

Print Media

Fact:

The American Psychological Association report that viewing media which portrays women as sex objects leads people to become significantly more accepting of gender stereotyping, sexual harassment, interpersonal violence, and rape myths.

Think about:

How does this front cover make you feel?

Discuss:

1. Why are the Men of the Year dressed and the woman is not.
2. If Lana Del Rey wasn't "body beautiful" would she still have been chosen for the cover?
3. Who comes across as strong and confident? Who is more vulnerable? Why?

Take Action:

Learn more, watch [5 Minutes Of What The Media Actually Does To Women](#). Start a campaign at losetheladsmags.org

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Print Media

Fact:

A recent UNESCO report describes the litany of common images of women in the media: "the glamorous sex kitten, the sainted mother, the devious witch, the hard-faced corporate and political climber." The report, released in 2009, states that, at the current rate of progress on stereotyping women, it will take another 75 years to achieve gender equality in the media.

Think about:

Who are these headlines written for?

Discuss:

1. If you were one of these women how would you feel reading these headlines?
2. What would a comparable headline for a man be like?
3. What do these headlines say about these women?

Take Action:

Take The Pledge to challenge societies limiting representation of gender
[@therepresentationproject.org](http://therepresentationproject.org)

2

That's a cheeky dress! Kim Kardashian displays famous derriere and cleavage in low-cut, skintight grey frock for family lunch

By IONA KIRBY

PUBLISHED: 18:06 GMT, 2 July 2014 | UPDATED: 23:50 GMT, 2 July 2014

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The Kardashians coordinated their looks for a family lunch in The Hamptons on Wednesday, all opting for neutral colours.

But Kim made sure she was still going to stand out beside her sisters, and did so by picking a very sexy ensemble.

The reality star emphasised her hourglass figure in a skintight grey jersey dress which hugged every inch of her famous curves.

Scroll down for video



HEIDI KLUM Suffers Nip Slip While Rescuing Son And Nanny From Drowning In Hawaii (PHOTOS)

04APR13

HEIDI KLUM suffered an unfortunate nip slip while rescuing her son and nanny from drowning in Hawaii last Sunday.



Catch Carrie if you can! Homeland star Claire Danes displays her fit figure in tight exercise gear as she sweats it out during a grueling run

By JANE MATHISON

PUBLISHED: 17:06, 18 October 2013 | UPDATED: 17:17, 18 October 2013

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To take on the role of CIA officer Carrie Mathison in her hit series Homeland she is required to be in peak physical condition.

And Claire Danes showed just how she keeps in shape on Friday as she went for a run around Manhattan.

Sweating as she burned off several hundred calories, the mother-of-one displayed her svelte shape in lightlifting exercise gear.



Woman runs in appropriate exercise clothing

By Laura Stewart

PUBLISHED: 17:06, 18 October 2013 | UPDATED: 17:17, 18 October 2013

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Lucie Cave on heat Radio, weekends 10am-12pm
heatradio

It's a bit nippy out! Rihanna shows off her nipples... AGAIN!

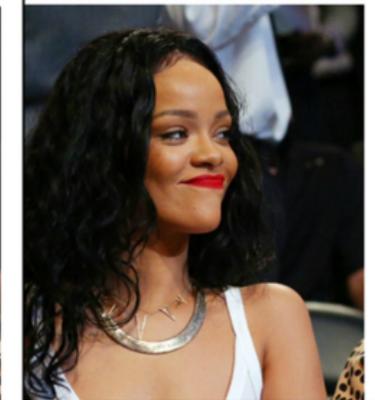
Posted by Shyvonne Thomas on 26 April 2014 19:43



Lucie Cave on heat Radio, weekends 10am-12pm
heatradio

Woman goes to sports event, wears top

Posted by Shyvonne Thomas on 26 April 2014 19:43



Television

Fact:

In 2010 The Global Media Monitoring Project found that only 24% of people interviewed, heard, seen or read about in mainstream media were women.

Think about:

Who makes the news?

Discuss:

1. Why do journalists ask women questions about their appearance and men more though provoking questions?
2. Why are women not equally represented in the media?
3. Why do men outnumber women 3 to 1 in films?

Take Action:

Go to nameitchangeit.org to find out more about stopping sexism in the media.

3



Reporter: "I have a question to Robert and to Scarlett. Firstly to Robert, throughout Iron Man 1 and 2, Tony Stark started off as a very egotistical character but learns how to fight as a team. And so how did you approach this role, bearing in mind that kind of maturity as a human being when it comes to the Tony Stark character, and did you learn anything throughout the three movies that you made?"

"And to Scarlett, to get into shape for Black Widow did you have anything special to do in terms of the diet, like did you have to eat any specific food, or that sort of thing?"

Scarlett: "How come you get the really interesting existential question, and I get the like, "rabbit food" question?"

Online Media

Fact:

Many girls and women do not identify themselves as feminists because they do not believe that such struggles for equality are necessary in this day and age.

Think about:

Does Sexism exist?

Discuss:

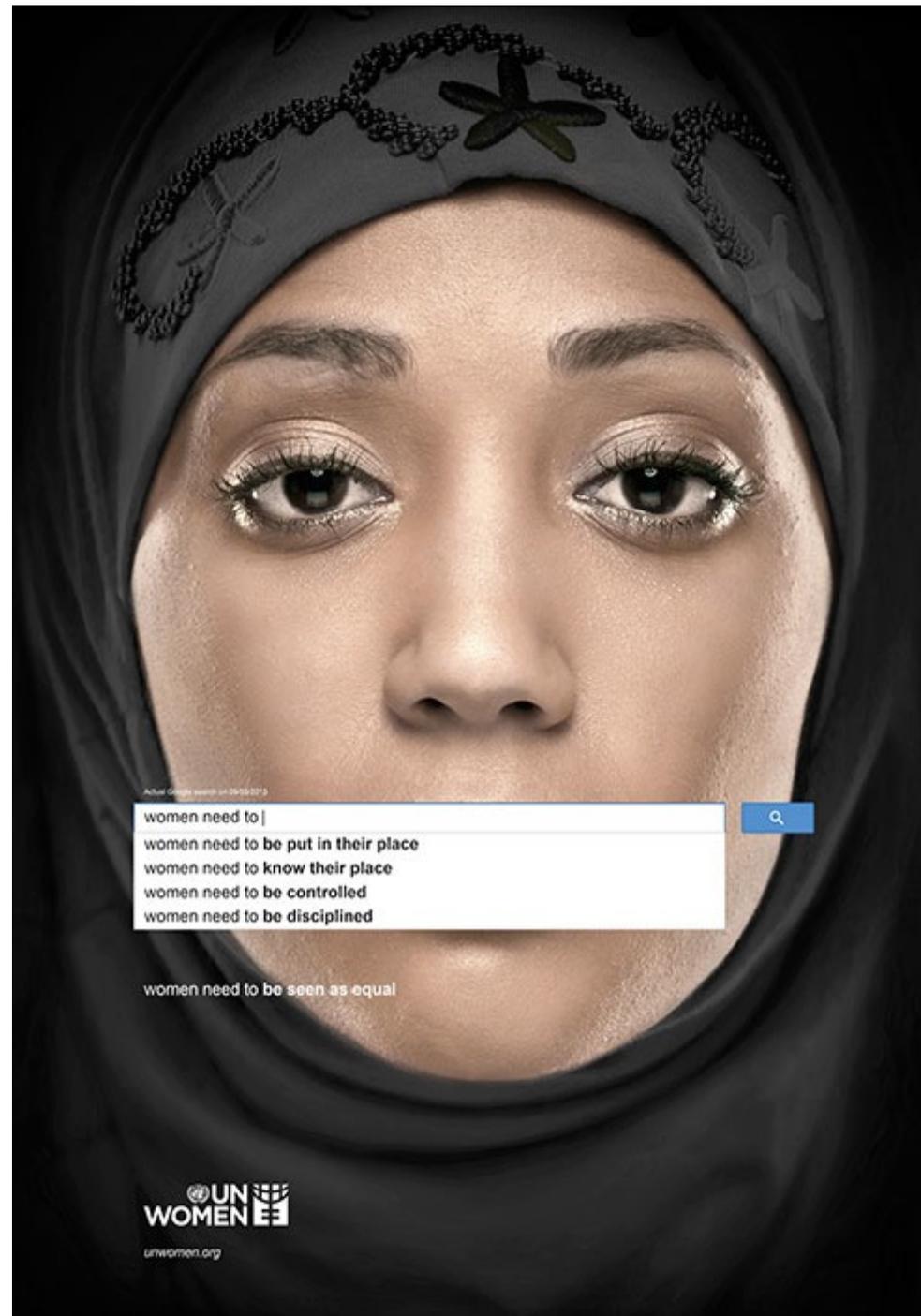
This is an ad campaign that uses genuine Google searches to reveal the widespread prevalence of sexism and discrimination against women. Based on searches dated 9 March, 2013 the ads expose negative sentiments ranging from stereotyping as well as outright denial of women's rights.

1. What do these search results show about attitudes towards women?
2. Does gender affect representation and behaviour online?
3. Can these attitudes be changed? How?

Take Action:

Use **#womenshould** to highlight this issue. Watch **"The Autocomplete Truth"**, highlighting gains and remaining challenges for women's equality.

4



Pornography

Fact:

88% of scenes in porn films contain acts of physical aggression, and 49% of scenes contain verbal aggression.

Think about:

Does pornography affect societies' view of women?

Discuss:

1. Is pornography harmless? Should people have access to pornography and if so at what age? Why?
2. Does pornography promote violence against women? How?
3. What are the differences between pornography and prostitution? Why is one openly traded and legal and the other illegal?

Take Action:

Learn more, watch [“Why I stopped watching porn: Ran Gavrieli”](#) at TEDxJaffa 2013. Read The Pornography Debate on [edition.ie](#)



Social Media

Fact:

Facebook's policy: "...we do not permit individuals or groups to attack others based on their race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or medical condition."

Think about:

Does Social Media have a double standard when it comes to protecting women?

Discuss:

1. Why is the suggestion of rape not an attack on women? Do these posts represent hate speech to you?
2. Are crimes against women minimised?
3. Why are images meant to empower women found to be unacceptable to Facebook?

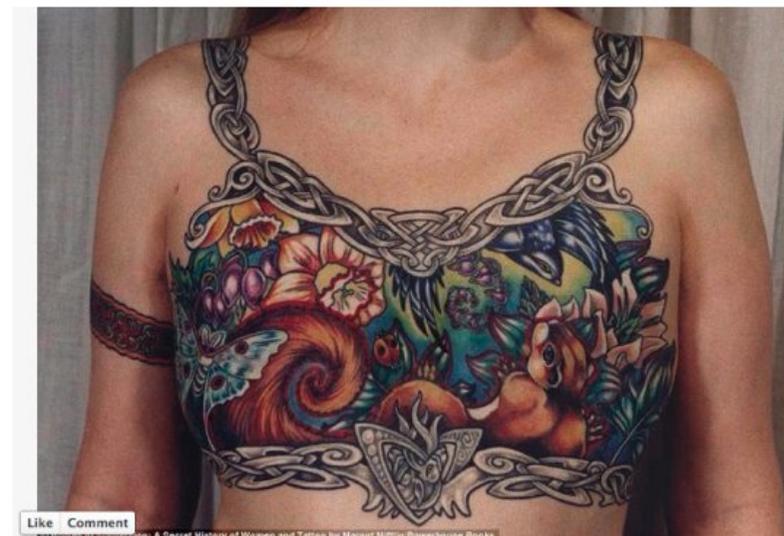
Take Action:

Join the **#FBrape** campaign at womenactionmedia.org Use **#YesAllWomen** hashtag to tell your stories of misogyny, everyday harassment, abuse and assault.



Timeline Photos

Back to Album · Custom Tattoo Design's Photos · Custom Tattoo Design's Page



Custom Tattoo Design
Hello Everyone, This Tattoo was done for a woman who had breast cancer ! Facebook keeps removing the post in 24hour as an offensive photo do to nudity. However we feel this woman is both brave and strong so were going to post it anyways and ask for your awareness and support ; Please like and share this photo quickly to show your support for this and many other women who have lost so much. (Kind Comments are welcome) thanks !
Like · Comment · Share · February 13
133,008 people like this.
110,244 shares

Album: Timeline Photos
Shared with: Public
Open Photo Viewer
Download
Report/Remove Tag



According to @facebook "Tape her and rape her" doesn't violate their Community Standards. #fbrape #vaw
pic.twitter.com/SJh5JHZe5X

Reply Retweet Favorite More



Photo not removed

Thanks for your report. We reviewed the photo you reported, but found it doesn't violate Facebook's Community Standard on hate speech, which includes posts or photos that attack a person based on their race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability, or medical condition.

Report Date 10 hours ago
Content Photo
Owner Offensive Humor at its Best

35 RETWEETS 3 FAVORITES

12:24 AM - 26 May 13 Flag media

Facebookapproved?

Which pages does Facebook allow?

Breastfeeding..... NO

Beat her up.....

Reconstructive surgery.....NO

Rape jokes.....



Tell Facebook they like the wrong things.
go to womenactionmedia.org/facebookaction

Social Media

Fact:

Every social media account is linked to a user if there was a zero tolerance approach to offensive material and the user was banned, this material would not be posted.

Think about:

Could gender prejudice in social media be reduced if Facebook and Twitter updated their terms of service?

Discuss:

1. How does this image make you feel?
2. Is it funny to be sexist?
3. Does this material harm people?

Take Action:

Read athousandreasons.com and add your own experiences of sexism at [#1000reasonstweets](https://twitter.com/1000reasonstweets)



The image shows a screenshot of a Twitter profile for 'The Funny Sexist'. The profile picture is a red square with a white circle and a diagonal line through it, containing a white silhouette of a person. The name 'The Funny Sexist™' and handle '@TheFunnySexist' are displayed. The bio reads: 'Reminding feminists world-wide that they're only mad because they're ugly. Contact: thefunnysexist@gmail.com United States'. The profile statistics are: 18,070 TWEETS, 0 FOLLOWING, and 259,798 FOLLOWERS. There is a 'Follow' button. Below the profile information, a tweet is visible: 'The Funny Sexist™ @TheFunnySexist 36m What's the opposite of domestic violence? A good sandwich. Expand'.

Advertising

Fact:

Media contributes to the dehumanising and objectification of women by promoting stereo types such as men are “players” and women are “sluts”.

Think about:

What message does this advert send to women?

Discuss:

1. How does this sell post it notes?
2. Reverse the roles; does that message change how you feel about the people?
3. Would this make you want to buy this product? Why, Why Not?

Take Action:

Use #NotBuyingIt or download the **Notbuyingit** App to counter sexist advertising.



Advertising

Fact:

Media has a role to play in promoting sexism and “rape culture”, maintaining the common attitude in which women are blamed (“She asked for it!”) and sexual assault is trivialised (“Boys will be boys!”). Children’s charity CARI report Dramatic rise in number of Irish teenagers reporting gang rape by peers.

Think about:

Do these ads promote or normalise violence against women?

Discuss:

1. What do Lynx imply by “..she make you lose control”?
2. What do Calvin Klein and Dolce & Gabbana want you to think of these men wearing these clothes?
3. In the first three ads, what does the woman’s face look like? Why does this sell clothes?

Take Action: Use #NotBuyingIt or download the **Notbuyingit** App to counter sexist advertising. Join Half the Sky Movement halftheskymovement.org

