Rape Culture in Society and the Media

Elisabeth Wise

February 21, 2013

WomenNC.org
NC Committee for CEDAW/CSW

Overview

- Defining rape culture

- Media images

- Situation: locally, nationally, globally

- Media Literacy

- Best Practices

- Conclusion

WomenNC.org
NC Committee for CEDAW/CSW

Defining the Issue

- Rape culture
  - Rape myths & victim blaming
  - Underreporting: 54% unreported
  - Attrition
- The media
  - 7% directors, 13% writers, 20% producers
  - Only 3% clout positions

Dolce and Gabbana Print Ad

Give and you shall receive

Local to Global

- About:
  - North Carolina: 1 out of every 8
  - United States: 1 out of every 6
  - Worldwide: 1 out of every 3
- Tool of War

STOP RAPE

Media Literacy

- Inauthentic representations of women in the media
- Media has ability to shape our society's views of gender roles and norms
  - Often reinforces stereotypes
- Education reform that recognizes influence of media on youth and ability to shape digital world
- Analytical tools will enable youth to think critically about media messages and become media creators

WomenNC.org
NC Committee for CEDAW/CSW

Girls Inc.

- Non-profit that seeks to empower young girls ages 5-18
- Over 1,400 sites nationally
- Mission statement: "inspiring all girls to be strong, smart, and bold"
- Media literacy program works to empower girls to analyze and create new media
  - Encourage greater critical analysis of media and its influences
  - Develop media production skills seeking influence from media made by women
  - Apply new skill sets-> create public service announcements

You Can't be What You Can't See

- *Miss Representation* documentary that exposes how mainstream media contributes to underrepresentation of women in positions of power and influence
- Challenges media's limited and often disparaging portrayals of women and girls
- *Miss*Representation.org non-profit social action campaign and media organization-> ultimate goal to transform culture
- Media literacy curriculum with a gendered focus that asks both boys and girls to:
  - Think about effect of images they see
  - Ways media affects women and girls' ability to see themselves as leaders

MISS REPRESENTATION
a documentary film by Jennifer Siebel Newsom
SUNDANCE FILM FESTIVAL

WomenNC.org
NC Committee for CEDAW/CSW

*Miss*Representation.org Media Literacy Curriculum

- Teaches students to:
  - Identify different types of media and understand that media communicates and teaches ideas
  - Think critically about stereotypes of femininity and masculinity and how they limit girls and boys
  - Examine impact media has on a woman's ability to see herself as a leader and obtain a leadership position
  - Understand how behind the scenes decisions affect the way gender is portrayed in the media
  - Become engaged in efforts to influence positive change

WomenNC.org
NC Committee for CEDAW/CSW

Conclusion