

Media

By Gracie

The media is everywhere we look. It's right around the corner and hiding in every shadow. This powerful creation of mankind can control everything—but only if you let it. One of the most interesting things about it is the way it portrays people, especially women.

In many American homes today, the television seems to have grown to be the center of the household. Commercials flood the screens every couple of minutes. What are these commercials trying to say? Messages of all sorts and sizes are in these commercials, but perhaps the most interesting and questionable message of all is the role a woman plays in society. For example, everyday an abundance of cleaning product commercials are shown on television. In majority of those commercials, women are the ones who are involved with the cleaning. Women are shown in commercials cleaning bathrooms, but how often is it that you see a woman on television for something regarding politics? How often do you see a woman on a hardware store commercial or men on a laundry detergent add? This is because society has formed a set of traits that basically group all women as housewives who bake cookies and clean up after their families. Although many people today are fighting to get this image changed, we still haven't achieved equality with men. The media is still showing most females as beautiful people with no brains and cut out for making dinner and doing the dishes. We are hoping women will realize that they can set their own standards sky high and that their lives don't have to stop at being a perfect wife and homemaker.

Besides on television, powerful messages concerning females can also be found in magazines. Many magazines aimed at teenage girls contain only subjects that young women are supposed to be interested in. The main topics include make-up/beauty care, sex, guys and celebrities. The articles constantly talk about "looking pretty" and improving your out beauty, instead of your inner beauty. The media seems to have decided that the lives of teenage girls should be spent putting on make-up, having cosmetic surgery because they just aren't pretty enough, and checking out hot guys. A very small number of magazines geared towards teen girls focus on successful careers or politics. Since politics are almost automatically associated with men, the media assumes young women just aren't interested, so they gear their magazines towards things concerning our looks.

Whether in magazines or on television, women are often shown that they have to fulfill a certain role in society. No matter how the media portrays women, there is never a limit on what you can do. You can venture outside your own community and hopefully become involved with politics instead of leading the ideal life of an obedient, pie-baking wife.