

Media and Gender

Media such as TV shows, movies, songs, and advertisements are the things we see almost everyday in our life. These different type of media also connect to education, such giving the information that they`ve given to the audience and the readers. In general, the media has hurt women by showing their sexuality, by giving them no rights or freedom, and sending a message that girls should not be as skillful as a men does.

Advertisement media has hurt women by objectifying them as a sex toy. From the Kitkat chocolate advertisement it says, "Break the boredom", with a women that wears a low cut suit with short skirt. At this point it shows that the women is the additional background object combining with the words break the boredom; which refers to the sexual message that the company of the advertisement has try to send to the readers; therefore, it uses women`s physical body to get the attention from the consumer on their products instead of focusing on introduce their product to the audience. According to "women as background decoration: Part 1- tropes V.S women in video games", from the video game companies, they use the women to promote video games. From this evidence of how company of a video game has grab a consumer`s interest by using women`s physical body that has seen as a background decoration; which in another words, the video game has objectify women as a sex toy in the game program to increase the game`s population. As a result, the media has hurt women by objectify them as a background or a sex toy, and this has influence the identity that boys has seen from a girl only as a sex partner.

Second, the media shows the weakness of a woman by not letting a female to own her rights and freedom, and mostly are shown as dominated by men. In the "Ford advertisement of cars" it shows the girls that has been tied by hands and mouth with the sexy dressing on

them that has been placed in the truck, and a man who is rising his hand with a “yeah” position in the front seat of the car. From this example it gives the point which shows that a man can take the control of women and also by owning them as a property; in another hand, it gives the idea of putting women as a subordinator characteristic to the modern society. According to “Nussbaum’s theory of objectification”, it shows that an image with girls in the vending machine and a man is buying the women from the machine. At this point it shows the non-freedom from the women by putting them as an object to buy it from a vending machine, also it shows the powerless that a woman’s identities have from the society in nowadays; which also gives an idea to the audience in the society that men should be the one who put control on females. As a result, as a gender of women has been hurt from the media by insulting their identity as a gender by showing the dominance from men and powerless or weakness from female; which also shows that women can’t defend themselves, and this has also impacted the general thought of the gender’s position in relationship, such that a man should own more freedom during the relationship while at the same time women have been restricted to their personal life from their boyfriend.

Media has also help women in the way of showing their skills. The evidence from the “pea’s advertisement” it shows the image of a woman holding on a dish of cooked peas. As we can see the position that the advertisement is showing may represent the identity of general women as a skillful woman, but there are only few media that may show the side of being a successful woman instead of showing their sexuality or their privilege as being sexy on their body. From the media freestyle rap battle article it says, “She was discovered and rushed to a local hospital, barely alive.” This evidence points out how skillful women in the reality of the media will get harm by misogynist, therefore, nowadays the society views the

female characters as suppose to be weak and not defendable; in another word is being a subordinate. In another way of saying it is that the media has given the people around the world a wrong message on the identities that females should own. As a result, the social media has hurt the gender women more by humiliating on both women`s skills; which people do not face the truth on how successful a women could be, and how mostly advertisement abuse on female`s sexual body to show their product, either both hurt women badly.

As a conclusion, the media has hurt women more than men by showing or misuse women`s physical body as a background object, not respect the women on not showing the rights and freedom that they should own like other people in the society, last, the media also gives a wrong knowledge about genders to the audience who watches the advertisement. Today, the society has been affect a lot base on the information that the media or advertisement has sent to people, such as the unfairness on the job benefits and salary from women; which in some company men and women owns same skills but paid by different wage.