

LEARN MORE MEDIA

There is much research on the effects of media on sexually violent behavior and myths that are proliferated by popular culture (refer to pg 14 of [Overcoming Barriers Rape myths and facts about sexual violence are endorsed and reinforced through the media](#)). “The impact of violence in media is beyond debate”.¹

The article Challenging the Proliferation of Media Violence in Education Today² offers a summary of the issues as well as resources for further reading.

Repeated exposure to violent media [...] reduces negative feelings that normally arise when observing someone else get hurt. In other words, people become desensitized to violence. Exposure to violent media teaches people that aggressive retaliation is good and proper.³

Rape myths are often endorsed and reinforced through the media^{4 5}. Some would argue that the dehumanization of women in media has worsened and that we are increasingly desensitized to the social attitudes that reinforce a [rape culture](#)⁶. The term “rape culture” was first used in the 1970’s by women antiviolence activists and numerous writers have participated in discussions about the term.⁷ It has been discussed recently in a Globe and Mail article <http://www.theglobeandmail.com/news/national/education/whats-rape-culture-calling-it-as-it-is/article17463232/>. The concept of rape culture means that sexual violence is embedded into our culture so much so that comments depicting stereotypes may be made without initially noticing their impact⁸ and images depicting the subordination of women are both commonplace and largely ignored to the point of being almost undetectable. The term [ritualization of subordination](#)⁹ was coined also almost 40 years ago and is no less true today.

There are numerous on-line sources to explore on the topic of depictions of women and gender in the media:

This documentary, The Codes of Gender: Identity and Performance in Pop Culture, takes a contemporary view of Erving Goffman’s analysis of the restrictive and unrealistic gender binary depicted in western culture at: <http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=238>

One very new study investigated differences in gender display by male and female performers in music videos and analyzes the complexity of gendered nonverbal cues, presented as the norm, which are “often taken for granted and out of conscious awareness”.¹⁰ The researchers explore men’s nonverbal cues associated with dominance and power, women’s nonverbal cues associated with subordination and powerlessness. They incorporate additional research that indicates greater acceptance of adversarial sexual beliefs among young men and women and more tolerance toward sexual harassment on the part of some female adolescents, despite changes in society and an overall increase in the status of women.¹¹

More to explore:

Gender Roles in Films

¹ Jaffe, P. (2007). Challenging the proliferation of media violence: A call to action for educators, parents, students and our communities. *Education Today*. (19(1), 24-27). - See more at: <http://www.learningtoendabuse.ca/sites/default/files/Education%20Today%20%20Spring%202007-%20mediaviolence%20.pdf>

² Jaffe, P. (2007). Challenging the proliferation of media violence: A call to action for educators, parents, students and our communities. *Education Today*. (19(1), 24-27). - See more at: <http://www.learningtoendabuse.ca/sites/default/files/Education%20Today%20%20Spring%202007-%20mediaviolence%20.pdf>

³ Victim’s Justice Fund (2004), Action Agenda: A Strategic Blueprint for Reducing Exposure to Media Violence in Canada at: http://www.thefreeradical.ca/Action_Agenda_November_2004.pdf

⁴ Sampert, S. (2010). Let me tell you a story: English-Canadian newspapers and sexual assault myths. *Canadian Journal of Women and the Law*, 22(2), 301-328.

⁵ Franiuk, R., Seefelt, J.L. & Vandello, J.A. (2008). Prevalence of rape myths in headlines and their effects on attitudes toward rape. *Sex Roles*, 58, 790-801.

⁶ http://en.wikipedia.org/wiki/Rape_culture Add to glossary

⁷ Refs for Andrea Smith, Buchwald, Brownmiller and hooks on this.

⁸ Cop apologizes for ‘sluts’ remark at law school http://www.thestar.com/news/gta/2011/02/18/cop_apologizes_for_sluts_remark_at_law_school.html

⁹ Goffman, E. (1976) *Gender Advertisements*. New York : Harper & Row

¹⁰ Wallis, C. (2010) *Performing Gender: A Content Analysis of Gender Display in Music Videos*. Springer Science+Business Media and Sage (not actually available on line... research)... how to cite? <http://link.springer.com/article/10.1007%2Fs1199-010-9814-2#page-1>

¹¹ Wallis, C. (2010) *Performing Gender: A Content Analysis of Gender Display in Music Videos*. Springer Science+Business Media and Sage (not actually available on line... research)... how to cite? <http://link.springer.com/article/10.1007%2Fs1199-010-9814-2#page-1>

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

How Media Failed Women in 2013

<https://www.youtube.com/watch?v=NswJ4kO9uHc>

Killing Us Softly 4 trailer

<https://www.youtube.com/user/ChallengingMedia>

The Three S's: Women in Film

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