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Influence of Critical and Feminist Approaches on Media

**Introduction**

           A detailed and on-point understanding of different theories is an essential step to determine the significance of organizational communication. Proper awareness of different theories also helps to apply the most suitable processes and models in real-world situations according to the need for a specific situation. It is noteworthy to mention that critical and feminist theories are ranked as important approaches when it comes to evaluating the feature of power and the role of gender in different aspects of life. Both of these theoretical frameworks actively relate to the practical idea of organizational communication. This paper focuses to consider three main concepts of critical and feminist theories to determine their application on media.

**Discussion**

           The desired form of organizational functioning is only possible through the application of appropriate theoretical concepts according to the need of the situation. Critical and feminist approaches are characterized as contemporary theoretical forms to establish the desired form of communication within the organizational context. It is important to briefly demonstrate both the concepts of critical and feminist theoretical approaches to better understand the main grounds for organizational practices.

**Critical Theory**

There are many diverse theoretical domains associated with the broad idea of critical theory. The main idea of critical theory, in the context of organizational communication, is based on the theory developed by Stanley Deetz. The focal point of this theoretical approach is to actively consider the possibility of open conversations of power. Mainly, it is established by the theorists that consideration of specific social structures and procedures can be characterized as the main reasons of imbalance power. Furthermore, different forms of power imbalance lead to the development of various social alliances and groups. There are different concepts associated with the broader development of the approach of critical theory. Understanding of these ideas is significant to determine the practical implications of this theory in case of organizational communication.

**The Pervasiveness of Power**

The concept of power is categorized as the main concept related to the theoretical approach of critical theory. Power is established as the defining and global feature of every organizational setting. Additionally, this idea is linked to the perspective of decision-making (Miller & Barbour, 2014). It is relevant to domains of control and authority in case of any organizational setting. The concept of power is also closely linked with the practical form of various organizational outcomes, mainly in the forms of job satisfaction and performance level.

**Ideology**

           It considered as the idea of a proper collection of different attitudes and beliefs. It is established that the domain of ideology played a prominent role in successful development of different thoughts. This idea is relevant to the objectives of specific controls and interpretations of reality. Different philosophies and thoughts ultimately formed different actions and defines specific responsibilities for everyone.

**Feminist Theory**

           The theoretical idea of feminist theory is also closely linked with the practical spectrum of power in the organizational setting because gender is characterized as one important source of authority. It is important to recognize the positioning and operations of males and females within organizational settings to develop a connection between gender and the power roles in organizations. A critical concept of “glass ceiling” is one significant approach to determine the approach of feminist theory in the case of the workplace setting. The practical ideas such as the “glass ceiling” are recognized as problematic domains that eventually create a huge gap between powerful positions of men and women in organizations. The foundational idea of the feminist theoretical approach is that organizations are characterized under the domains of traditional and governmental forms with the consideration of male-dominance. Roles and responsibilities are defined for males and females by considering their conventional characteristics.

           **Women** **Emancipation**

Emancipation is another critical idea linked with the theoretical approach of critical theory considering the domain of organizational communication. It is established that the ultimate aim of the critical approach is to achieve the idea of emancipation that eventually ensures proper regulation of authority and power. The idea of emancipation is defined as the freedom of people from improper restrictions, assumptions, and power associations. In other words, the approach of emancipation can be defined as the systematic procedure to enhance the domain of communicative actions within the spectrum of organizations (Miller & Barbour, 2014). It is argued that the objective of female emancipation in the case of organizational operations is only possible when it comes to total separation of women from male-dominated working institutions.

**Application of Concepts of Critical and Feminist Theories in Media**

It is imperative to examine the application of different concepts of critical and feminist theories in the context of media. This specific approach is vital because different forms of media are defined as an important source of presenting the domain of power and gender roles in the organizational setting. There is a number of media examples that depict the domain of organizational communication considering different concepts and ideas relevant to critical and feminist theories.

           A specific film documentary, “Miss Representation” considered as the specific case to defined and critically analyze the concepts of power, ideology, and emancipation in the context of the organizational setting. The consideration of a particular documentary as an example is also a vital approach to figure out the main portrayal of concepts of critical and feminist theories on media. The consideration of this specific documentary movie is also suitable to explain the role of media concerning the representation of women mainly in case workplace settings. This American documentary was written and directed by Jennifer Siebel Newsom that initially released in 2011. The overall content of this movie represented the ugly side of media when it comes to the failure of representing women as strong entities within organizational settings. It is established that one failure of mainstream media is one major reason that causes the issue of under-representation of women specifically in case of powerful organizational positions. It is established that influential and false role of media is one critical drawback for women when it comes to achieving better and powerful working positions. It is important to discuss the main concepts of critical and feminist theoretical approaches to recognize the role of media in case of organizational communication.

**The Implications of “The Pervasiveness of Power” in “Miss Representation”**

The idea of power with the consideration of gender roles is comprehensively discussed in the documentary. It is established that specific gender roles eventually determine different forms of power positions for both males and females. In other words, the approach of authority and dominance needs to be defined under the spectrum of gender difference. The difference in gender determines the position of decision-making for males and females. The depiction of women in “Miss Representation” revealed that media eventually presented women in case of defined goals that weaken their position as the powerful entity in the workplace setting. The wrong projection of women on media restricts their approach of power and authority for different working positions. The universality of power is appeared as the notion due to predefined gender roles and the portrayal of women by the media.

**The Implications of “Ideology” in “Miss Representation”**

The concept of ideology in the form of critical theory is also evident when it comes to the depiction of women’s position in American society. The theoretical prospect of ideology associated with the domains of specific philosophical domains and thoughts that help to determine women’s position in society. This documentary explicitly revealed the negative role of media when it comes to selling specific and conventional thoughts about the roles of girls and women. It is established that women need to play their successful role in the forms of youth, beauty, and sexuality and they are not capable of decision-making. The paradigm of leadership is clearly rejected for women due to specific thoughts associated with the idea of women’s roles in society. The specific concept of ideology is established in the movie in the form of describing specific characteristics for men and women. It is established that currently, media is interested to define responsibilities for men and women according to their predefined gender roles. This specific approach established males as a suitable entity when it comes to dominance and applying for decision-making roles.

**The Implications of “Women Emancipation” in “Miss Representation”**

The feminist theoretical approach in the form of women emancipation is also present in case of the example of “Miss Representation.” The shocking facts about women illustrated in this documentary clearly indicate that there is a need for offering some immediate practical measures to alter the biased social structure. There is a need for offering better practical strategies to ensure a strong women’s position as a prominent decision-makers in different organizational contexts.

**Conclusion**

To conclude the discussion about the specific concepts of critical and feminist approaches, it is important that the platform of media needs to reconsider its position to ensure better social opportunities for women. The depiction of women as a sex symbol is the conventional ideology presented by media. This specific approach eventually weakens women’s position to consider them as successful decision-makers.

**References**

Miller, K., & Barbour, J. (2014). *Organizational Communication: Approaches and Processes*. Retrieved from https://books.google.com/books?id=HOPKAgAAQBAJ