



**Bharathidasan University
Khajamalai Campus
Tiruchirappalli-620023
Tamil Nadu, India**

Programme: M.A Gender Studies

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

Unit- II-Feminist Communication Theories

**Prof.N.Murugeswari
Director & Head
Department of Women's Studies**

Gender Construction in Media

- ▶ **Media as gender builder:** Media not only reflects gender norms but actively shapes them by creating and maintaining stereotypes.
- ▶ **Examples:** Ads showing women as caretakers or men as action heroes; these reinforce traditional gender roles.
- ▶ **Impact:** Perpetuates rigid roles for both men and women, limiting societal progress towards gender equality.

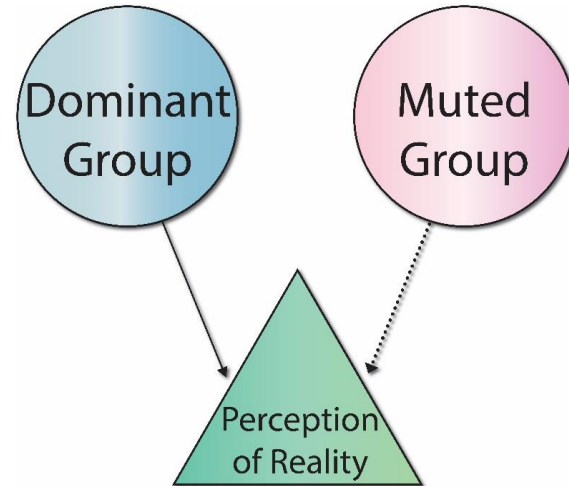
Feminist Communication Theories: Overview

- ▶ **Theories as critique:** Feminist communication theories challenge dominant narratives and highlight gender bias.
- ▶ **Goals:** These theories seek to give a voice to marginalized groups and promote gender equality.
- ▶ **Relevance to media:** Feminist perspectives offer tools to analyze and critique gender portrayals in media.

Structuralism and Feminist Communication Theories

- ▶ **Structuralism:** Views media as a system of signs that reflect societal power structures.
- ▶ **Feminist critique:** Structuralism often overlooks women's voices, reinforcing gender hierarchies.
- ▶ **Feminist revision:** Feminist theorists argue that gender should be considered in analyzing media structures.

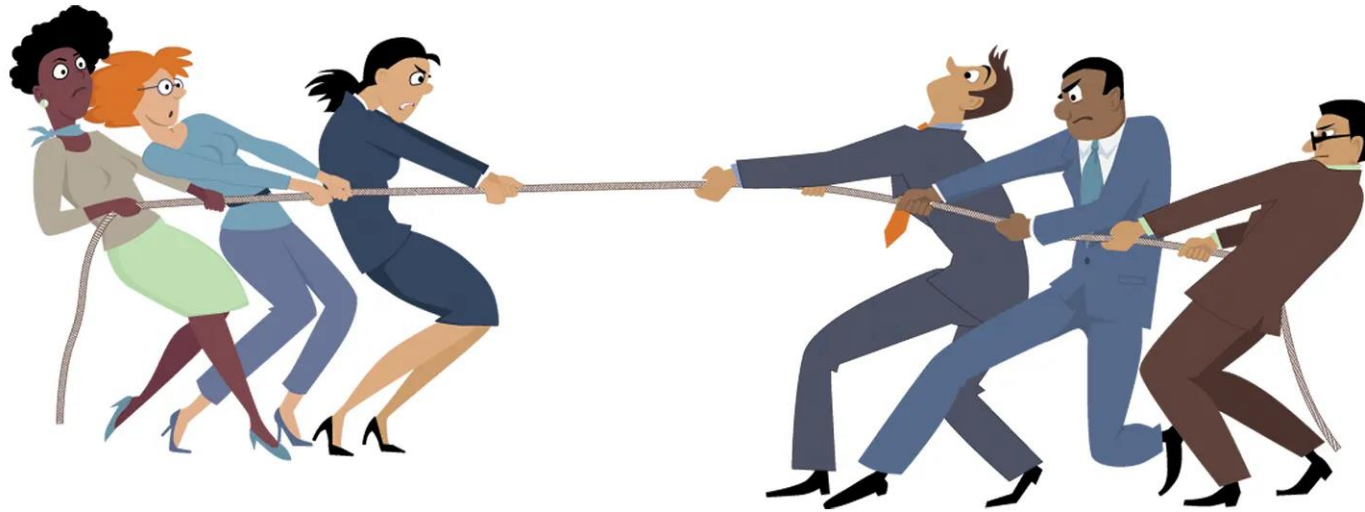
Muted Group Theory



- ▶ **Theory overview:** Women, as a "muted group," are excluded from mainstream discourse.
- ▶ **Impact on media:** Women's perspectives are often marginalized or distorted in media.
- ▶ **Example:** Women's issues are often trivialized or ignored in mainstream media, which prioritizes male voices.

Standpoint Theory

FEMINIST STANDPOINT THEORY



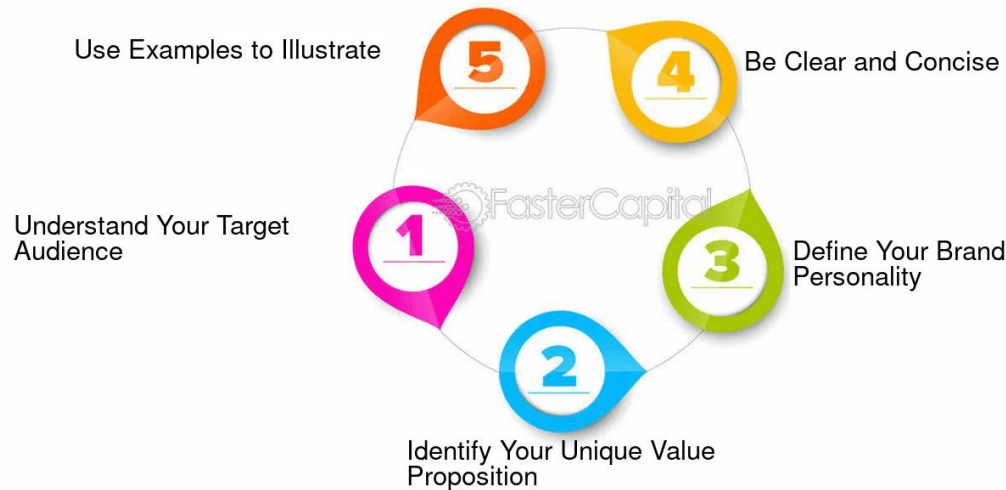
- ▶ **Theory overview:** People's perspectives are shaped by their social positions (gender, race, class).
- ▶ **Feminist viewpoint:** Women's standpoints offer unique insights into social issues, often overlooked in mainstream media.
- ▶ **Media implications:** Including women's perspectives creates more balanced, inclusive narratives.

Post-Structuralism and Feminist Communication



- ▶ **Post-structuralism:** Challenges fixed meanings and essentialist views of gender.
- ▶ **Feminist critique:** Argues that media constructs and reinforces gender roles, rather than reflecting inherent truths.
- ▶ **Post-structuralist media analysis:** Focuses on deconstructing these portrayals and revealing how gender is socially constructed

Performance and Positioning Theory



- ▶ **Performance Theory:** Gender is not innate but performed through actions and language.
- ▶ **Positioning theory:** Explores how individuals are positioned within social and media narratives.
- ▶ **Implication for media:** Media can either reinforce or challenge these gender performances, shaping public perception.

Transgender and Cyborg Theories

- ▶ **Transgender theory:** Challenges binary gender roles and advocates for more fluid representations.
- ▶ **Cyborg theory:** Combines gender with technology, challenging traditional boundaries of gender.
- ▶ **Media's role:** Both transgender and cyborg perspectives challenge traditional media portrayals of gender and identity.

Thank You