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Gender stereotype was impacted by media bias

Gender stereotype starts with “Don’t cry! Be a man” or “You are not supposed to do that, you should be a lady.” People grow up living with the gender stereotype that was indoctrinated by their parents or education. For example, male is born to be engineers, while female works as the nurse. Man will not be recognized as a nurse if they work in the hospitals, only be identified as a doctor, which can be called prejudice. In this day and age, people expect that this bias can be turned over by media, because under this considerable amount of media, people desire to discover the ideal blueprint of career path. Although media began to blossom in the past few decades, those did not break the gender stereotype as the public expected. Instead, the media is a group of backstage driving force for gender stereotype. People need to realize how does media impact on public negatively and what should be considered to avoid the situation which is the influence from media.

When it comes to media, the first thought upon of people’s mind is advertisement. Advertisements can be innovative and full of diversity, which are good for the companies. Yet, merchants may stereotype the characters unconsciously when creating the advertisement. In Taiwan, for instance, there was an automobile advertisement presenting that the characteristic of male is decisive and ration. On the other hand, female is portrayed to be irrational. Also, Taiwan has produced a lot of TV dramas, most of them have similar scenes that men should be strong and good at problem-solving. In the flip side, women are the vulnerable group which need to be taken care of. The modern society is full of media and there is no way to avoid them, unless shutting down all the electronic devices. According to DMA, which is Taiwan digital media and marketing association, Taiwan has 38.96NTbillion of total advertising size in 2018, however, there are only approximately 23 million people in Taiwan (2019). That is to say, people are under the exposure of media every second, inevitably.

Unfortunately, even fairytales did the same thing as other media. In the story of Cinderella, the structure of story shows the characteristic of standard female, soft, kind, gentle and emotional. Moreover, there was a research indicated that how did movies and books use "Cinderella complex"(Xu, Zhang, Wu, & Wang, 2019) to construct the stories. In the research, the authors found out in thousands of movies and books used word embedding techniques to construct women's emotional dependence on men in stories. The authors analyzed the words of the stories, and the results turned out that females were more kind and inclined to family; male were more agentic, skilled and work-oriented (Xu, Zhang, Wu, & Wang, 2019). When people retrospect what people had learned from life, they might find out that media has an imperceptible influence on our mind, even the media do not need to point it out precisely.

With the rise of media impact on public, people are facing an overwhelming scale of information and they have to identify the authenticity of information because it might include the fake one. Over time, people no longer trusted media. In fact, based on Taipei Times (2006), the news reported that the Edelman did a survey in Asia-Pacific which was about the credibility of media. However, Taiwan's media only has one percent left of credibility. The survey reflects on the truth that the people in Taiwan begin to realize and care about the influence of media. In order not to be affected by the media, the intervention can be young child education. The education from parents is more direct and more efficient. Parents need to accompany with children while they are watching TV, reading books or any formal of media. Children are soaking like sponges, they can easily absorb any information what they received. As a result, it is the most critical thing for parents to help children do the information filtering. It can minimize sex bias through choosing the proper reading books, or restricting certain levels of usage of the Internet. Furthermore, government policies can also be a way of help for the public to get the

appropriate information which is without bias. For instance, according to Sweney (2019) from The Guardian, the article was about there were two advertisements banned by government because they described the scenario of gender stereotype. One of them was that the dad had no idea about how to take care of baby, it is typical gender stereotype that male is not keen on looking after babies (Sweney, 2019).

To recap, media has the powerful impact on public through words and images, and that information from media may have an imperceptible influence on changing people's perspectives, contributing a certain pathway people need to follow. Yet, people have to find a solution to stop "limiting how people see themselves and how others see them and the life decisions they take" (Sweney, 2019). It is important to be authentic, do not let media dictate people's future. Although the concept of gender stereotype has already been implanted in public's mind, there are different ways to remedy this situation, one of which can be the education and the other one is government policy.

References

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