Concept Checklist: Deviancy Amplification in the Media

* Stereotype

* Moral panic

* Scapegoating

* Self-fulfilling prophecy/labelling

* Conformity

* Moral entrepreneurs

* News values

* Agenda setting

* Folk devils
* Stereotypes that ‘lock’ into gender identities mermaid

* Media use white males => dominance

* Most media bosses are men => ideology

* Marxist Feminists – disagree with radical feminists: subordination of women is so much about class as it is about gender

* Liberal feminists: more positive representation of women

* Pluralists: agree; see it as a result of diversity in the media

* Women’s bodies as projects

* Objectification

* Feminism

* Gender role socialisation
Evaluate the Representation of Gender in the Media

Intro – define, outline position & evaluate

* How the media constructs reality for us in terms of key markers of identity, of which gender is one

* Gender is represented in the media in terms of stereotypes that ‘lock’ into gender identities mermaid

* However it is not the same for all media, and some theorists argue it is changing

1st Paragraph – theoretical positions for negative stereotyping

* Radical feminists – patriarchy is pervasive to our society including the media, which is used to reinforce subordinate position of women

* Gaye Tuchman – symbolic annihilation; Mulvey – male gaze

* ✓ Cumberbatch (1990) – women outnumbered in adds 2:1, male voiceovers

* ✗ Most use of content analysis – hard to operationalise (how do you measure authority?)

* ✗ Much of the research becomes out of date rapidly

* ✗ Enciso – men increasingly subject to female-gaze

2nd Paragraph – Theorists arguing that it is changing

* Marxist Feminists – disagree with radical feminists: subordination of women is so much to do with class as it is about gender

* Media owned by ruling class men, who use their control to manipulate women to serve the interests of capitalism, e.g. women’s bodies & pornography are used to make a profit

* ✓ Draws attention to commercial Interpretivists in the objectification of women

* ✗ Ignores increasing objectification of men in media

* ✗ Pluralists: the media are simply giving audiences what they want

How it is Changed – saying how it has changed over time

* Liberal feminists: more positive representation of women

* Pluralists: agree; see it as a result of diversity in the media

* ✓ Evidence that representation of gender is changing - men’s magazines are more sensitive

* ✗ Few women in positions of power in the media

* ✗ Idealised body images are still promoted

* ✗ Increase in eating disorders
Sociological Theories

* A theory of society essentially says “society is like...”

**Functionalism**

<table>
<thead>
<tr>
<th>Body</th>
<th>Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Different parts each have different roles</td>
<td>Different parts of society have separate roles</td>
</tr>
<tr>
<td>The body has certain needs</td>
<td>Society has certain needs</td>
</tr>
<tr>
<td>Different organs work together to satisfy the need for the body</td>
<td>Different institutions work together to satisfy the needs for society</td>
</tr>
<tr>
<td>The matter that can make up the body can change without the body ceasing to exist</td>
<td>The individuals making up society can change without the society ceasing to exist</td>
</tr>
<tr>
<td>=&gt; Structural – the structure of society is more important than the individual</td>
<td>=&gt; Consensus – each element in society is in agreement &amp; serves the interests of the whole</td>
</tr>
</tbody>
</table>

**Opponents of Functionalism**

**Functionalism: Consensus** => conflict in initiations in society serves the interest of small sector of society

**Structural**: Interactionalises believe the individual is more important than the structure