

benefit fraud with terms like “scoundrel”, “cheat”, “skiver” suggesting they are undeserving of the services they are provided with as disabled people.

Philo et al found that on TV drama, people with disabling mental health conditions were portrayed as posing a threat to others. They were seen as violent and dangerous. **However, Philo et al also found that there is encouraging signs tht TV soaps, dramas and sitcoms were beginning to move away from mad and bad stereotypes of mental illness with more positive stereotyping towards old people/ disabled.**

Barnes showed how the vast majority of information about disability in book, films, on television and in the press is extremely negative, consisting of disabling stereotypes which medicalise, patronize, criminalise and dehumanize disabled people.

Cucumberbatch and Negrine identified three broad categories of disability stereotype in the cinema: the criminal, the subhuman and the pathetic character.

Preview from Notesale.co.uk
Page 4 of 17

cosmetic has become a lucrative men's market with sports consumerism becoming increasingly feminized.

Marxist Feminist

Advertisers primarily promote stereotypes of women to have higher sales since this is what attracts audiences. On the other hand according to Marxist feminist since media owners need to attract advertisers to make higher profits, they accept the publication of stereotypical news + demand for stereotypes by advertisers and their power over media company= For example, Tebbel who decided to feature a size 16 model on the Australian New Woman magazine was welcome by the readers but one of its major advertiser-a cosmetic company- withdrew its advertising because their cover was considered "unhealthy".

Knight- contrary to McRobbie and Inness

Knight states that although some representations of women have changed through female action heroes allowing new constructive feminine identities, this apparent reversal of women's traditional roles is accompanied by an underlying conventional femininity. The "attractive" and "sexy" women like Angelina Jolie or Michelle Gellar are always presented as representation of this culture of beautification for women on the media. He disagrees that women are becoming more masculine with the male gaze and beauty myths as symbols of apparent, actual patriarchy.

New media

Women can now express themselves in online platforms

Wilkinson-genderquake=career-oriented women + less gender segregation + unisex jobs + Macdonald notes that ladettes today challenges these stereotypes, breaking gender barriers. In Hollywood movies we see the "badass heroine" fighting the villain male and winning. An example would be the Hunger Games.

However, according to David Gauntlett, magazines aimed at young women have changed dramatically. She says "many recent movies feature self-confident, tough, intelligent female lead characters...female singers sing about financial independence...women are portrayed as sassy and determined both in the political, social and economic sphere. So women can also be independent and powerful while as she says "maintaining perfect make-up and wearing impossible shoes"

Though what is sure is that there have been changes over the years leading to gender equality. It is no longer seen as inappropriate for women to be newsreaders on TV or radio along with the fact that blatant sexist comment on broadcastings or in newspapers are likely to be sued or punished. In 2011, two football pundits on Sky Sports were sacked for making derogatory comments about female football official.