

Media and Gender Equality

Egalite Zom-Fam ek Media

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# Media Consumption

- 2 to 3 hrs per day of screen time
- TV = ideal babysitter?
  - Undirected, unaccompanied
- Schemas / patterns in representation of gender and gender roles

# Gender Representation

- Symbolic annihilation (no representation)
- Underrepresentation
- Misrepresentation
- Gross misrepresentation (stereotypes, sexism)

# Gender Bias Without Borders

## #1 Global Alert: Girls are Nowhere to be Scene

A total of 5,799 speaking or named characters on screen were evaluated, with **30.9% female** and **69.1% male**. This calculates into a gender ratio of 2.24 males to every one female. Turning to protagonists, only 23.3% of the films had a girl or woman as a lead or co lead driving the plot.



# Gender Representation

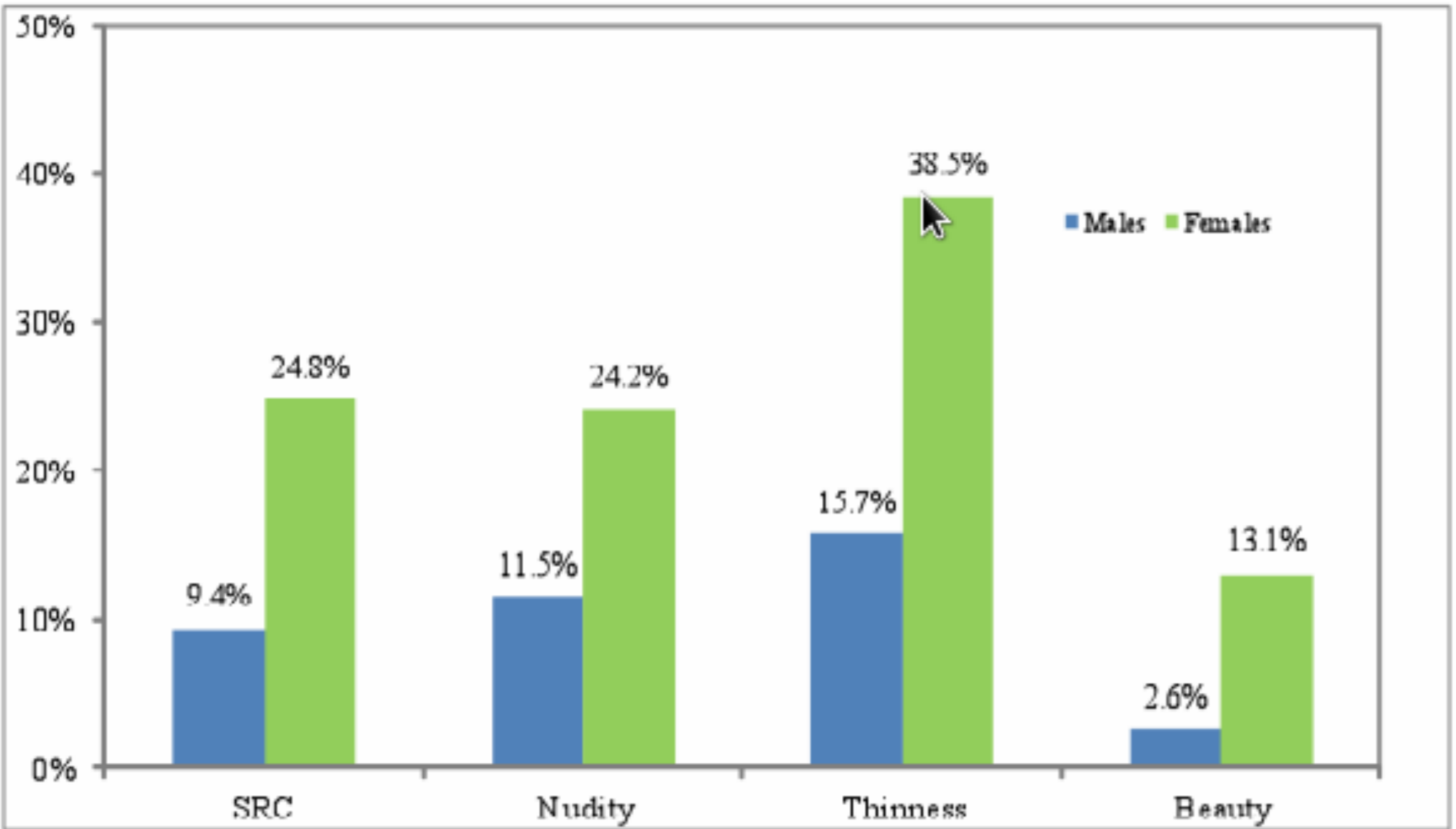
- Stereotypes about masculine / feminine / LGBT
  - appearance / bodies
  - roles (domestic / occupational)
- Lack of diversity in protagonists (gender intersecting with colour, social groups, orientation...)

# The Barbie doll domination (+ Ken)

- Objectification / hypersexualisation
  - Women: Slim with curves, flawless & fair-skinned, dressed & make up
  - Men: Muscular six-packs, fair-skinned

Figure 2

### Sexualization Indicators by Character Gender Worldwide



**#3 No Matter the Territory, Female Characters  
Cannot Escape An Emphasis on Appearance**





**#4 The Leering Lens:  
Fictional Females Aged 13-39 Equally Sexualized**



# The fairy tale narrative

- Despite liberation movements, underlying aspiration: Princess + Prince Charming
- Even news stories about business women refer to family (vs for men)
- Sports news: bimbo fans, WAGS, even athletes

**#6 Female Executives are an  
Endangered Species in International Films**



**#7 No Justice for Fictional Females  
in Law, Medicine, and Academia**



**#8 No Seeds Being Planted for  
Women and Girls in STEM With Males  
Outpacing Females by Over 7 to 1**

# Censorship does not work

- Makes it more appealing
- Some amount of pleasurable discovery should be allowed
- Consume together, discrete monitoring, discussion, comparisons...
- Be involved

# What to do?

- Sensitise media producers
- Progressively educate in media literacy (and sit with them)
  - How films and news are made
  - Point out inaccuracies, compare with real life
  - Be aware, discuss and diversify
  - Make it fun!

Princess is not a  
career choice!

Supreme Justice Sonia Sotomayor