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Programme: M.A Gender Studies

Course Title: Gender Representation in Media
Code: CC-VII

Unit- I-Media Advertisement; Gender Portrayal

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Introduction

- ▶ **Overview of the topic:** Analyzing the role of media in shaping gender norms.
- ▶ **Importance:** Media is a powerful tool in either reinforcing or challenging gender stereotypes.
- ▶ **Objective:** To discuss gender inequality, feminist theories, women's empowerment, and alternative media representations.

Women, Media, and Society

- ▶ **Historical context:** Media has long been a tool for shaping societal norms, often reflecting patriarchal values.
- ▶ **Impact of media:** Both reflects and reinforces gender inequality, with traditional roles for women.
- ▶ **Evolution:** Media is gradually shifting to more diverse portrayals, but stereotypes persist.

Gender Inequality and Its Sources



- ▶ **Sources of inequality:** Cultural, social, and economic factors contribute to unequal gender roles.
- ▶ **Media's role:** Often perpetuates stereotypes by portraying women in limited, traditional roles.
- ▶ **Examples:** Women are frequently depicted as homemakers, caregivers, or in secondary roles compared to men.

Women in Television and Families

- ▶ **Traditional portrayal:** Women often portrayed as caregivers or in domestic settings.
- ▶ **Changing roles:** Modern TV is slowly moving toward more empowering depictions, showing women as leaders, professionals, etc.
- ▶ **Impact:** This influences societal expectations, but change is still slow

Women in Literature and Arts



- ▶ **Historical marginalization:** Women's voices in literature and the arts have been historically underrepresented.
- ▶ **Feminist contributions:** Feminist writers and artists challenge these norms and provide alternative narratives.
- ▶ **Cultural shift:** Women's contributions are slowly being recognized in mainstream literature and art.

Women and Media Culture

- ▶ **Identity shaping:** Media is crucial in shaping women's self-perceptions, body image, and social roles.
- ▶ **Stereotypes:** Advertising, TV, and films often propagate unrealistic beauty standards and limited career choices.
- ▶ **Empowerment potential:** Media also has the power to challenge these norms and promote diverse, empowering images.

Mediated Images of Women in Contemporary Society

- ▶ **Analysis of contemporary portrayals:** Media today still often depicts women as objects of desire, nurturing figures, or passive subjects.
- ▶ **Impact on identity:** These portrayals affect how women see themselves and how they are viewed by society.
- ▶ **Changing narratives:** Newer portrayals are increasingly complex, showing women as empowered, diverse, and multifaceted.

Thank You!