

Implications of Gendered Media

2. Normalize Violence Against Women

- Media may not *cause* violence, but mounting evidence supports the claim that it contributes to increasing male violence
- Commonplace violence in media leads us to think that violence is acceptable & normal

Normalize Violence Against Women

- Video Games
 - Watching & engaging in violence
- Music videos
- Pro wrestling

"Studies have shown that men who watch music videos and pro wrestling are more likely to believe that forcing a partner to have sex is sometimes okay." (Wood, 286)

Normalize Violence Against Women

- Relationship between mediated violence & real-life violence:
 - Social learning theory
 - We engage in behaviors that are rewarded and avoid behaviors that are punished
 - Cognitive development theory
 - We use role models to base our behaviors and identities on
 - Symbolic interactionism
 - Social views shape individual identities

Social Foundations of Gendered Violence

- Causes:
 - Individual psychology
 - Social circumstance
- Focus: which *media* factors cultivate tolerance for violence towards women and those who do not conform to conventional sex/gender roles

The Normalization of Violence in the Media

- Sexual violence in the media is linked to increased tolerance and approval of violence in real-life relationships
 - Violence is customary in films, TV, music, & video games
- 'Erotica' =
 - Depicts consensual activities that are desired by and pleasurable to all parties
 - Does not cultivate violence in relationships

The Normalization of Violence in the Media

- 'Pornography' =
 - Not simply sexually explicit material
 - Favorably shows subordination & degradation of individuals by presenting sadistic behaviors as pleasurable, pain as enjoyable, & forced sex as positive
 - It includes violence against women that may encourage those who consume it to think violence in real relationships is acceptable or normal

The Normalization of Violence in the Media

- So what is to be done about violent, misogynistic media that celebrates violence against women?
- Should we advocate censorship?
- Under what conditions, if any, would you support censorship of media?