



BROOKLYN_BORN

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The way it was, is now, and perhaps will be?

Tuesday, March 12, 2013

"Women won't be equal to men in the media until 2085."
Articles like this always grab my attention.

I've listed the links to the articles at the end, since it's not so much the general results of the study that interested me, but one sentence in particular.

"Girls as young as 6 begin to see themselves as sex objects based on a combination of media influence, mother's parenting and religion"

There's been a lot written here on SP about body image both in articles and blogs of personal experience. While men are not immune, this is primarily a women's issue.

From my writing it should be clear that I support efforts of women to be strong physically and mentally, well educated and have choices in life. I hope women equip themselves to be able to support themselves and any dependents should the situation arise. Sadly, women without this ability can be one death or divorce away from poverty.

Even as a child I realized that my activities were limited by expectations. I have a home movie of myself "at bat" in a dress with a crinoline and a big bow in my hair. Those who defied convention athletically were called "tomboys" and worse if they challenged the status quo in other areas of life. Those early efforts are well documented. It took strong women to rise above the media and social conventions of the day.

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The Subaru GL Coupe. Like a spirited woman who yearns to be tamed.

Perhaps you're a man who grabs life by the collar. You live life your way. And it shows... in the clothes you wear... in the women you love... and in the car you drive.

The Subaru GL Coupe is waiting for you.

Shock. Awe! The sculptured lines of the one-piece body invite you in. With front wheel drive she's different. A step ahead of the others. Go to her. Let her cradle you in the softness of her highback reclining bucket seats. Surround yourself with the business of her interior appointments. The GL Coupe is ready.

Now. Turn her on.

Lead her to the open road. This is where the Subaru GL Coupe wants to be. Unleash the relentless power of her 1400cc. quadrilateral engine. Control the Coupe's every movement - her every rick and turn - as you take hold of her rack and pinion steering. She'll make it smoothly with her four wheel independent suspension. She'll carry you away on the peaks to the red line of her tach.

The Subaru GL Coupe is yours. Waiting for you.

And one more good thing, she owns no title to keep happy.

Front Drive Subaru



Pitney Bowes, Chase and Sandborn and Subaru had these ad campaigns in the mainstream media. This is the image that was accepted. Even if we didn't accept it, at least we were expected to have a "sense of humor" as they defined it.

More than half a century has passed but you can still read comments that reflect some unfortunate attitudes

Like this:

"As a successful business owner, I assure you that most women (key word: most) have no 'business' in...business. As sexist as it sounds, women ARE pretty much baby makers and sex objects, end of story. Close your eyes and pretend it's not so, but this is the way the World works. Stay in the kitchen, ladies...and let men do what we do best."

Or this from an angry man who wrote as part of his diatribe:

...Majority of high salaried jobs held by women. Status quo's and ALL single mother programs such as food stamps, housing authority and childcare assistance geared towards women to include Domestic Violence shelters and Laws are geared towards...wait for it...women...

Comments in that vein receive a lot of "likes."

I realize the Internet allows trolls and "keyboard cowards" a wider audience than they would have had decades ago. However, I'm glad to know of the existence of these reactions so I'm not lulled into a false sense of security.

The media images we have today are different from the ones I encountered as a child, but they should be viewed with the same clear eyed honesty and when appropriate, resisted with the same intensity.

Article summary:

living.msn.com/li
fe-inspired/the-daily-dose

[-blog-post?post=b208097b-70d2-4d30-a1ec-2ac5025ae611](#)

Full article

www.policymic.com/articles/28873/women-won-t-be-equal-to-men-in-the-media-until-2085-study-finds

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HAYBURNER1969



This blog entry and the comments reminded me of something from my teaching days in the mid-1990's. We were singing "The Farmer in the Dell" and kids were chosen to be the cat, the dog, the child, the nurse... When it came to the nurse, a boy raised his hand (to indicate he wanted the part) and a girl yelled out, "You can't be the nurse! Girls are nurses! Boys are doctors!"

I simply told the class that it doesn't matter if you're a boy or a girl. You can be a nurse if that's what you want. You can be a doctor if that's what you want.

3015 days ago



WATERMELLEN



Things have changed, sure. But plus ça change, plus ça reste la même chose (the more it changes, the more it stays the same). Women in Canada still make 73 cents for every dollar a man with comparable education/experience/responsibility makes . . . and although more than 50% of law school graduates are women, the attrition rates from private practice and exclusion from partnership continue to escalate.

We haven't achieved matter-of-fact acceptance and equality yet. We haven't evolved to a workplace norm which is genuinely neutral rather than male biased.

3015 days ago



MISCHAKEO



Things have changed from those earlier ads. Women have made progress in education and in work. But as you say, there are still lingering stereotypes today. You see it in the ads. Women are still earning less than men and I believe have fewer jobs in management.

Thanks for all of the info.

3015 days ago



MERRYMARY42

blog and all the comments are interesting,

3015 days ago



DONNA5281

THANK YOU!

For sharing.

Very interesting.

3015 days ago



GINIEMIE



When my daughter was little she decided she wanted to be a nurse (she did not enter the medical profession) but I always told her she could be anything she wanted to be, a nurse, a doctor, the president. I taught her and her brothers how to cook and clean as did their dad. We wanted our children to pick what direction they wanted to go in. We always told them that their efforts and their talents should lead them to pick their career choices.

We just wanted them to be happy.

I'm afraid that the human race is about itself, and generally people find ways to put others down.

I'm tired of people who put down anyone due to gender male or female, race, or ethnic origins.

And I know that at times I have been guilty.



3016 days ago

CD13136117



I don't think it will always be like this. Women have much such progress in the last 30-40



years, and if we continue at this pace - who knows what is in store. There are so many more women in politics, CEO's, etc. etc. Cream always rises to the top!!
3016 days ago



DRB13_1

heavy and important topic
not to bring politics into it, but the discussion around "rape" has been baffling and disappointing in terms of progress for safety and equality for all people
will the day ever come when we are simply "people" instead of labels?



3016 days ago



CELIAMINER

I like to think my mother was ahead of her time when she pushed me to study, get good grades, and get a good job. And she meant a job NOT in a field dominated by women, since women in "women's work" were overworked and underpaid. My mother's advice was, "Never let yourself be dependent on a man."
3016 days ago



BOILHAM

Those ads surely are jolting to the psyche. Yes, they are shocking and harsh by today's standards, but originally published to be viewed tongue-in-cheek.

Let me help ease your pain:

I remember as a child watching "the Life of Riley". Chester A. Riley was an overweight, dimwitted blue collar worker. Riley was the constant long suffering victim of his own stupidity. His entire family and gorgeous wife constantly besting him in all his schemes. That show was the first I remember whereby the husband is an overweight dolt, and the wife an all knowing, gorgeous and slim, leader of the household. There have been hundreds of Riley's following him in virtually any sitcom you might find. Fat dummies with gorgeous wives.

Congratulations ladies, "You've come a long way, baby".

That's a quote from the mid 70s Virginia Slims ad. 40 years ago Madison Ave was congratulating women on their progress. I think we've done even better since the mid 70s.

Good job, America!

3016 days ago



BARBARAJ73

We have come a long way. But a look at today's media, particularly targeting young women, reveals the subtle, and not so subtle, messages have not disappeared just been re-formatted. I listen to conversations between my middle school students and hear so much sexism. These issues need to continuously be pushed into the mainstream for conversation and scrutiny. Keep on!

3016 days ago



DR1939

Amen Sistah!

3016 days ago



TIGGERJEAN

Um. Wow. WOW.

I'm in my 30s and those ads are horrifying.

3016 days ago



NELLJONES

Things have changed so much just in my lifetime that I can't imagine it will take until 2085. When I was in high school looking for summer work, the classified ads were listed separately for men and for women. Any social change takes between 2-3 generations.
3016 days ago



JOHN MARTIN MILES

Stereotypes have to be fought and fought and fought. Continued vigilance is a necessity or the past will repeat.

Make Today a Great Day!

3016 days ago

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