Content enrichment Role of Sound more rent Ringerpression Grender Stereotypes Outline Introduction Con ending Objectipitation disproportionate Cyberbullying girls women dvertisements gender roles in and lonfirmin hilters emale Deauty Using 01 444 to sa true Althat sicial media ~e Some concrete inly er (revertypes YLES necessary are 10 address biased social medic 0 Overview relation A briek 2 0 social media and gender between stereotypes European Institute por Gender Good well researched centent social media is reinforcing How 3. stereotypes ? gender Lyper bullying suffer Crives T more beys than DELD Countries Lase study: Crendered advertising Social I_ Uh media Representation research Traditional gender roles (6) online advertisements ih



II Unrealistic beauty a develorde in digital advertisements Repermenters and photo editting (b) _ Skin lightening products inpactical culture incl IV_ preading sund spaces gender norms elec References: 100 Toxiz masulinity 16) - Six packs, physical strength (0 - Women in emotioned contexts V Objectification and sexualization of women through sound media platforms Lase in point: # Metoo debare VI Degradation of women through Reference: LINESCO Report (2023) VI Targeten hate lampaigns against Demale professionals via socied media Book: Woman's Planning VIT Development of guider roles Via source spaces (ase in point: Women in fashion Us Men in Spirits industry 4- How social media has Challenged gender stereotypes I Sovial media is for peminist movements Case study: "He for she lampoign" by UN.



1 have T. Representation of non-binary trans-gender identifies on social media and Lase study: Sharadi Rai Online gyainst unrealistic Lam Dagns TT _ beauty Hand ands Case in point: # Unjuir any lovevely Compaign in India IV Online educitional Content on gender equality Case in points: Me Tuo Movement (6) # Girls of Dobas (b) # measures to 5_ What the are social address the role 0 gender stereotypes> media in spreuling I _ Diverse representation women in medice spaces Feminine mystigue Book: medercition ntent Ensuring П sould spaces and Yesu ion_ of filters 107 Reference. analysis media literary and Guar TT Utinting İn nicisses (villa Normayis model Lase in point: media literary 0)



gender inclusive IV_ Ascertaing media advertisements social # EndiAis movement Reperence : neutral algorithms Installing gender in social platforms V. Book: To be Real Conclusion 6. ÷ 10



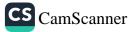
role The dispropertionate social medic like SDALES U instagram OY face buck SnuD(twitter 101 gender perpetuciting stereot behind reienti scher Allord in **A**mentan Dublishey U SUTV Ħ Derlent Psychologic U Association sou'al nedia available on lonten write ender e, ende ap ex 1) resses men 9994 75 Derlent yru 1 irm 18 30 ressy ylars fer tereo masuline łο these luencer Content rom ma Lunsuming ngrates Π youtubers gender reinporces Girls suffer mure Lyber Atereotypes. SUUL than bullying SULLY LES media Dlat Lorms advertisements ereg SION Hand LIYCS unrealistic norms 9 end fr influentia hroumin mus Cire omen Ob tion Cinc manifestations lhe v Some ostering sound TULE meyL



Durno graphy aunich mich Sender Atereutynes. 10 V pute Loupley wit rohessimals emale Campaigns against scia is 9150 rein Jurles media ระเว่น media wrums. HOWE gender has L hallenged 6.311 the J Hereotypes. is m emon 0 001 J Telatio 15 binary Reprensentation unrealistic again ļ with Climpulyns Clong olher Standards Cur beauty medie Some souia Friump including diverse measures (oncrete gurantering. Women representation 0 0170 re Ulation mode Content CUDER Cire anu media Spare role address the necessary ŀυ perpetuciting medic Soul Objectification ontendins tereotypes. dispreper time ber bullying th cohes jn In culvertisements Sender ideal emales 0 95 Lonhirmin cind that P ol 0 15 beauty gender media einforung U Sound ave V sterentypes. biased role Ċ 10 um-LELESSUT; social Imedia. 173



 (\mathbf{F}) There is a drep linkage social media and between sterestanes. Spreading 01 blagest Sources ideologies. information and reling ender Yrinhoriemen Similarly, identifies is also an xoles____ and of social media spaces. off-Sheet Institute of European According report (2023), mire Crender Eguality stereotypes than to percent of Sound can be eliminated play its importal role media has challenged gender alsu here's, it y y drivers of Rey the the world stereotypes aiross a strong there is 1 eril interconnection between social medi stereotypes. forums and gender There are multiple manifestations social media's role in reinforcing gender stereutypes and disproportionate ine yber bullying . sirle of women them.



(8) Solid media and gill through ITASS. girls In every bullying mlin Sufficing wente Almost 2 VELY beyr. bully LYBER Through out tdoes not convev 15 HEATS Cle Countriesany **sense**nt yber girls reported having JEEN to 8 percent beyr. bullied compared is con established truth Hence,___ that social media is reinforcing gender roles and identifies. In the manner, Same olbir genderal advertisement un social medias manifestation of gender Stereotypes role in postering the avertise ments Almost all media spaces contain the social on gender role Kind of Or 9 represent vule of identity. They Cind Soft Skills in women Chores - Resultantly, areus like bo girls such roles (unsume ylle arus and



(7) genderis special junctionalization gets Fraction For instance, hipstick culvertisements represent the social identities of women and girls. Similarly Women are given traditional gender roles Relevant and wer researched like reproontent of bemales in detergent advertisements. Hence souid media is the key driver up strict stereotypes. On the same pattern, unrealistic beauty standards in digital advertisements also indicates the role of seven media in perpetuating gender storeotypes. Confirming Percele n ideal V using Filters is the beauty common practise of social medice spor multiplyind viewership Sovial medias representation of unrealistic beauty standards enrouts gender relentities cure horms m suitty. Usage) Wilters and make prictures and photoshops to videos attractive is the key peature of digital spaces.



(10) women 0/1 Moreover, Yepresemation skin oh in skin advertisements creates lightening products also identifies and defines roles to media the genders. This, digital and gender orms perpetuate society roles m to above, In addition sovid Berpetuates influential culture and gender gender voles norms Consumption -0)) Increased due. u'rizens____ St is be lause media souid media the content nort gender-inclusive Platforms is masculine spreading 01 Segmented and horns 1 yoles reminine cmil medic has digitul through For g matemphasizes or hustered minasizes en instance, sur physical strength toxic masulinity, - Jor make genders and six parts However, it represents women m roles. Thus, It lan emotimus d writing here sovial 1041



(11) media D Jole a mai gend Losterin stereotypes. In the same vein, objectification and sexualization of women through scuid main plate Shows biased rule ci souid spaces in reinforcing gender (Hereotypes: It refers to) the treatin women as objects, often the purpose of sexual gradification sour media. No doubt Via sound main portrays women in sexually explicit or proactive manner most of the sound medicis advertisements ignores the self-respect, independence and cutonomy of women. For instance # Me Too movement's major slogan was the ending of objectivitation of women in digital advertisements. Ergo, sovial plays a key vole in media perpetuating V gender voles. Similarly, regradation of through misogynist pornugraphy women



(12)is also an other manifestation of souid mediais role in postering gender Attrectypes. Stuin medians content contains sexist pictures vividly and porn videos. Pornography The Shows that sex is of penales inis perception horm maligns their furllo Women and identification Moreover, sell respect sex roles to women assigning oppression and dyringonce. Allording to recently UNESIO report, 32 percent Nuhlished teenage girls suid that Delt bad about they When_ their pours, porn data on instagrom made them peel Worse Hence, it is true Contend Fo that sould medic k inforcing. gender identities. Additionally social playing media is also role in targetal hate lamptight against pemale propessionals. Sould med tool of people targeting women juyrpalists,



(13) authers and 011.0 prefessionals. Auerdmen to Some estimates, here ression is simple 17 Decent world CilYors ILE. Sherry Rehman says in her Women planning beels : that social media affect gender norms posters <u>A</u>4 m masulinity However, women not cire neversented m like authors rules scular media lheis perpetuating Platforms Jur main gender Stereotypes. Similarly, development of gender roles Via seyn Spales biased digital. rele indicates Women used ^ງກ to anuent media Were times, workmg Since the emergence Lyuns males media, have Social agriulture. roles given been (irunating coline 88 readly However limited Content has Demales. Uwing 10 0/3 movement gender Toles. Consumption_



(14) wumen have assumed roles like bleding of Children, making freed, washing chelhes and so on. For instance, women are encouraged in fushion industry and cosmetic industry but not in sports and education. All and above, souid medici reinforces genur stereotypes. Social media is cilso Challenging the gunder stereotypes on it is the major tool) _____ eminist movements. It is an undericable part that sound media the voice of has been women chiring the lbree peminist waves (All the compaigne quint gender inequality have curess of digital platforms like parebook and I twitter as a He Suuoresult, some of rights have economic and Notiticut been guaranteel to withen and girls. United Mation Storted Online leffert " He for she Compaign" to integrate men for gender



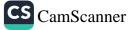
(15) equility. Resultant there were unicunfable rupated m men third wine of reminism Acrico Sould media playing robust in addressing Ycle gender stereotyper. dditionally media has 010 Dewal un-binary identifies. representation Cire Using Feminist activists digital horums to spread the trims Diversify volities. They are alse expréssion volumes against binary identifier via social Imedia spores. As a result, various Countries have passed transgender bills for encuring their cultonomy representation, independence cincl dell - respect. For instance, Shahzadi the big voice por Rui transgenders in Pakistan. She speaks Fronsginder rights youth and 1.07 disuble pricens. Verily, souid medica has challenged gender stereotypes.



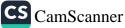
(12) In the same ways Online compaigns against unrealistic beauty standards show pusitive role of splat medici m ender sterectypes. Sodal addressing a biggest platform media the Confirmation ung against JUY an wear of women as V algiles movements beauty. Various the sole have condemned in cusmetic and 0) women Skin lightening production industries. For example, the blacks m India started a Campaign named " # Unjair and lovely (bor ending the punctionalization of gender roles in e-advertisements Therefore, sound medic is playing positive role to address the prevuiling ganer identities. On the same pattern, social media is also postering gender equality through educational content There are some afgorilling in souluf medic spaces which



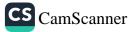
(17) cire generating information +0 chsure Similarly gender equality algorilhos Continuously Showing movements Speaking gender 1208 equity For example # me Tro Justered debute Corrent m gender Tights. JF spoke for Sexual elimination Content pares. Hence, sound rom digin hallenging gender media stereotypes. Some concréte measures to cidelress the nelessing cire. and wirst menure gender strentypes diverse this require women m representation More representation media spaces. digital platforms m women hic 90 p ny equality. ander meala Social envertisements Schul agginst Objectification of women. Voices and writer m her books: Betty Frieden that increased Feminine Mychigue m 911 representation) women



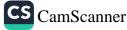
(18) spheres of the can end within one gender inequiling century. Thus, representation of penales in digital platforme is gender. essential per andressing rules and identities. Secondly, ensuring content moderation and regulation 0)sourcel media spaces is essential. Biused content on gender sterootypes should be deleted from digital porums. Morovers gender-inclusive algorithms should be installed in social media platforms. Regulation deita () spaces on digitul hu the governments should be guaranteed por gender equality. The case study of Dilters Uto liminate the negative content on gender is m jours. Thus, contract moderation and regulation of sovial milia is one of they Key remedies / jox discouragine gender storestypes



(19) hirdly, chaing media literary critical thinking ma is masses geldress necessury the gender stereotypes. To avoid the Consumption of Contait on social porums, masses Thruld be the origin and aware about trueness of clara. Similarly, masses tt. must check authenticity deep pakes and advertisements. For examples Norway has started medic literary pregram in her educational institutions to evade the deeplances and false information. Verily, medie individuals literaw auveur from promptly keep lbem Consuming gender Stereutypes. Fourthly, ascertaining genderinclusive advertisementing Sound S lhe is one media measures to ciddress 11-KEY medicus role in reinforcingdigital and institles. Com 7018 gender arvelopeq times 100 Shall abuit plekjern. 911 Sound



(20) gender-sensitive auvertisements. Moreover, De implumente strict must_ 1 ymle to limit the negative of soviel medica Vin postering gender sterectypes All the sexual Vadvertisements must be stopped immediately. Similarly, Objectification of women via culvertisements must be dicieuraged. For instance, # End SARs movement started on twitter and went on to create real legislative change on gender norms in Nigeria. in culina Hence, gender-inclusive-y advertisements is inauspensable to suppress the gender stereotypes. Last but not least installation of geneer-neutral alogrithms on sould media porums is also one of the - Crucial steps to address pender stereotypes Gender-neutral algorithm encourage gender equality as they create data which is gendered inclusive Moreover, there are also some algorithms that binder the



(21)Content spreading gender voles and identities. A famous activist and writer, Rebberg Walker, says m her book: "To be Real" that gender- neutral algorithms can bring real Thift in gender-debates. It is because, Junctional specialization of genue roles can be Eliminated Ibrough sound medici Thus, installation Job ginder- neutral algorithms Kan address the perpetuation of gender stereotypes via digital media spaces. To Conclude, media especially salaf media is gender stereotypes. There reinforcing the manifies tations hust 0 are blused mole of socia this context. media porums Lallying, Unrealista Disproportionate (yber beauty standards in e l'advirtisements , and spreading of influential culture show negative rule and norms Arnelly 2) medica m roles and identifies. Objectify



(22) and sexualization of women in social medicis advertisements also inditutes bused role of sovied media spaces m Context. However, H sciles this media has also challanged gender stereotypes. suid medi a teal of forminist movements, win binary genders representation of some Vol and others are key roles of social media genner equality m guaranteemy using ensuring Some remedites media literary in masses, ascertaiting cliverie representation of woman in digital spares and content regulation are the major steps in this regard, similarly, gender 1 epicidity inclusive advertising is millortant in this context (1) above mensures are not implemented then gende inequality cannot be eliminated in future -XX

