

# Women and their race in usa media

Sociology



Women and their Race in the USA Media Outline: Women and their Race in the USA Media Introduction a. Historical and contemporary portrayal of women in the USA media.

i. World Savvy Monitor 2009

b. Multiracial feminist perspectives and media representation.

ii. Brooke & Hebert 2006

c. Thesis

The thesis argument is centered on establishing the role of the media in defining the pervasive gendered society through the promotion of racial stereotypes of women in society. Furthermore, the arguments advanced will seek to project the role of the media in projecting differences in cultural constructs among women from different races.

2. Media and female racial representation

a. This section will provide an innate understanding of the various dimensions of media representation in the American society. Furthermore, it will outline the categorical female races within USA. Consequently, it will examine the role of the media in the depiction of different female racial groupings in the United States.

b. Definitions of terms

i. Alvarado, Gutch & Wollen 1987

They define media representation as the construction of dimensions of reality through media such as television, social networking sites and written literature. Such constructions of reality include people, cultural identities or objects.

c. Media representation of black women

iii. An analytical overview of the historical and contemporary stereotype

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projection of the African American woman in the media.

1. Manatu 2003.

iv. Case study.

2. Brooke & Hebert 2006

Focuses on the cinematic projections and role of the black woman.

d. Media representations of Native American, Latina and Asian women.

v. An inclusive media projection of other “ women of colour” part of the American society.

1. Luther & Lepre 2012.

e. Media representation of white American women.

vi. An incisive analysis of the media projection of the white American woman and an examination of their power relations with respect to women of color.

1. Brooke & Hebert 2006.

### 3 Implications

Conclusive discussion pertaining to the American media projection of all the women races in America. I examine the consequent effects in fuelling gender roles and racial stereotypes in the American society.

1. Gunter 1995.

### 4 Conclusions

The media plays a central role in the perception of social realities. Moreover, these social realities are constructed by the cinematic images, films and literature packaged through the media. Consequently, the media representations have shaped the social realities through the depictions of gender differences and racial stereotyping of females in the American societies.

### References

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