

About 4 sources

[Literature](#), [Russian Literature](#)



How Media Affects the Acceptance of Gays and Lesbians There are four articles that relate to this topic. The first article is about 'how minority consumers use targeted advertising as pathways to self-employment' (Tsai 85). The purpose of the work is to analyse how lesbians and gay consumers utilize commercial advertisements that target them. In summary, the content explains that gays and lesbians have developed interpretive strategies that enable them to cope with the social stigma that they encounter. They construct meanings from symbolic messages that are exhibited in advertisements and use these meanings as pathways of self-empowerment (Tsai 88). This work is written for commercial experts as the main target audience. One unique thing about this material is that it focuses on how gays and lesbians indirectly make use of visual interpretations to find meaning. Most articles focus on how media directly influences perception. The research methodology used to gather this information was interviewing. 25 self-proclaimed gays and lesbians were interviewed. The strength of this material is that it focuses on the effect of stigma as a major factor that affects gays and lesbians. One weakness is that the article ignores the negative impacts of advertisements on this group.

The second article focuses on 'media, sexuality and identity' (Meyer 380). The purpose of this work is to provide a detailed understanding of the role of the media on people's perceptions of sexuality. In summary, the article explains that the manner in which media communicates issues of sexuality influences cultural perceptions either positively or negatively depending on how individuals interpret the messages. This work has been written for scholars who want to have a better understanding of the role of the media in

culture. Analysis of secondary data is the research methodology that has been employed in this work. The unique thing about this work is that it provides a deep insight on how sexuality develops through media. The strength of this article is that it focuses on both the media and the audience as active players in the determination of sexuality. The weakness is that it does not clearly highlight how media messages are culturally interpreted to influence sexuality.

The third article is about ‘ global gayness’ (McAllister 89). The purpose of the work is to analyse how gay culture has become a global affair. In summary, the work explains that imagery portrayed by the media about sexuality has had an influence on all cultures globally. However, the writer suggests that this culture developed from the west. This work is for any audience interested in gaining more knowledge about issues of sexuality. The unique thing about this work is that it focuses on the role of the media from a global perspective. The research methodology used utilizes both interviews and secondary data to collect information. The strength of the work is that it portrays no bias on either Africans or Westerners, while the weakness is that the role that the media has had is generalised and not specific.

The final article is about ‘ the role of gay male pornographic film in the identity construction of gay men’ (Rothmann 22). The purpose of the work is to analyse the role of pornography in sexuality. In summary, the content talks about pornography and its influence on mentality. This work is written for researchers interested in understanding the topic of pornography. One special thing is that the work acknowledges the fact that pornography is very influential. The research methodology used to collect information is the use

of secondary data. The strength of this work is that it clearly elaborates the negative implications of pornography. One weakness of this work is that it ignores the role that pornography has had on lesbians.

Works Cited

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