███████ Gender Studies

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Media Hurting Women

Does media objectify women on purpose? In today's society, the media views and judges women for their outfits, make-up and appearance. If women are not beautiful, they often get hurt when people make cruel comments. Women nowadays can't say what they want, and they can't fight against men in the society. Some messages from magazines and TV tell men to treat girls as if they are powerless, property and disposable. These messages create the stereotypes and bias that made women weaker. In the TV show "Deal or No Deal", women are treated as if they are objects, and it shows media hurts women through objectification and men's control of females.

The first reason that shows media hurt women is that women were often objectified unintentionally. In the TV show "Deal or no Deal", women were told to stand beside a briefcase. The girls are dresses nicely and sexy with makeup on, posing like a model on the stage. But in the show, women are not the main character and they barely speak. This shows that women are objectified; they are objects beside the briefcase that have no use. Just like what Anita Sarkessian said in the article "Anita Sarkeesian bravely confronts sexist video gaming culture", she also states that video games present sexual female game characters that have nothing to do with the game itself. A lot of characters are even in the background of the game, and have no control on themselves. This means

that women are shown as objects in the videogame even though the game maker didn't mean to objectify women. As you can see, social media do hurt women by objectifying them unintentionally.

The second reason that shows social media hurt women is that men in the media controlled women. In the TV show "Deal or no Deal", male players chose the briefcase they want to open, and the women do it for them. This shows women are controlled and men have more power to make their own choice. Social media always put women and money together to attract men. This can hurt women by saying that they are weak and they are not being respected. Also, the idea of men controlling women are also found in the article "Freestyle Rap Battle", which shows a skilled black female rapper was killed and tortured by the black male rappers who are not as skilled as Female. This showed that men still want to have control over women, even if they are less skilled than women. Men often use strength and violence to force women to follow their rules and direction. As you can see, social media tells men to control women for their power, men use violence to torture women.

Some people say the TV show "Deal or no Deal" actually hurt men more than women. It's because that men are the ones who risk their chance and luck to make the right choice. And these men will lose and get judged by others if they make the wrong choice. On the other hand, more male players are found in the game, and people think women are less intelligent for this game. This reflects the problem of hegemony or men

controlling women with their dominant power. At the end, we can see that women are getting more harm from the media, even though men are also hurt.

In conclusion, social media does hurt women more than men, but the media didn't do it on purpose. The style of media is developed throughout the history, and it's hard to change and overthrow the ideas. People wanted beautiful things to be shown on TV and Internet, it's unintentionally formed idea in the society.   Women are objectified and controlled by media and men, and the show "Deal or no Deal" showed male's power over women, and men using women as tools. But overall, the media can attract more viewers if beautiful women are shown in the TV shows. This made beauty and appearance become more important, making more girls do everything just to be beautiful. Just like how the girls changed to be skinny, beautiful while they suffer from eating disorder and diseases. In this case, we should respect and accept all kinds of women in our society and they don't need to change or get hurt because of the media.