Socialist and Marxist feminism: 
Radical feminism: 
Popular feminism: 

Postmodernist view – ‘The metrosexual male’:

Rutherford – Retributive masculinity is an attempt to reclaim traditional masculine authority by celebrating traditionally male concerns in:

Edwards (1997) – argues the new man was simply a product of advertisers so they can sell their products to males and females.

Mort (1988) – rise in male fashion magazines reflects the change in social attitudes of men and the emergence of the metrosexual man.

However this is an ideological myth as the majority of men are unable to reach this goal of true ‘hegemonic masculinity’.

Men’s identity/Masculinity was defined by:

Some liberal feminists have noted that limiting effect on young females’ behaviour.

The sexual objectification of women:

Radical feminists feel very strongly that the mass media reproducws patriarchy.

The media deliberately dupe women into:

Gumg found that TV and press reporting of people suffering mental disabilities often only focus on violent incidents even though only a small majority of people with mental health problems are potentially violent. A high proportion of able bodied people felt fear and anxiety when near people with mental health problems.

Karpf (1987) – argues that such magazines present women with a broader range of opportunities than ever before.

Gauntle (2008) – argues that magazines are determined to encourage women to do their own thing and be independent whilst maintaining their looks.

Another role model?

Women are more likely to have inspirational attitudes, a positive attitude towards education, careers and an independent income.

Supporters believe ‘Academic fatherhood’ is important

They should treat women as equals

They are concerned about the media representation because they believe the mass media plays an integral role in defining masculinity.

Failure to present disabled people as capable of running homes, bringing up families, having loving relationships.

Children in Need. It is also a staple in dramas and news which often over-focus on stereotypes which result in discriminatory practices.

They also say that there is no real evidence that girls and women take any, rather than men.

Inclusion?

Most disabled people have a life, do, failing at it. E.g. working mum but family life is seen as neglected

Women take any notice of media content.

They also believe that some media representations are not only stop feeling sorry for themselves and think positively

Some liberal feminists have noted that the images are therefore very contradictory. They may have the side effect of encouraging women to strive for the impossible.

The public to alleviate their guilt and their relief that they aren’t disabled by giving money rather than informing the general public of the facts about people with mental health problems.

The images are therefore very contradictory. They may be the side effect of encouraging women to strive for the impossible.

Consequently women that disabled people have and low self esteem.

Another role model?

Winship (1987) – argues that women’s magazines generally play a supportive and positive role in the lives of women. She argues that such magazines present women with a broader range of opportunities than ever before and that they tackle problems that have been largely ignored by the mainstream media, such as consumerism and social class.

Problems with this empowerment –

They think the mass media are failed at their physical and mental impairment.

They need constant care and are dependent on the aide bodied

They are disabled by society, both institutions and services are created with the able bodied in mind. Physical and social barriers are what are disabling.

Disabled – 2 senses:

1. They believe that media representations fail to: 
   - take into account of media representations of men and women’s media are economic. They are told by the great and good in society that they are special.
   - they emphasise how this is the case of images of men and women.
   - they do not see how the media reinforce patriarchy.
   - The media themselves are often the cause of this.
   - ‘The metrosexual’ male
   - ‘The metrosexual’ male
   - ‘The metrosexual’ male

2. They believe that the media rely on stereotypes of men and women.
   - They see how the media reinforce patriarchy.
   - The media themselves are often the cause of this.
   - ‘The metrosexual’ male
   - ‘The metrosexual’ male
   - ‘The metrosexual’ male

Epistemological problems of research in gender different approaches:

Epistemological problems of research in gender different approaches:

Theoretical explanations for research on understanding differences in gender differences of both different and same gender.

Socialist and Marxist feminism:

Radical feminism:

Popular feminism:

Postmodernism:

Nominalism: 

Socialist and Marxist feminism: 

Socialist and Marxist feminism:

Radical feminism: 

Popular feminism:

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Socialist and Marxist feminism: 

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Socialist and Marxist feminism: 

Socialist and Marxist feminism:

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Postmodernism:

Nominalism: 

Socialist and Marxist feminism: 

Socialist and Marxist feminism:

Radical feminism:
Representations of sexuality:

Moral Panics and sexuality:
The news reporting about aspects of sexuality has evolved in the social construction of social anxiety/moral panics. Society learns to fear or be critical of particular social groups.

- 1980s - Homosexuality was a social panic. It was supposedly untameable and was blamed by the media for the spread of HIV and AIDS (also referred to as the gay plague).
- 1990s - Alleged promiscuity of teenage girls who were supposedly getting pregnant for benefits and council housing.

However, these became very popular to get a gay or lesbian, especially since many celebrities are coming out. E.g. Tyler Oakley, Caitlin Jenner... people are coming out on social media and are getting positive responses. There is little stigma or societal sanctions like there was in the last few decades.

Young people in media and representation of sexuality:
Batchelor et al. (2004) asserts that mass media plays an important role in shaping the knowledge and attitudes of young people with regard to sexuality. A content analysis took place to see how sexuality is represented. They discovered:

- Some aspects were represented in a positive way:
  - Religious sexual health information
  - Consent is important
  - Whether couples were ready for sex
  - The right of girls to say no

- However, some negative limitations in media coverage would be:
  - It was assumed that if young people were over 16 years, there were sexually active
  - Commercialisation and focusing how far to go sexually were clearly female responsibility, their responsibility to have a form of contraception was emphasised in pregnancy
  - No examples of how people might react to concerns such as safer sex (How to avoid HIV)
  - There were distinct differences in terms of how young men and women felt about, talked and acted in terms of sex. E.g. female media characters discussed sex with their friends but males looked abashed.
  - Girls were interested in episodic but guys were more interested in sex. Basically, men were pursuers and women as the pursued
  - There was a lack of positive images of Indian and gay teens

- Failure to represent sexual diversity

Representations of homophobia:
Batchelor (2004) - Being gay was not generally integrated into mainstream media representations. But when it did appear, it was the source of anxiety or embarrassment, or the target for teasing and bullying. Also, lesbianism was completely invisible.

1. What was the aim of this research? - Examine how sexuality is and the level of sexual health information provided in some UK magazines and TV programmes targeted at young people.
2. How did the researchers use content analysis in their research? - Each item was coded according to its content, type of discussion and/or reference, and its format, teen drama, magazine articles or newspaper features.
3. How was the idea of sexual content operationalised? - The idea of sexual content was defined as any depiction of sexual behaviours, discussion of sex or sexuality, sexually suggestive behaviour, sexual health or sexually related issues.

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<th>Categories</th>
<th>Teen Drama</th>
<th>Magazine Articles</th>
<th>Newspaper Features</th>
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<td>Emo Lodge</td>
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<td>Nervy</td>
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3. Failure to represent sexual diversity

Gerbner (1986) - argues that the media parades the idea of sexual content operationalised - the idea of sexual content was defined as any depiction of sexual behaviours, discussion of sex or sexuality, sexually suggestive behaviour, sexual health or sexually related issues.

Craig (2002) - suggests that where homosexual characters are portrayed in the media, e.g. in popular dramas, they are often stereotyped as having particular amusing or negative psychological and social characteristics.

Coomans: This is one of the most widely used gay representations, fixed in many of the entertainment media. The camp persona reinforces negative views of gay sexuality, by being somewhere in between male and female.

Macho - a look that exaggerated masculinity and which is regarded by heterosexual men as threatening because subverts traditional ideas of masculinity.

Deviant - gays may be stereotyped as deviants, as evil or as deviants in television sitcoms as sexual predators. They feel guilt about their sexuality. In many cases, gay characters are completely defined by the problem of their sexuality, and homosexuality is often constructed to appear sexually wrong.

Responsible for AIDS - TV series has illustrated how British news coverage of AIDS in the 1980s stereotypically gay people as carriers of a gay plague. He argues that news coverage of aids reflected containment's fear and denial of the gay community.

Soap operas...

Geras et al. argues that although gay bisexual people are still under-represented in much of the mainstream media, but things are slowly changing for the better. Geras et al. suggests that tolerance of sexual diversity is clearly growing in society and images of diverse sexual identities with which audiences are unfamiliar may assist in making population generally more comfortable with those alternative sexual lifestyles, like postmodernism views.