

WGS. 101 Spring 2023
HW: Due Class 17 (1 – 1 ½ pages)

The Power of Media Influence Upon Gendered Identities

For Class 17, see the documentary *Miss Representation* (Jennifer Siebel Newsom, 2012)

Also read:

Josee Johnston and Judy Taylor, “Feminist Consumerism and Fat Activists...”
Onishi Norimitsu, “Globalization of Beauty Makes Slimness Trendy”

Issues of Gendered Representation and Omission

1. What does the filmmaker assume about the impact of advertising, esp. fashion and beauty advertising, upon the self-images of girls and women? Do you agree? To what degree do you see men and boys also influenced by idealized images of masculinity? In what ways has gendered advertising influenced you personally?

2. A central perspective of the film also focuses on omission: “you can’t be what you can’t see” (Marian Wright Edelman)
How does the filmmaker support this point? What pathways to change does she suggest? To what extent do you agree with the film’s perspective on the power of the media to impact female voice and representation in a range of spheres, including politics?

3. To what extent does an environment like MIT, with its focus on knowledge and achievement, counteract these media influences?

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