of violence are trivialized as a private matter between individuals.

A.4 I WANT TO BE ...

In this final section we will look at the portrayal of women who become leaders.

From childhood on women learn that their role is as a homemaker and that there are some things they cannot do because they are girls. As they grow older they are told that they must be beautiful to be successful in society or they must fashion their body to conform to current notions of beauty. How likely are these girls and teenagers to believe they can become politicians, community leaders or entrepreneurs?

If despite being bombarded with messages that certain roles are not for them, women continue their quest once they are grown up, they will encounter many obstacles in their path (discrimination, harassment at work, the pay gap, the glass ceiling...).

Nevertheless more and more women are striving to reach these decision-making posts, and many women are working hard to increase the number.

There are women leaders, but still too few. Let's just look at these images ...





EVERY DAY THERE ARE MORE
WOMEN STRUGGLING
TO REACH POSITIONS WITH
DECISION-MAKING ATTIBUTIONS.



But, How are women portrayed once they reach senior posts or high office despite the odds? Are they on an equal footing with their male colleagues?

If we keep in mind everything we have seen so far, what are the attributes that will be used to criticize or describe women in power? Are they the same criteria that are used to criticize men in similar positions of responsibility?

Do you remember the adverts showing that while a man was "the boss" a women in the same position would be described as "bossy"?





THE REPRESENTATION
MADE OF WOMEN
WHO REACH A POSITION
OF LEADERSHIP



EXCLUSIVO A DOS AÑOS DEL FATAL ACCIDENTE
 LA FALSA NUEVA VIDA DEL RR.PP. COCAÍNA Y PROSTITUCIÓN VIP.
BLAS COELHO DENUNCIA A GABY ALVAREZ.

Grandes Best Sellers
 DE E. REGULO
 Lector 46
 Polvo patra mal
 de Aguiar

Robinson
 La verdad
 sobre
 los rumores
 del Central

NOTICIAS

**Crisis del despoer K
 EL NEGOCIO DE
 PEGARLE
 A Cristina**

El oportunismo de políticos,
 medios y hasta funcionarios
 transformados ahora en
 valientes opositores: Rodrigo
 Ojeda. Claras realidades y
 fantasía de una sociedad por
 conveniencia. Cita secreta
 Cristina-Redrado: "Te crees
 que soy boluda?". El ranking
 de los mayores panqueques.

**Kirchner: furia en
 Olivos y desplante
 a su esposa.**

Marie Franco vs. los Macri: 'Que me devuelvan mis hijos'
 Novia de Boudou: confiesa que se pasan el día hablando por teléfono

THERE ARE WOMEN WHO ARE LEADERS,
 BUT THEY ARE STILL FEW

Brasil

O PT PASSA O TRATOR. E MARINA RESISTE

Apunçados diante da perspectiva de deixar o poder, petistas adotam a tática de atacar Marina Silva a qualquer custo. O resultado é uma campanha contra nunca antes se viu neste país

A Bala de PT de apoio a Dilma...
 A balança de poder...
 A balança de poder...
 A balança de poder...

veja

A FÚRIA CONTRA MARINA

Marina Silva é o alvo de uma campanha de ataque...
 Marina Silva é o alvo de uma campanha de ataque...
 Marina Silva é o alvo de uma campanha de ataque...



More women now occupy decision-making jobs, yet the media still trivializes them.

The media talks about their private lives, their domestic arrangements or the way they dress. It also focuses on "female" issues (their family, clothing and hair) rather than on their ideas, their abilities or their political manifesto.

When talking about the family life of prominent women, the focus is on whether they can still be a good mother and raise children in their position of power. Such criticism is rarely levelled against their male colleagues (their role as fathers, their ability to strike a balance between public and family life).



And on the physical side, again, there is constant reference to their clothes, hair and even to their sex lives.

We observe that women who have attained power are subject to criticism whatever their achievements.

If they are feminine they are likened to the image of the "easy", licentious women. Or the media focus only on their beauty, their sensuality and their clothes whilst ignoring their intelligence and their ability to convey ideas.

If they do not comply with the ideals of femininity or beauty, they are depicted as witches or the wicked fairy in children's stories. Or they are labelled as too "masculine".

If they raise their voices to be heard they are hysterical, if they are not courageous enough they don't have "what it takes" to do the job.

Even before a woman has a chance to express herself or demonstrate her abilities she is at a disadvantage against a man trying to reach a powerful, decision-making position.

Again we see the violence contained within images that legitimises inequality. Inequality in turn fosters violence.

B. WE MUST SPEAK OUT. WE MUST RAISE OUR VOICE

We have argued and demonstrated that the way women are portrayed in the media reproduces certain stereotypes that simply compound the inequalities that already exist in our societies.

How could we break the vicious circle we've identified?

By rendering the unseen visible.

Those of us working to create equality of opportunity and treatment for all could coordinate more effectively with other organizations in developing policies that will shed light on these issues.

We can monitor the media and find ways to compel it to convey greater equality in the messages it disseminates.

We should not simply accept the media's denigrating and humiliating messages that promote many kinds of discrimination (not just of gender).

We should talk to governments about creating policies that take a more universal view of information and communication; by taking different voices into account and avoiding stereotypes we will democratize information and communication.

As we have said, the media increasingly promotes products, putting it in thrall to the profit motive of the companies that produce them.

We should not forget that information is a human right. It is our right to have our voices, our opinions and our view of the world heard.

MORE WOMEN IN THE UNIONS, MORE WOMEN IN THE MEDIA

A survey done by the International Women's Media Foundation (IWMF) found that women account for only 36 per cent of journalists and occupy only one quarter of the managerial jobs in the media.

Therefore if we want to produce a discourse that includes the voice of women, women's opinions

and to eradicate stereotypes and violent images, we need more women in the media. We need more women making decisions and more women representing the trade unions.

Democratizing information goes hand-in-hand with gender equality. To achieve both we media workers must:

- ▶ Promote the training of women and gender equality in the media in order to guarantee more and better representation of women in decision-making roles and in editorial departments.
- ▶ Act to protect women journalists from violence and abuse.
- ▶ Promote media content that takes gender into account and establish monitoring.
- ▶ Promote research on women in the media.
- ▶ Promote and monitor media coverage of violence against women and girls.

MORE VIDEOS

You are

<https://www.youtube.com/watch?v=WWTRwj9t-vU>

<https://www.youtube.com/watch?v=EF54FNkdyIE>

Dancer

<https://www.youtube.com/watch?v=6UHOJARzEWw>

Like a girl

<https://www.youtube.com/watch?v=XjJQBjWYDTs>

<https://www.youtube.com/watch?v=xH-9nWaqpws>

What would you change (with ss?)

<https://www.youtube.com/watch?v=f0tEcxLDDd4&feature=youtu.be>

https://www.youtube.com/watch?v=1UfQ-Cps_CI

Gap

https://www.youtube.com/watch?v=zIT1XyD_pPQ

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http://www.unesco.org/new/en/media-services/single-view/news/alliance_calls_for_strong_global_gender_and_media_agenda-1/#.VkkqK_t8vdAY

https://en.unesco.org/sites/default/files/media_and_gender_scholarly_agenda_for_gamag.pdf



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