



INCLUSIVE JOURNALISM TRAINING INITIATIVES

INITIATIVE / ACTION TITLE

Invisible diversities in media representations of gender and sexuality

AUTHOR(S)

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KEYWORDS:

Bias (gender, race/colour, sexual orientation), Breadth of perspective, Culture, Group norms, Inclusiveness (gender, race/colour, sexual orientation), LGBT, Representation (age, gender, race/colour, sexual orientation), Sexual harassment, Sexual orientation, Stereotyping, Underrepresentation

TARGET GROUPS

- Professional journalists
- Journalism students

ABSTRACT

In media production, journalists tend to use stereotypes when it comes to issues regarding sexuality, whether they approach pop culture (e.g. Lars von Trier's "Nymphomaniac", a popular series like "Game of Thrones", Miley Cyrus's live appearances, etc.) or current issues such as cyberstalking, rape culture, etc.

This media-training tool will help journalists to identify and evaluate how pornographic codes have entered the mainstream media production and measure their impact on gender representations. We have noticed that these codes exclude minorities such as LGBT communities, non-caucasian groups, elderly or disabled people, etc. Our aim is to raise awareness of critical perspectives and/or alternative representations of minorities within the mediatic representations of sexuality.

AIMS OF THE ACTION / INITIATIVE

- ✓ To provide a critical analysis of media outputs
- ✓ To raise awareness on how pornographic representations have entered mainstream media production
- ✓ To reveal the biased nature of convenience sourcing when it comes to issues regarding sexuality

TIMING OF IMPLEMENTATION

120 minutes

MATERIAL / RESOURCES

- Training documentation for the facilitator
(<https://drive.google.com/file/d/0B6jhOYRBZ14yZUpSemk3SWJrZXc/view?usp=sharing>)
- Projector
- Press articles
- Movie excerpts
- Computers with internet access for the participants

COMMENTS

It is suggested that the facilitators put aside their "moral filters" in order to focus on an objective approach of the subject.

ACTION / INITIATIVE DEVELOPMENT

GROUPING ¹	TIMING	INSTRUCTIONS/STEPS
GR	10'	Introduce and explain the activity.
GR	15'	Define a common language and explain the economical context of contemporary pornographic production.
GR	15'	Identify and explain a series of gender stereotypes in mainstream pornographic representations and how mainstream media use pornographic codes (in fashion, advertisement, music, etc.).
P	10'	Invite participants to an internet search, using very loose keywords (e.g. "music", "sports", "movies", "pornography", etc.). Discuss the results.
P	15'	Hand out articles to identify and evaluate the commonplace presence of pornography in everyday information and measure its impact on gender representation.
GR	20'	Introduce critical perspectives and/or alternative representations of minorities within the sex industry (LGBT, ethnic, feminist, fat-positive, etc.).
GR	25'	Compare gender representations in pictures, movie excerpts, music videos, packaging, etc. and discuss the differences.
GR	10'	Discuss how alternative representations of minorities within the sex industry could benefit the general media discourse and audience, and how these representations can be useful to efficiently fight gender asymmetry in a diversity inclusiveness point of view.

POSSIBLE VARIATIONS

- Decrypting mainstream porn scripts with the participants in order to make them aware of their structure and identify gender stereotypes.
- Open debate in order to confront points of view and to develop a common language, as well as to think outside the box when it comes to stereotypes inspired by mainstream pornography.

¹ To choose : Code I = Individual work / Code P = small working group (2-3 people) / Code GR = plenary session