



# Gendered media

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Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women. We will consider each of these themes in this section.

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