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Gender and the Media

 Media plays an important role in shaping up the thoughts and developing a perception of the people regarding any specific subject or topic. Many people working in the field of media use this technique or unique feature of media to instill a specific concept about anything in the minds of the general public. One of the major sources of achieving this purpose is through advertisement. Advertisement is a very effective technique for highlighting and emphasizing over the importance and use of any product or service. It is a marketing technique used by almost every business or company to create more and more awareness about their products and sell a maximum number of their produced units. One of the most powerful methods of advertisements is Television commercials. Television Commercials or TVCs have to power to put a thought in the mind of a person in a short video clip, which may be less than even 30 seconds. As explained earlier that media holds the ultimate power to shape up and even transform the mindset of an individual regarding any given concept, it is taking huge advantage of this situation and the most steamy topic of all times is also being targeted in this respect. That is the topic of gender stereotypes or gender discrimination in society. It has been largely observed that the advertisers show significant bias among both the genders while promoting their products in the TVC. Even the children’s products are not devoid of this discrimination and the commercials of products intended for young girls and boys show a striking difference among each other (femnistfrequencey). This situation worsens when the variable of social class, race, and disability are added to it. The binary system and complicates matrix of domination creates great barriers in the breaking down of these stereotypes but provides fewer privileges.

Works Cited

*Toy Ads and Learning Gender*. Dir. femnistfrequencey. Perf. femnistfrequencey. 2010. Video. <https://www.youtube.com/watch?v=rZn\_lJoN6PI>.