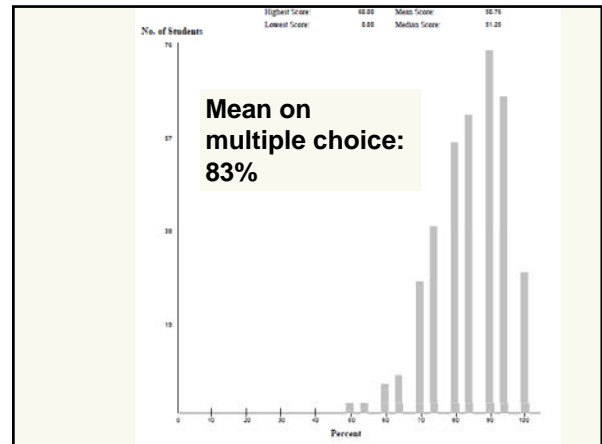


Housekeeping

- Exam 2 results



Housekeeping

- Exam 2 results
- Most missed questions from lecture!
- Non-print PDFs with answers posted on website
- Keep up the good work!

Grade Anxiety ?

- 10% Exam 1
- 15% Exam 2
- 15% Exam 3
- 25% Final Exam
- Recitation: 35% total



Ch 12: Gender & Sexuality

- Social Construction of Gender
- Working for Change: Women's Movements
- Social Construction of Sexuality
- Gender and Inequality

Dramatic opening example

- Woineshet Zebene, Ethiopia.
- “Quotidian cruelties”: everyday practice of violence and discrimination largely invisible and considered inevitable or even natural.



Social Construction of Gender

- **Sex** Biological differences between males and females
- **Primary sex characteristics:** anatomical traits essential to reproduction
- **Secondary sex characteristics:** biologically-based, but not essential to reproduction, can distinguish

- Our culture engages “dimorphic” model



- Presupposition of clear dividing line b/t 2 sexes



- Yet many exhibit physical characteristics that belong to “opposite” sex

- Fausto-Sterling (1993) suggests at least five sexes

- ~5.1 million cannot easily be categorized

- Instead, a continuum?

- **Gender** Social and cultural significance attached to those presumed biological differences

- A social distinction based on culturally conceived and learned ideas about appropriate

- Appearance
- Behavior
- Mental/emotional characteristics
- for males and females.

From Witt (p289)

- “sex refers to who we are as males and females; gender refers to what we become as men and women.”

- In this way, “....gender varies across time and space.”



Gender polarization

- Organizing of social life around male-female “ideals”
- “Ideal type”: “an abstract model of the essential characteristics of a phenomenon” (Weber, p115, bureaucracy)



Gender Polarization

- We’re actually a lot alike!
- Many of our differences are **SOCIALLY** created!

Gender Polarization



Gender Polarization

- We're actually a lot alike!
- Many of our differences are SOCIALLY created!



- Is makeup just for fun?
- "A woman without paint is like food without salt"

– Roman philosopher Plautus



VOGUE SWEEPSTAKES

Femininity



The physical, behavioral, and mental or emotional traits *socially constructed* to be characteristic of females.

Masculinity

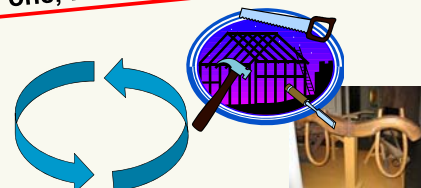


The physical, behavioral, and mental or emotional traits *socially constructed* to be characteristic of males.

"Gender" recently, poll results

- men: aggressive, strong, proud, disorganized, courageous, confident, independent, ambitious, selfish, logical
- women: emotional, talkative, sensitive, affectionate, patient, romantic, moody, cautious, creative, thrifty

"by year one, female infants p289 Witt"



- Parenting magazines

Socialization acts quickly !



Families model socially constructed gender roles

Hours in Child Care

Workdays	MEN	WOMEN
1977	1.8	3.3
1997	2.3	3.0

Non-Workdays

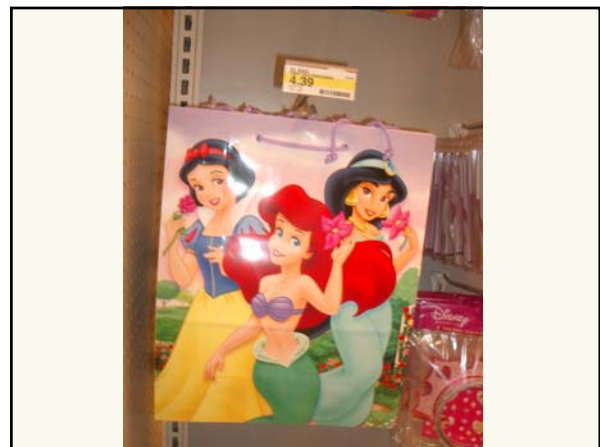
1977	5.2	7.3
1997	6.4	8.3

Hours in Housework

Workdays	MEN	WOMEN
1977	1.2	3.7
1997	2.2	3.1

Non-Workdays

1977	4.2	7.2
1997	5.1	6.1









**Shirts vs. Skins:
Clothing as an Indicator of Gender
Role Stereotyping in Video Games**


Berrin Beasley
*Department of Communications and Visual Arts
University of North Florida*

Tracy Collins Standley
*Department of Mass Communication
McNeese State University*

... uses content analysis to examine the portrayals of characters from the Nintendo 64 and Sony PlayStation 2 video games, similar to other media forms. Children and young adults may use to determine gender roles. ... considered appropriately masculine and feminine. ... sex bias in the number of male versus female characters coded, only 82 (13.74%) were women. ... most number of female characters, and the majority of clothing that exposed more skin than the male c

Mattel's Barbie





- "Math is hard!"
- "Will we ever have enough clothes?"
- "I love shopping"

"Gender" recently, poll results

- men: aggressive, strong, proud, disorganized, courageous, confident, independent, ambitious, selfish, logical
- women: emotional, talkative, sensitive, affectionate, patient, romantic, moody, cautious, creative, thrifty

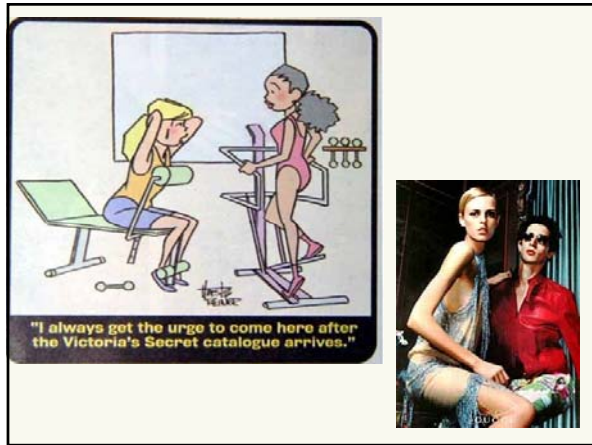
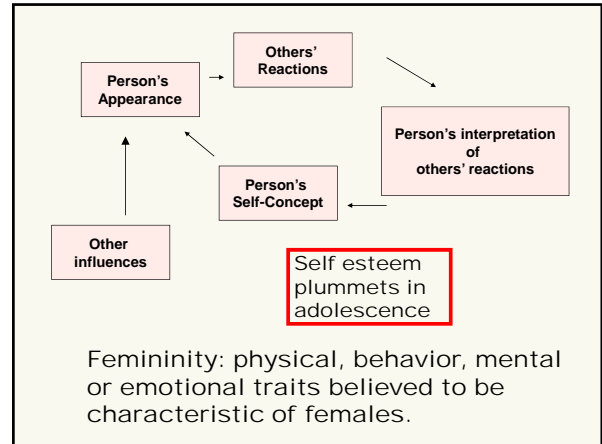
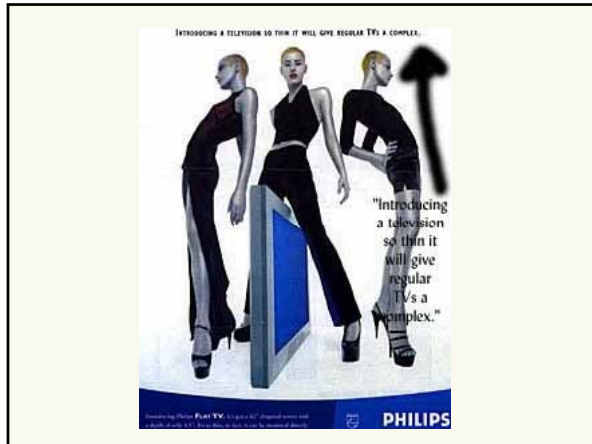
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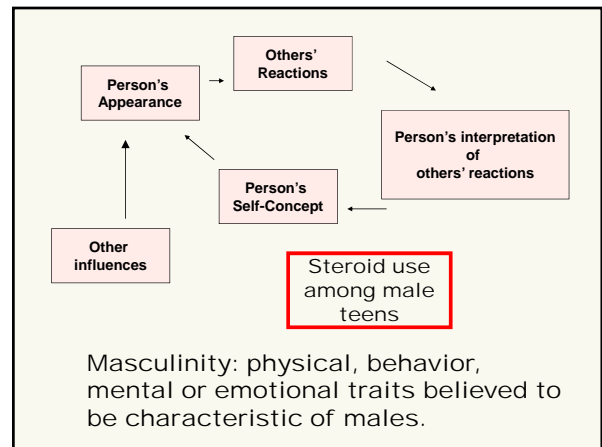
?

Agents of gender socialization?

- Key agents of gender socialization?**
- Family
 - Media



■ Advertising & gender socialization and the social construction of femininity



USA TODAY

Adolescents bulk up their bodies

By Elizabeth Weiss, USA TODAY

In the largest study to date on adolescents' views of their bodies and their use of hormones and supplements, one in eight boys and one in 12 girls reported using such products in the past year to improve their appearance, muscle mass or strength.

Based on a nationwide survey of more than 10,000 adolescents, the study, out Monday in the journal *Pediatrics*, shows a high rate of concern about body image in both boys and girls and finds that teens who worry about body image are much more likely to use hormones and dietary supplements to try to enhance their physiques.

Almost 5% of teenage boys and 2% of girls use potentially unhealthy products ranging from protein powders to growth hormone and injectable steroids at least weekly to improve appearance or strength.

"The take-home message here is that we really need to think about body-image dissatisfaction in boys as well as girls," says Alison Field, a Harvard Medical School professor of pediatrics and lead researcher on the study. "Both are influenced by the images they see in the media, which can be unrealistically thin for girls and unrealistically muscular for boys."

The research was conducted using data from Harvard's ongoing study, titled *Growing Up Today*. It includes 6,212 girls and 4,237 boys ages 12 to 18.

Teens who told researchers they "frequently" thought about wanting more defined muscles and made a lot of effort to look like figures in the media were more than three times as likely as peers to use products to build muscle or improve their appearance.

The most commonly used products were protein powders and shakes. Others used study by boys included creatine, amino acids, the amino-acid metabolite HMB, the hormone dehydroepiandrosterone (DHEA), growth hormone and anabolic steroids.

Protein powders are probably relatively safe, but steroids have known health effects, and much less is known about anabolic and growth hormones, particularly in young people, Field says.

"You really don't want them using anything unless you know it's safe," she says.

As Americans overall become fatter and further away from the trim, toned body that society considers ideal, some increasingly are turning to extreme behaviors to achieve what often is unattainable, says Dianne Neuman-Sztutert, an epidemiologist at the University of Minnesota and author of *Thin, She Said: Helping Your Teen Make Healthy Choices About Eating and Exercise in a Weight-Obsessed World*.

For example, images of male models in advertisements are often shaded to make their bodies look as if they have more muscle definition, Field says. "Parents have to help teens understand that they're comparing themselves to an image that isn't real."

genderads.com

THINGS TO DO:

- ✓ Lift Droopy Eyebrows
- ✓ Remove Eyelid Bags
- ✓ Tighten Sagging Face/Neck
- ✓ Reshape Nose
- ✓ Erase Facial Wrinkles
- ✓ Plump Up Lips
- ✓ Get Rid of Double Chin and Jowls
- ✓ Flatten Tummy
- ✓ Fix Fatty Lovehandles, Hips and Thighs
- ✓ Laser Hair Removal for Face, Lip, Bikini Line, Legs, Chest and Back.
- ✓ See Dr. Bill Middleton!
(416) 966-FACE (800) 353-0601

M The Advanced Laser and Cosmetic Surgery Centre
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Does socialization end at childhood?

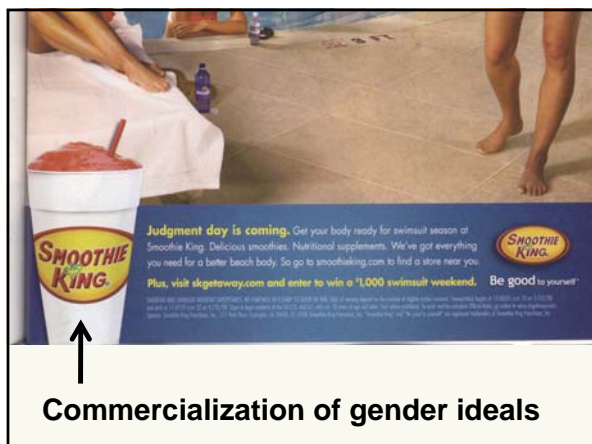
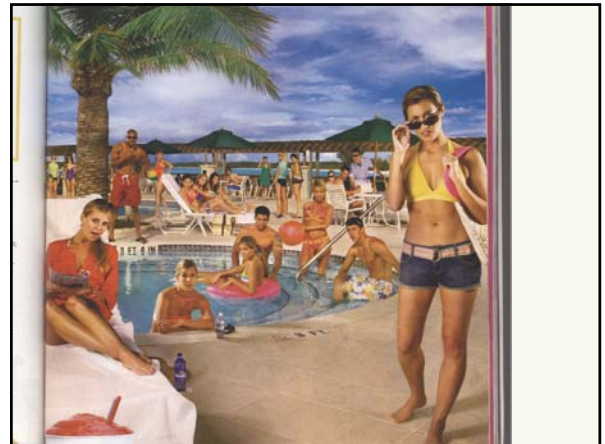
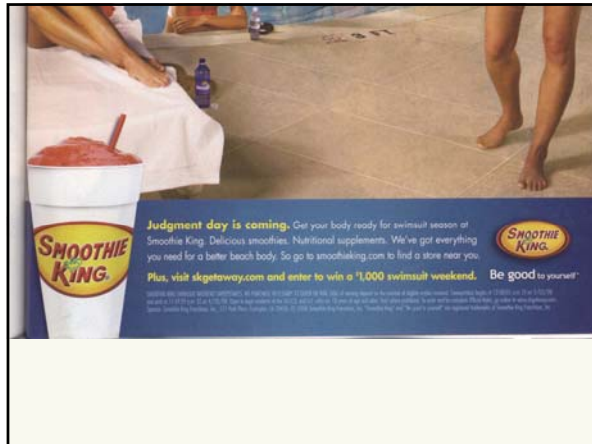
Commercialization of gender ideals

- Important component of perpetuation of gender roles
- Process of introducing and marketing products for consumers to achieve masculine and feminine "ideals"

- Is makeup just for fun?
- "A woman without paint is like food without salt"
- Roman philosopher Plautus

Today's commercialization of "paint" to facilitate gender and gender polarization

VOGUE SWEEPSTAKES



- Perpetuation and commercialization of gender ideals.



■ Masculinization of toiletry products creates new markets.



■ Note perpetuation of gender polarization.

Extent of commercialization of femininity

- Societal definition of appropriate breast size
- Too big? Too small?

The American Society of Plastic and Reconstructive Surgeons, in petition to FDA in support of breast implants in 1982:

"There is a common misconception that the enlargement of the female breast is not necessary for maintenance of health or treatment of disease. There is a substantial and enlarging body of medical information and opinion however, to the effect that these deformities (small breasts) are really a disease which in most patients results in feelings of inadequacy, lack of self-confidence, distortion of body image and a total lack of well-being due to a lack of self-perceived femininity. The enlargement of the under-developed female breast is therefore, often very necessary to insure an improved quality of life for the patient."

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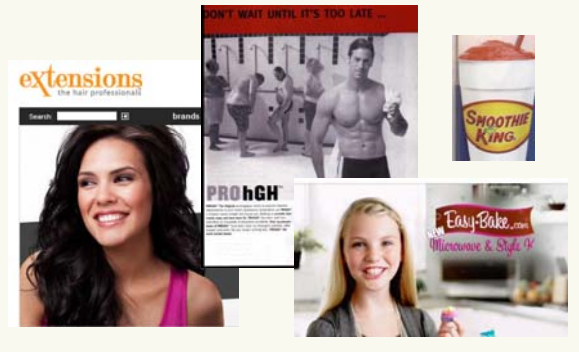
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Medical or social issue as related to gender?

Look around you!

Critically consider the commercialization of gender ideals !



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