



Choose one of the contemporary magazines.

How can we apply feminist perspectives to it? Find examples from the text to support as many of the following points as you can.

Liberal

- Fighting for power through the equal, legal rights of women in society.
- Media perpetuate sex role stereotypes because they reflect dominant social values.
- Male media producers are influenced by this.
- Men are not the enemy-they can live alongside each other as equals.
- Women can be superwoman- home, family, body and work.

Radical

- Men control a patriarchal society through dominance and physical strength.
- Men have no place in feminist utopia.
- Believe in women dominating society.
- Reject typical gender roles.
- Media production is owned by men, operates to the benefit of the male and should be by women, for women.

Socialist

- Concerns with class and economics – ‘power is located in socio-economic structures’.
- Women’s ‘production of labour’ and the ‘economic value of domestic labour’ are not recognized.
- As this work is lower/unpaid, it is essential to maintain a capitalist society.
- Women as consumers in this society.
- Linked often to class, age and ethnicity.
- Advertising reinforces sexual objectification of women.