Social problems involving sex and gender range from sexual deviance, like that of the pedophilic priests and criminal rape, to gender deviance, like the once-conceived “abnormalities” of homosexuality or transgenderism, to sex and gender-based inequalities, such as unfair differences in pay rates and occupational opportunity, or commercial and advertising genderism.

B. Gender Inequality

1. Sex vs Gender:
   a. Sex: The biological distinctions between females and males
      - Sexually dimorphic human biological traits include: genitals, organs used for reproduction (internal and external), muscle mass, skeletal structure (pelvis, feet), amount of body hair (facial); hormone levels, tonality of voice (vocal cords), mammary glands, etc.
   b. Gender:
      - The cultural distinctions between women and men, feminine and masculine
        - In American culture, practices such as wearing earrings or make-up, and behaviors like how one walks and what color shirt one wears, are cues to one’s gender identity.
B. Gender Inequality

1. Gender

b. Being cultural phenomena, gender traits may take on:

i. Material forms: tangible, objective aspects of gender
   
   For example: fashion – dress, hair, and jewelry

ii. Non-material forms: learned or subjective characteristics and ideas
   
   like “feminine” traits (such as nurturance and focus on body image) and “masculine” or “macho” traits (such as the ‘Tough Guy’ and a focus on the external world).

• Repercussions: In US society, women tend to be hypercritical of themselves (because they tend to be held to a higher beauty standard than men).

B. Gender Inequality

2.c. But, it’s not so clear cut as two sexes or two genders, is it? Androgyny

i. Nature: Intersexed/hermaphrodites (biological)
   
   Possess a range of combinations of female and male genitalia (from Greek mythology, child of Hermes and Aphrodite).

ii. Culture: Two Genders (socio/psychological)
   
   A mix of gender cues. (It’s Pat!)

iii. Gender Switching example 1 example 2

   Transgenders (transvestites):
   
   (not necessarily homosexual)
   
   • Men who dress and live their lives as females, but who do not undergo sex reassignment

   vs. Transsexual: “Sexual reassignment or confirmation”
   
   • Surgical procedure that changes the sex of a person.
   • Patients often feel “trapped” in the wrong body
3. “Doing Gender” Symbolic Interaction

People constantly are "doing gender" whether they realize it or not. Gender is a "role performance trait."

a. Gender is a social construction.

What are some ways that we are "doing gender" right now, in this classroom?

For example, we do gender through dress codes; fashion sense (hairstyles, clothing styles); through interaction (e.g. flirting, aggressiveness, compassion); and through identity role-playing (e.g. playing out what we're NOT like in “normal” life).

B. Gender Inequality

b. “Doing Gender” in the Media

What is the media culture telling us about men’s roles?

Men are told to put on a "tough guise": to conform to the "toughness norm" when in social situations.

See MEF's Jonathon Katz, Tough Guise

Men are thought to be "strong," "physical," independent," "respected." "tough." If they do not come off this way, they are labeled as a "wimp," "pussy," "bitch," "queen," "sissy," or "fag.

* Violence is not a deviation, but an accepted norm of masculinity.

B. Gender Inequality

c. “Doing Gender” violence

Gender and Violence Statistics

Men commit:

- 99.9% of rapes
- 95% of domestic violence
- 95% of date violence
- 95% child abuse
- 95% of assaults
- 85% of murders
- 81% of men who were battered as a child grow up to be batterers themselves.
- 75% of the victims of male homicide are men.
B. Gender Inequality

d. “Doing Gender”

Violence by and dominance of men in our society continues by being invisible ("normal") in this sense.

There is always a focus on the subordinated group, but we should focus more on the structure of power, and what is hidden.

THE STRUCTURE OF POWER IN AMERICAN SOCIETY AND MOST OTHERS IS DEFINED AS –

PATRIARCHY: a social structure in which male power dominates cultural institutions

Women’s Rights Movement

4. The Women’s Liberation Movement

a. Three Periods of Feminism

Feminism is a social movement that resurges through history.

1. First period of feminism took place in the late 19th and early 20th centuries. The wave formally began at the Seneca Falls Convention in 1848, when 300 men and women rallied to the cause of equality for women. Elizabeth Cady Stanton (d.1902) drafted the Seneca Falls Declaration outlining the new movement’s ideology and political strategies. The suffrage movement (the vote) was part of the first wave of feminism and was remarkable for the rights it gave to women in politics.
B. Gender Inequality

4. The Women's Liberation Movement
   a. Three Periods of Feminism

2. The second period began in the 1960s and continued into the 1980s. This wave unfolded in the context of the anti-Vietnam War and civil rights movements and the growing self-consciousness of a variety of minority groups around the world.

3. The third period of feminism began in the 1980s-1990s and is informed by post-colonial and post-modern thinking. In this phase many constructs have been destabilized, including the notions of “universal womanhood,” body, gender, sexuality and “heteronormativity.”

Source: http://www.pacificu.edu/about-us/news-events/three-waves-feminism

B. Gender Inequality

4. The Women's Liberation Movement
   b. Four Types of Feminism

1. Liberal feminism is concerned with extending to women the liberal values of liberty, equality and justice through legal and social reforms. Legislative and political action--action, lobbying, courts--reformist and gradualist.

2. Socialist feminism: Based in Marxist (conflict theory) analysis.
   - Class system creates gender inequality - there is a relationship between capitalism and patriarchy -- women get exploited twice as women and as workers – DUAL OPPRESSION.
   - Extend notions of modes of production (Marxist economic determinism) to other production—e.g. mothering & domesticity (free)

B. Gender Inequality

4. The Women's Liberation Movement
   b. Four Types of Feminism

3. Radical Feminism:
   Origins: Late 1960s New Left civil rights and anti-war protests.
   Beliefs: Gender distinctions thought to be natural are actually socially and politically constructed. Significant and radical change is needed in society.
   “The personal is political” – Kate Millett

4. Eco-feminism:
   There is a connection between the treatment of women, people of color, and underclass on one hand, and the treatment of non-human nature on the other. Gaia theory, mother-earth
1. Women and Work:
Economic inequality is perpetuated through gender discrimination (liberal feminism)

U.S. labor force participation for women has risen nearly 20% since 1970 (cross-culturally, we are in the middle of the pack).

![Graph showing U.S. labor force participation rates for men and women from 1970 to 2008.](image1)

<table>
<thead>
<tr>
<th>Table 1.3</th>
<th>Projected Civilian Labor Force and Participation Rates of Women, by Race</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>In Labor Force (in thousands)</td>
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<tr>
<td>All races</td>
<td>63,714</td>
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<td>Hispanic origin</td>
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<tr>
<td>White</td>
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<td>8,441</td>
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<tr>
<td>Asian and other</td>
<td>2,895</td>
</tr>
</tbody>
</table>


![Graph showing jobs for girls as percentage of population aged 15 to 64, 2004.](image2)

Source: OECD
B. Gender Inequality

1. Women and work

a. Gendered economic inequality is caused by:

i. Lack of opportunity
   - High status jobs that are still predominately held by men
   - There are jobs that lead to promotion which are not open to women
   - Internationally there is a huge gap in technology (cf. Hans Rosling)
   - Examples: leadership in science, medicine, business

ii. Wage gaps: females still make on average 80 cents for every "male" dollar (U.S. DOL Equal Pay page)

iii. The “glass ceiling”: regardless of education and experience, the “old boys” network makes it hard for women to enter the top ranks of business (start at 12:20)
   - In 2010, only 15 Fortune 500 CEO’s are women; only 7% of U.S. corporate board members are women.

Table 9.2

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Congress</th>
<th>Statewide Senator</th>
<th>Statewide Representative</th>
<th>Year</th>
<th>U.S. Congress</th>
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<th>Statewide Representative</th>
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<td>11%</td>
<td>13%</td>
<td>1989</td>
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<td>1993</td>
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<td>2007</td>
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<td>23.5%</td>
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Table 9.3

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<td>1,324</td>
</tr>
</tbody>
</table>

B. Gender Inequality
4. Gender and Media

a. Video: "Killing Us Softly IV" by Jean Kilbourne

Premise: Advertising comprises a major source of the reproduction of values, beliefs and attitudes in contemporary culture.

View “Killing Us Softly IV”

b. Ads not only sell products, but they sell Normalcy (or social norms, a consensus for thought and behavior).

Kilbourne asks the question, How is gender “done” in advertisements?

In other words, what social norms regarding the performance of gender roles are being replicated in ads? Do people appropriate these ideas in real life?

c. Why do advertisers continue to portray women in submissive, powerless roles in their ads?

Because SEX SELLS.

Advertising budgets have gone from $20 billion in 1979 to $180 billion in 1999 and are at $491 billion in 2008, and we view/hear on the average 3000 ads per day! It is estimated that 3 years of our lives are spent watching ads.

There is an intimate relationship between capitalism, markets and the particular portrayal of femininity in ads which reproduces the problems of female powerlessness that plague our society.
B. Gender Inequality

4. Gender and Media
d. Examples of advertising representations of powerlessness:  
   i. Objectification: turning women into everyday objects
   ii. Body Cropping: eliminating the “unimportant” parts of women (typically the head) from the ad
   iii. Animalism: turning women into animals
   iv. Powerless Poses: keeping women down
   v. Infantalism: Creating childlike images
   vi. Pornographication: selling sex outright
   vii. Violence and Degradation: some advertisers seem to pride themselves on portraying dead/beat-up women

For more info see: www.about-face.org
B. Gender Inequality

4. Gender and Media

Discussion Question:

How much does the media have an affect on our culture and how we perceive ourselves? If so, how does this perception shape our behavior and affect the way we act?

“Those who tell stories hold the power in society. Today television tells most of the stories to most of the people, most of the time.” --George Gerbner

(Do you agree with Gerbner?)
B. Gender Inequality

5. The Power of Gender: Social Conflict

a. “Minority” Groups
(or “Out Groups” vs. the “In Group” majority)

General characteristics:

i. Share a “distinct identity”
   - Race, sex, sexual orientation, religion, the poor, etc

ii. Subordination
   - Often faced with lower social status, and thus stereotypes, stigma, and labeling

iii. Group size not important
   - Women in America outnumber men
   - Blacks in South Africa outnumber whites

B. Gender Inequality

5.c. The extent of global poverty

Women bear the brunt of poverty around the world.

Absolute vs. Relative Poverty

i. More than two billion people live on less than $2 a day. Absolute poverty abounds.

ii. 15 million people each year starve to death
   - The number of deaths due to hunger every five years surpasses the number of deaths from war, revolution, and murders during the past 150 years!

iii. Global poverty today is largely a remnant of how the world used to look. There have been 100 years of change. (Gapminder World).
B. Gender Inequality

6. Violence in Relationships
   a. Reasons for violence
      i. Misogyny - hatred of women
      ii. Media images and role expectations
      iii. Peer pressure
      iv. Alcohol and drug involvement
   b. Acquaintance and date rape
      i. Rape by someone one knows, or a person's date
      http://www.rainn.org/statisticsarc.html

B. Gender Inequality

Top 10 Things to Know about Date Rape

10. Date Rape is forced or coerced sex between partners, dates, friends, friends of friends or general acquaintances.

9. Date Rape can be coerced both physically and emotionally - some emotional tactics include; threats to reputation, threats to "not like you", name calling, saying you "brought it on" or "really want it", and threats to break up or say you "did it" even if you didn't.

8. If a person has had too much to drink or is on drugs they cannot consent to sex and having sex is legally rape.

7. There are certain "date rape" drugs that render the victim unconscious and limit memory; using these drugs on somebody is not actually "date rape" but a federal crime with a possible 20 year sentence. (See: 1996 Drug Induced Rape Prevention and Punishment Act)

6. Rohypnol, GHB, "ActiveSex", "Roofies", "Ruffles", "Roche", "R-2", "Rib" and "Rope" are all names describing a date rape drug. These drugs are odorless and tasteless and difficult to detect in drinks or mixed with other drugs.

B. Gender Inequality

Top 10 Things to Know about Date Rape

5. "Date Rape" drugs may be difficult to trace but evidence of intercourse is not, and in cases where use of these drugs is suspected evidence of rape standards are lower.

4. If you don't want to have sex, say NO like you mean it and fight it off if you have to - despite myths, people who fight off a rapist are more likely to stop the rape.

3. Date Rape is the most common form of rape (78%) with 1 in 4 girls expected to fall victim to rape or attempted rape before they reach 21, and 1 out of 5 rapes occurring before a woman reaches age 18. (Sources: Rape Statistics)

2. Although girls are far more often victims of rape, guys are not "safe" - they can be raped too.

1. NO MEANS NO! If a person says no to sex (no matter how quietly or unconvincingly) and you go ahead with it anyway, that is rape.