**VIDEO NOTES- NEGATIVE GENDER STEREOTYPES**

* Teenagers spend 31 hours on TV, 17 hours on music, 10 hours online a week
* Shapes Politics, discourse, children’s lives
* Impact of media on different genders of people – it’s important to analyse what stereotypes the media creates.
* Media messages can have powerful impacts on people.
* Impact of media on women’s image
* 65% have an eating disorder, depression among girls doubled between 2000-2010.
* An impossible standard is set for young women. Young men start judging women harshly because of these media messages. This must change.
* Image of ‘perfect’ women is shown. People do not feel good enough when in reality they are.
* Political economy of media. How they want you to be somebody you’re not.
* American women spend more on beauty than education. 12-15k USD
* Lower confidence, GPA, more eating disorders. Disempowerment.
* Political efficacy means having a voice in politics. Because of media, women might not stand for office.
* 2010 is when women did not make gains since 1979
* Only 34 women served office.
* The US has some of the least women in government in the world
* The worst rules- In 9 states, domestic abuse can be considered a pre-existing condition in the US
* Female Candidates must be present and a psychological breakthrough is needed.
* Deep gender biases at young ages. Even girls vote for a male candidate in small elections.
* What you see is what you get an idea of what you can do
* 68% of viewers of a female president movie are more likely to accept a female president.
* Only 16% of protagonists in movies are female
* The media gives men the idea they are powerful and should be in control
* Appear to empower women but in fact are not actually doing this.
* It’s important that people know outward appearances do not matter
* Reality TV is the backlash against women’s rights
* Ironically, the greater the power women get, the more the backlash
* What women DO is not considered, although it is incredibly important to consider that.
* Media bias- Women will get negative verb in newspapers, magazines
* Emotional aspect – The media portrays women as ‘too emotional’. They are shown as not tough enough. This ‘idea’ presented by the media must change.
* Women only own 5.8% of TV and 6% of radio networks.
* There is denial about the status of women in film
* Only 16% of directors, cinematographers etc are women
* Only 20% of news stories are about women
* Symbolic annihilation
* The media can be an instrument of change or maintain current state of affairs. It depends who tells the story.
* Advertising and capitalism link.
* 1963- Equal pay Act
* Later- National Org of Women
* 1974- Women can play baseball, join the military
* 1982- Ratification of equal rights fails because of 3 states failing to ratify it.
* More content, fewer limitations came about
* Marketers dictate cultural norms
* Advertisers are men so they show content demeaning women. The law is not acting against these people. Laws need to change to stop this.
* Media violence increases media behaviour
* No accountability
* Rape survivors suffer depression and anxiety
* How can the youth be expected to stand up against abuse when they never observe their parents do it? They never see it in media either.
* In the US, 70% of women working are moms but they have no healthcare benefits.
* Know who you are, have confidence in yourself
* Every voice counts. Equal opps must be given.