



**Van Zoonen**

*[There is] a depressing stability in the articulation of women's politics and communication . . . The underlying frame of reference is that women belong to the family and domestic life and men to the social world of politics and work; that femininity is about care, nurturance and compassion, and that masculinity is about efficiency, rationality and individuality.' – Van Zoonen*  
Give examples from 'Humans' that illustrate this concept  
Drag the examples to the correct column.



bell hooks

Argues that feminism is a struggle to end patriarchal oppression and the ideology of domination, and that the position of the underrepresented is by class and race as well as gender.  
"Women in lower class and poor groups, particularly those who are non-white, would not have defined women's liberation as women gaining social equality with men since they are continually reminded in their everyday lives that all women do not share a common social status."



**Representation Theory Map – Use this to help you in some of your tasks**

- Socialist**
- Concerns with class and economics – 'power is located in socio-economic structures'
  - Women's 'production of labour' and the 'economic value of domestic labour' are not recognised
  - As this work is lower/unpaid, it is essential to maintain a capitalist society
  - Women as consumers in this society
  - Linked often to class, age and ethnicity
  - Advertising reinforces sexual objectification of women

- Radical**
- Men control a patriarchal society through dominance and physical strength
  - Men have no place in feminist utopia
  - Believe in women dominating society
  - Reject typical gender roles
  - Media production is owned by men, operates to the benefit of the male and should be by women, for women



- Liberal**
- Fighting for power through the equal, legal rights of women in society
  - Media perpetuate sex role stereotypes because they reflect dominant social values
  - Male media producers are influenced by this
  - Men are not the enemy-can live alongside each other as equals
  - Women can be superwoman- home, family, body and work



**Masculine and feminine roles are not biologically fixed, but socially constructed.**

- Judith Butler

UN WOMEN