

# Stereotypes of women in the media and workplace

[Business](#), [Career](#)



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Stereotypes of Women in the Media and Workplace A stereotype is defined as “ an assumption that may be adopted by people about a given group of individuals or certain ways of doing things, but may or may not show the actual reality. ” Stereotypes are defined upon genders, races, actions, etc. Different aspects of stereotypes shown on the media and in the workplace, give women the ideas of how they must look and act or what they must do according to their gender. Every day, women are affected and discouraged by these stereotypes positively and negatively. Today, thousands of women have the pressure to feel beautiful and look beautiful; beautiful, as in a gorgeous face, luscious hair, and a skinny, toned, and tall body. Beautiful women with these traits are portrayed everywhere—you see them on the internet, billboards, posters, magazine covers, television, etc.

In *Women And Negative Stereotypes: An End Before A Start*, Divya Bhargava states that “ it is shown in advertisement a woman’s goal in life is to attract and attain a man: women are shown in advertising as always young and attractive. Being attracted by a man makes a woman feel good about herself, and can boost up their self-esteem. Personally, I relate to the thousands of women who feel the pressure to look like the beautiful, sexy women that are shown in the media. Seeing these women on the covers of magazines and on the internet gives me the need to be as attractive as them. In order to do so, I try to exercise 5-6 days a week 1 ? -2 hours a day and consume healthier foods. For motivation, I put Miranda Kerr, who has a gorgeous, toned body, as my phone wallpaper.

Whether on the internet or face-to-face, women are verbally abused if they do not exceed the traits of what society considers beautiful. A friend of mine who owns a Tumblr (blogging site) account has received many anonymous hate messages. These messages included plenty of rude insults regarding her image and size. If bigger women are portrayed in magazines, it's most likely because a celebrity gained plenty of pounds. Recently, a rumor has gone worldwide that Kim Kardashian and Kanye West broke up. Because of the break up, Kim Kardashian has gained weight due to her pregnancy and excessive eating. Rather than promoting the woman's ideal image and celebrities' horrible weight gains, the media should inform the audience with true beauty.

It is sad to see how the idea of beauty changed dramatically and how horrible people can be towards others who aren't at the level of the ideal image. Because of the media and society stereotypes are constantly pounded on women, which are dramatically affecting a woman's self-esteem negatively. Ever since the mankind started living in societies, specific duties and lifestyles were implicated for the male gender and female gender. From the moment we are born, we are already steered into our gender roles. For example, if a baby girl is born, she will most likely be provided with pink clothing and accessories.

If a baby boy is born, he will most likely be clothed and accessorized in blue and other boy colors. The typical gender roles portray a big role in the hardships women go through on their journey to pursue their career.

Contributor Abby Kaplan states in Traditional Gender Roles' Devastating

Effect on the Modern Woman that “ Most women are concentrated in social work, childcare, and health aide type jobs. These jobs generally pay less than “ masculine” jobs such as work in math and science. ” Because jobs relating to math and science are considered “ masculine”, females tend to push themselves away from the working field. Sexism also plays a role in the workplace.

According to Sexism in the Workplace, “ women in the same jobs as men usually earn less, even though these women may have the same or better training, education, and skills. ” Often, women have to take the time off of work to raise and care for their children. Because of the stereotype that women are weaker and more emotional than men, few women are in leadership positions. “ Many people believe that having a female leader would weaken the country, rather than strengthen it by providing a new perspective,” states Kaplan. Females should not be enrolled into stereotypic careers, nor should they be discriminated from whatever career they choose to pursue in.

In The Descent of Men by Dan Kindlon, figures 1, 2, and 3 portray the progress of women regarding bachelor’s degrees, doctorate degrees. Men are still superior to women, but women are continually making dramatic advancement in education and the workplace, and changes in gender roles will definitely take action. The cause and effects of stereotypes upon women are rapid. For decades, women’s stereotypes and gender roles has shaped us negatively and positively. Because of the media, the definition of beautiful has become the image of a woman with a gorgeous face, luscious hair, and a

skinny and toned body. Although the women's level in the workplace began weak, women are progressing in education and career pursuing and will only continuingly advance.

Time will only tell how dramatic more changes for female stereotypes will occur. Works Cited Kaplan, Abby. The Brown and White. Westtown School.

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