

# How Men and Women Treated Differently in Media

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**Abstract**— Media plays a critical and powerful role in the development of public consciousness because of the ability of mass media to fix different stereotypes and concepts in the public opinion. In the present modern world, the life pace has increased to a significant level due to which, the flow of information has increased and in this regarding stereotypes have significant importance for the normal function of society. Thus, media can play a considerable role in the cognition process and different things happening in the world to make effective decisions. The role of media in the process of communication is very high and they are associated with the homogeneous phenomena to present different facts and also allow the exchange of information. The gender stereotype can be accelerated by the mass media as the media treat and present men and women in a different way (Wolf, 2013; Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011). Gender stereotypes fulfill all the above mentioned functions, accumulating the experience of generations with respect to the behavior of women and men, their character traits, moral qualities, etc. Gender can be described as the specific set of cultural characteristics that determine social attitude and behavior of men and women, as well as their relationship with each other. Gender in the specified term is description of the relations between them, way of social construction of these relations and in the present world, gender in mass media is described as social identity and equality. The concept of gender stereotypes is closely connected with the notion of gender and internal attitudes towards the women and men in society, their social tasks and functions. The socialist ideas of women's active participation in society, the type of "worker and mother", and an active participant in communist construction are some of the dominant pictures presented by media. Often in the media, men and women, as well as the role of women in media organizations, are stereotyped (Merchant, 2012). Gender stereotypes are one of the types of social stereotypes, based on the accepted in the society notions of masculine and feminine and their hierarchy.

**Index Terms**— Men, Women, Media, Relationship, Organizations, Advertising, Gender Stereotypes

## 1 INTRODUCTION & DISCUSSION

THE predestined aim of this paper is to describe the differential treatment of men and women in media. The problem of defining sexist stereotypes is not as simple as it may seem, because often they are very veiled.

Media is the most powerful and pervasive tool, which affect the perception of men and women and impose a significant impact on the consciousness of the person. Most of media perpetuate limited, wrong, and unrealistic image of different things. The presentation of gender by media has affected the perception of society towards gender. Among different aspects, which presents that women and men are presented differently in media is that women are underrepresented in the media as women are portrayed as unimportant, while men are considered as the cultural standard. On the other hand, another important point of consideration is that women and men are portrayed in a stereotypical way. In addition, relationship deception presented by media has also a significant influence on the daily life (Brownmiller, 2013).

The ideology of the "natural destiny of a woman" again came to the fore. Some of media platforms are working to make positive attitude towards the revival of the traditional role of women as guardians of the home under the flag of strengthening the family and they are presenting new system of moral values, stating that women's emancipation has gone too far and a woman should return to her female mission. On the other hand, some of media platforms are using women as a state symbol of marketing. Especially vividly gender stereotypes are manifested in advertising. As a rule, a woman is served as follows: either as a detail of the kitchen interior and bedroom, or with innumerable washing powders and dish cleansers, or as a seductress, flirting and tempting. On the other hand, men are usually represented as a sexual hunter (Ali,

Krantz, Gul, Asad, Johansson, & Mogren, 2011). This is most clearly seen in commercials on TV and in this way; both men and women are presented in wrong way.

Advertising technologies of gender present different parts of the female body and made on the intimate parts of the body, half-open mouth, bare shoulders. "Female body," according to the researcher's observations, is used today only for gaming, body clowning. The success of advertising depends on the appeal to established gender constructs and stereotypes and also to the patterns of our perception of the inter-gender relations of a man and a woman unconscious at a rational level. Not surprisingly, this phenomenon is also reflected in political advertising. During the election campaign for the election, most of slogans present in media highlights the male dominance and statements like Politics is a male work are used on media (Desmond & Danilewicz, 2010; Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011).

The image of men in the present media is based on the non-restrictive style of behavior, rational abilities, competencies, skills, authority, and efficiency. Most of the men in media are presented as the formally or informally as businessmen associated with autonomy, success, and initiative. On contrary to this, women are presented as personality with excessive emotionality, less cognitive level, satisfying the needs of family and men. The media has presented that woman's business is the household and the upbringing of children. This stereotype has so strongly penetrated the male consciousness that women who try to realize themselves in public work or business are constantly confronted with it. Men make a career; realize themselves as individuals and public figures (Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011). And women raise common children and lead a common household, while also working

on unpromising low-paid positions.

Counteracting discrimination on the basis of sex in the media has presented that the status of women and the problems of gender equality are inadequately covered in the media, gender stereotypes and gender bias in the mass consciousness. The professional notions in the journalistic environment, has presented the fact that gender illiteracy hinder the comprehension of the idea of equality of rights and equality of opportunity for women and men. The responsibility of the media arises, especially in respect of observance of gender equality and human rights. This is because of the reason that media play a critical role in developing understanding of people about any issue or topic (Desmond & Danilewicz, 2010).

Unfortunately, the domestic media often ignore this aspect of their activities, abusing the principle of freedom of speech willingly or unwillingly, especially with regard to women's rights. Not only women are affected by gender stereotypes, but this difference in repressing men and women in media also impose significant impact on men. The taboos of emotionality, the stereotype of always a successful winner, the sexual giant, and so on, cause many men who do not want or do not know how to follow these stereotypes, stresses, feelings of failure, illness, finally (Coates, 2015). The consequences of the sexist stereotypes instilled by the media in the family, school, the media, lead to the formation of a kind of complex for 15-year-old girls. Since the successes of women in education and the intellectual sphere are often identified as evidence of a lack of femininity by the media, girls subconsciously fear success and thus lose "femininity".

The access of women to different platforms to express their opinions and interests in the media is extremely difficult. As a rule, men express the interests of women - they are very fond of asking what the happiness of women is, and they confidently answer: "In men." Women who have managed to say anything in the media are usually two extremes: on the one hand, they are those who peddle their natural female characteristics; on the other - those who are afraid of all women and deny their gender identity (Wajcman, 2013).

But apart from them there are others, women who say that the "myth of femininity" serves as a means of masking sexism and that the only way to be a real woman (like a real man) is to freely choose your path and not be the object of manipulation. These women are practically deprived of the right to represent their opinion in the media and there females are confronted with gender censorship. The real situation with the representation of women in the media can be qualified as a violation of the freedom of speech for women for at least two reasons: inaccurate or improper information presented by the media about women (stereotypical image) and lack or decreased accessibility of women as a gender group to the media. In this situation, it is necessary to bring legislation in line with international human rights standards, that is, the introduction of appropriate amendments to a number of laws, including the Media Law, the establishment of effective mechanisms for monitoring compliance with legislation, and education and training (Desmond & Danilewicz, 2010).

In general, in the usual media now the topic of women is not very popular. In the late 80-ies, women wrote much more,

and everything in the critical-deconstructive key. However, strangely, the critical pathos was not directed against a society discrimination against women, but against women, who were accused of forgetting their "natural destiny" and other sins. Women in the publications were represented through stereotypes of "women's destiny" (family, children, cuisine), human inferiority, immorality, "dirt" and sexuality (Braden, 2015).

In the 1990s, the stereotyping in the media intensified: the woman was considered to market either as a detail of the kitchen and child's interior, or in some of cases, women were presented as sexual object. All focus of media was to teach a woman to be a beautiful, sexy doll, and well-groomed and whose purpose of life is to be a man's fun and to please him. The problems of women that are presented in media are the ability to impose make-up and making body beautiful, have good sex and cook well, remove the psychological strain of a man, properly wash his shirts, and so on. As a cultural addition, astrology, handicrafts, and stories about the life of artists are offered. Social or moral problems, there are no stories about the real life of real women. On the other hand, the male are presented as the symbol of power and strength and who can allure any woman (Brownmiller, 2013; Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011). Unfortunately, the creators of women's images rushed from one extreme to another: the previously implanted image of a politically literate and conscious producer in the process of democratization was replaced by images of a female model and a mother (Campus, 2013).

A stereotyped view of a man can be used as a means of political ideology as man are considered as politically powerful. In addition, our media also represent men as ideologist having competencies and capabilities to have political career. When a description of the game for training of observation is placed on one page under the title "Dad with a son - smart", and next to "For you, women" are culinary recipes, this is a hidden use of sexist stereotypes. Recent advertising on TV: "The encyclopedia for girls will teach them to be real women - beautiful, able to use cosmetics, to cook and lead a house well. Encyclopedia for boys will teach them to be smart, strong ... ", and so on. And even the everyday utterance of the type: "All women by nature itself are meant to indulge the husband, give birth to children and lead the house" in accordance with the international legal standards in the field of human rights adopted today, is a sexist stereotype (Desmond & Danilewicz, 2010).

Women in advertising only clean, wash, clean, prepare, change diapers for children, and also take care of themselves to get rid of dampness, bad smells, dandruff, yellow teeth, constipation, and so on. And remember all these simpletons from advertising bouillon cubes or mayonnaise. Recently the image of "a modern woman who lives with the era of progress and achievements, and therefore opens up for herself" began to appear in advertising ... expensive French cream for wrinkles, pads, new washing powder, fryer ", refreshing tablets "Tick-Tak", and other, and other (Brownmiller, 2013; Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011). Honestly, it is difficult to understand what is more repulsive and offensive - the image of a stupid housewife or an ultra modern woman.

The distribution in the media of messages and materials,

including advertisements aimed at any direct or indirect restriction of rights or the establishment of direct or indirect advantages in recruiting depending on sex, must be considered as violation of the equality of women and men. The product is advertised using attractive sexual symbols or sexually attractive situations and in female body is used as sexual "bait". The prevalent situations are specialized advertising media where advertising of building materials, computers, cars, furniture and other industrial goods goes against the backdrop of beauties in seductive outfits or seductive poses. However, you will never find a nude male body in promotional materials of the same building materials or cars (an attractive man with a slight touch of sex appeal can only meet in the advertisement of men's underwear - but he will definitely be in shorts and a T-shirt, or even in a suit, under which he hides the underwear of the advertised firm (Szell & Thurner, 2013). However, now the ads are already used and seductive for someone round and soft ass children - again, it's not about advertising diapers.

In a situation of sexualized advertising, a very simple scheme operates: on the one hand, an attractive female body makes the product that is advertised in this way attractive and on the other hand, buying a parquet board or ceramic granite. Due to the influence of such advertising, the consumer subconsciously as it were buying (appropriating) and a beautiful woman from the advertising picture (Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011). One of the journalists directly explained "sexual instinct as an advertising engine" on the example of advertising lighters "Zippo". The researchers have described that understands that in the sexualized advertising the female body acts as a bait, a product and at the same time a reward to the buyer, but nevertheless does not see the problem here: "eroticization of advertising. Advertising, containing a stereotyped image of women and men and / or using the sexual image of women and their bodies, violates the legislative norm of equality. The advertiser and advertising producers must ensure that advertising does not violate the principles of gender equality and does not imply demeaning statements or descriptions of women or men for any gender in degrading dignity of form (Brownmiller, 2013).

The issue of regulating the representation of sexually explicit materials in the media is debatable in many countries. Freedom of speech led to the removal of taboos on the topic of sex (including in the media), and the democratization of society to liberalize social norms in the field of sexual morality. However, this has imposed a negative impact in several aspects (Szell & Thurner, 2013). However, it should not be forgotten that the revolutionary destruction of untenable (outdated) social norms and standards always leads to the fact that society for a while does not exist at all without generally accepted norms and rules, in a state of some social anarchy (Wolf, 2013; Ali, Krantz, Gul, Asad, Johansson, & Mogren, 2011).

## CONCLUSION

This paper has described the differential treatment of men and women in media. The problem of defining sexist stereotypes is not as simple as it may seem, because often they are very

veiled. Often in the media, men and women, as well as the role of women in media organizations, are stereotyped. Gender stereotypes are one of the types of social stereotypes, based on the accepted in the society notions of masculine and feminine and their hierarchy. Often, gender stereotypes presented in the media are sexist in relation to women. The presentation of gender by media has affected the perception of society towards gender. Among different aspects, which presents that women and men are presented differently in media is that women are underrepresented in the media as women are portrayed as unimportant, while men are considered as the cultural standard. The media professionals must provide the support in improving their understanding of gender equality, increasing gender sensitivity in reporting events and building up the professional capacity of women journalists with a view to enhancing their participation, strengthening the exchange of knowledge and improving the prospects for their career development. Different organizations also work to protect freedom of expression, counteracting gender discrimination in the media. Creating an open democratic society is impossible without overcoming sexism - that is, discrimination based on gender. Sexism is a position or action that belittles, excludes, underestimates and stereotyped people on the basis of gender. Sexism in the media is an orientation that places unfavorable conditions on one sex in relation to the other. It is important to educate media professionals about their responsibility in development of society by presenting positive image of men and women. The media must follow the morals of raising women's modesty instead of presenting her as a thing of pleasure or a beautiful or sexy doll, whose purpose is just to allure a man.

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