



FAIL

Gender and Sexuality



Introduction



- Gender
 - ([Film](#)) Stereotypes
- Gender and Advertising
- Sexuality
- The future of Gender and Sexuality
- Round-up



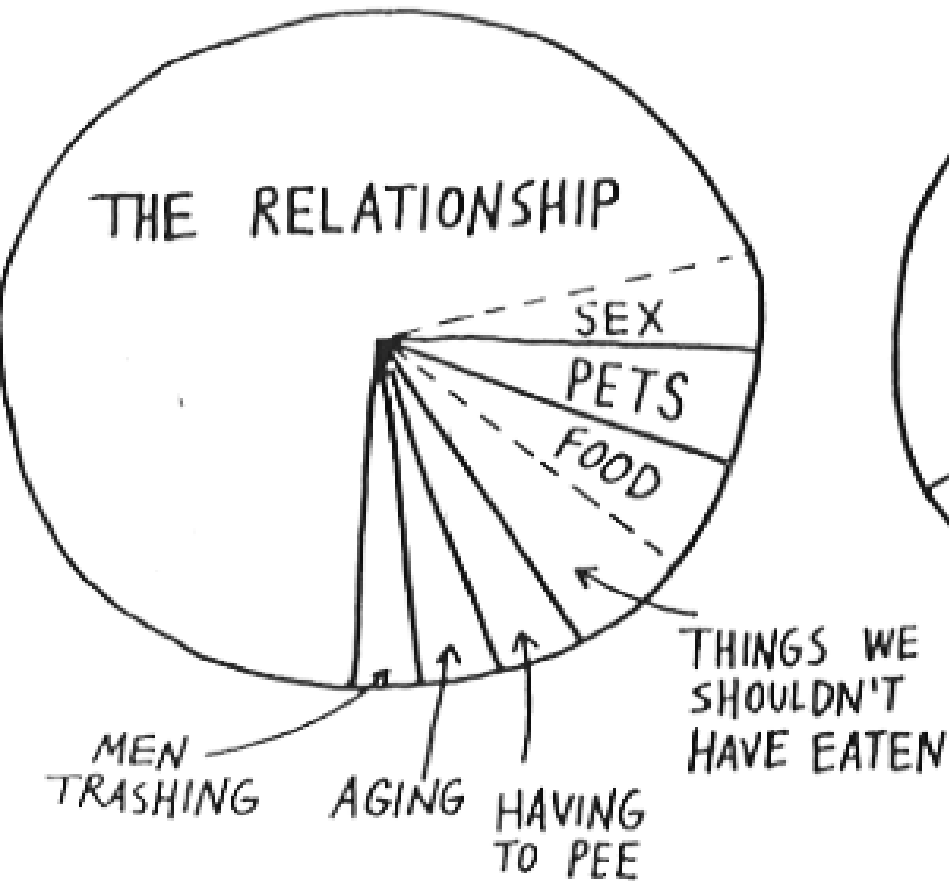
Definitions

- Warning!!!!!! Do not view films if you are offended by items of a sexual nature!
- Definitions
 - Sex
 - Gender
 - Sexuality
- Are we all happy with what we are?

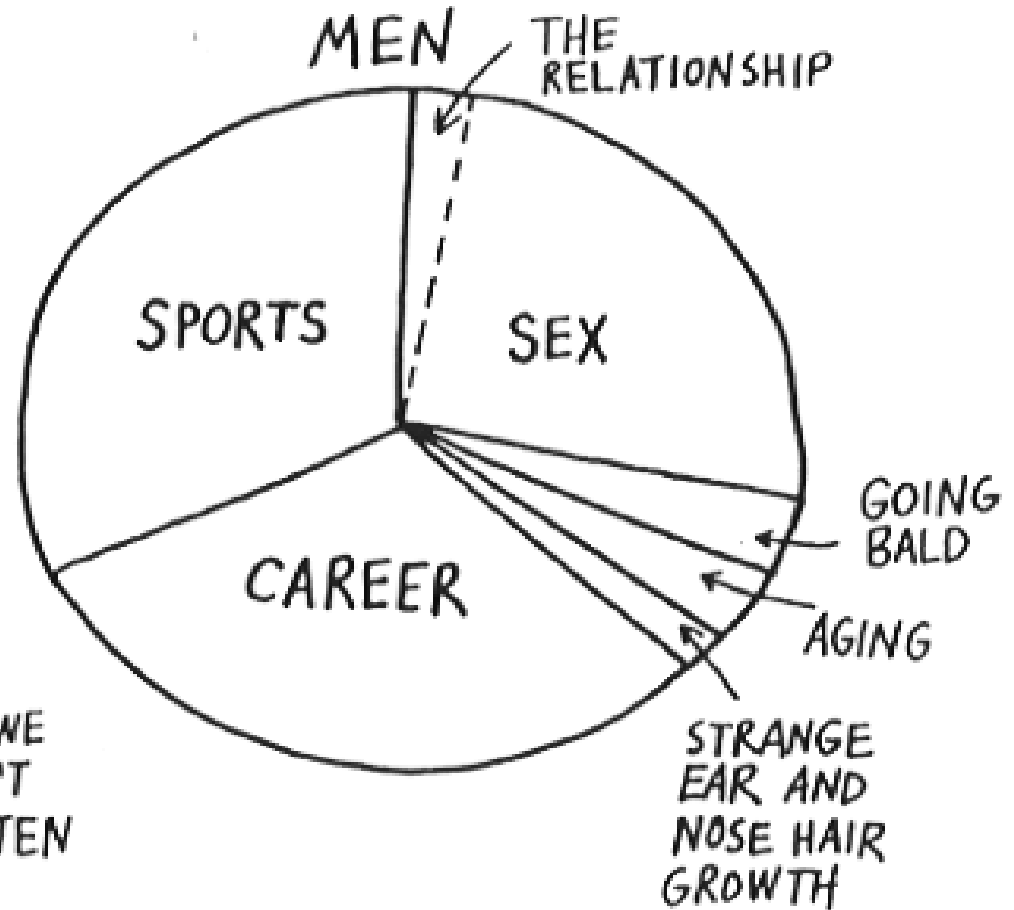


THOUGHT FREQUENCY AS PIE CHARTS

WOMEN



MEN



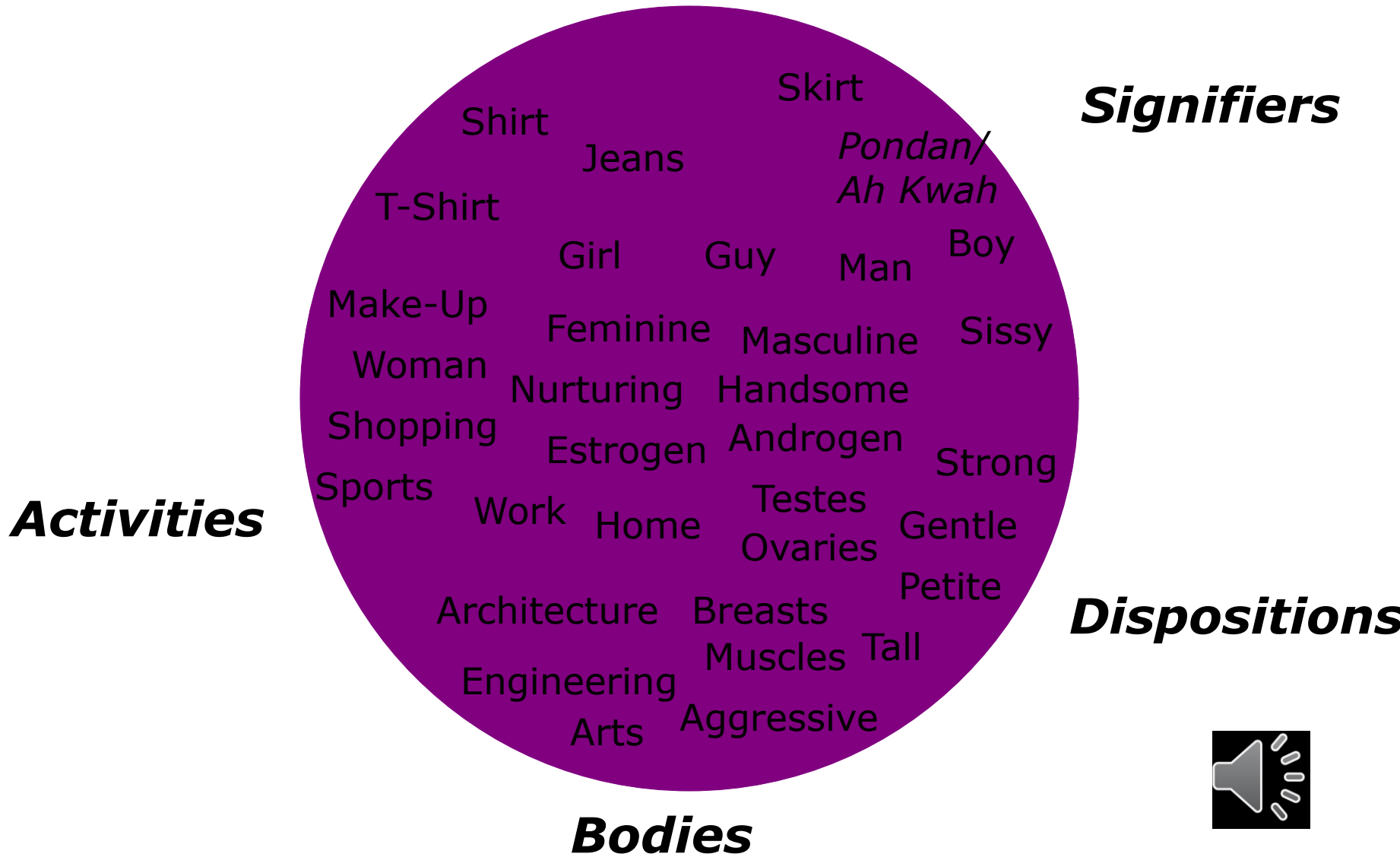
Quinn Beum
©1991

Gender Identity

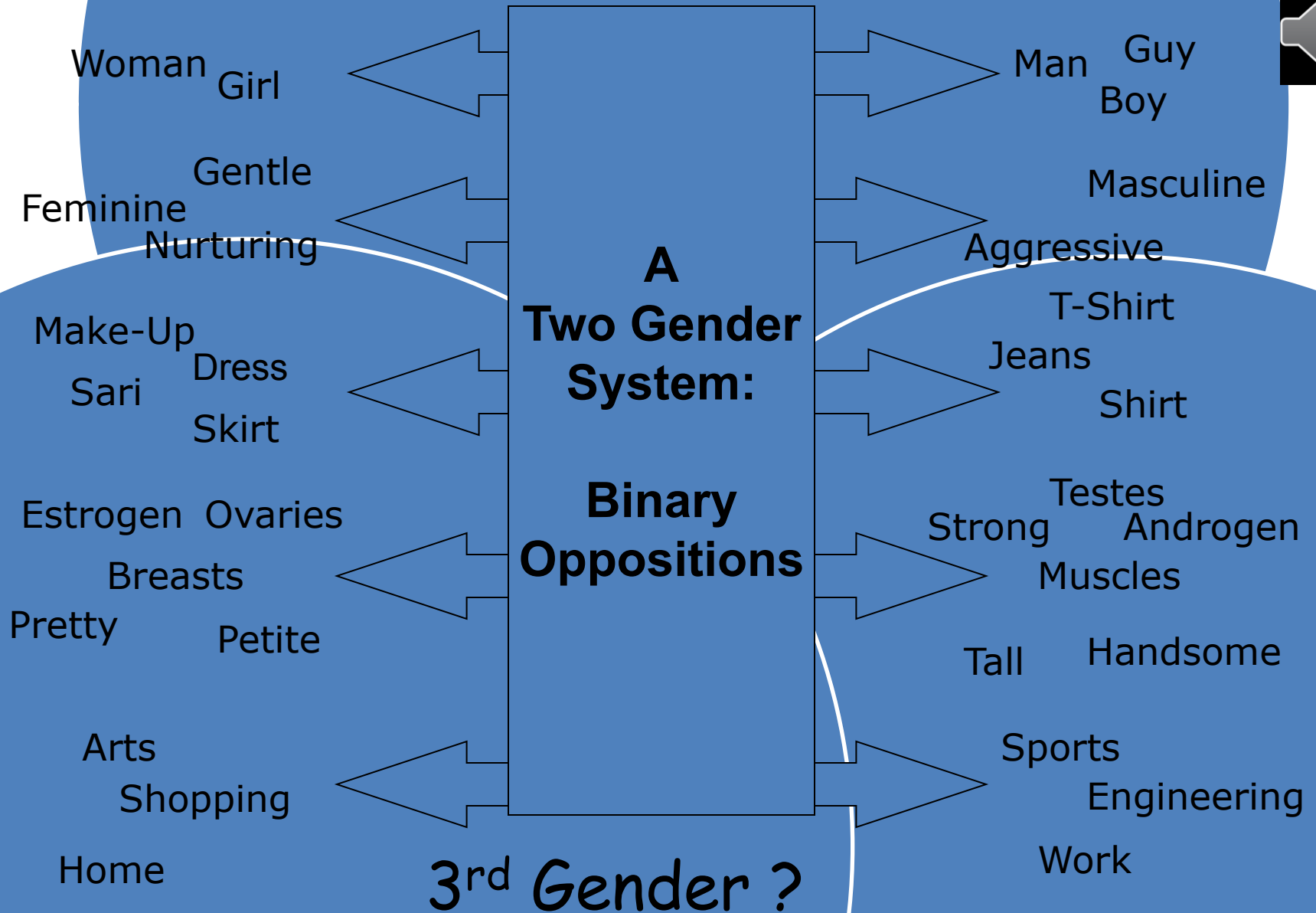
- Binary or pluralist genders?
- Who defines our gender identity?
 - [Film](#) on performance artist discussing gender
- Gendered Socialisation ([Film](#)) ([Film2](#)) and Language ([Link](#) to EU)



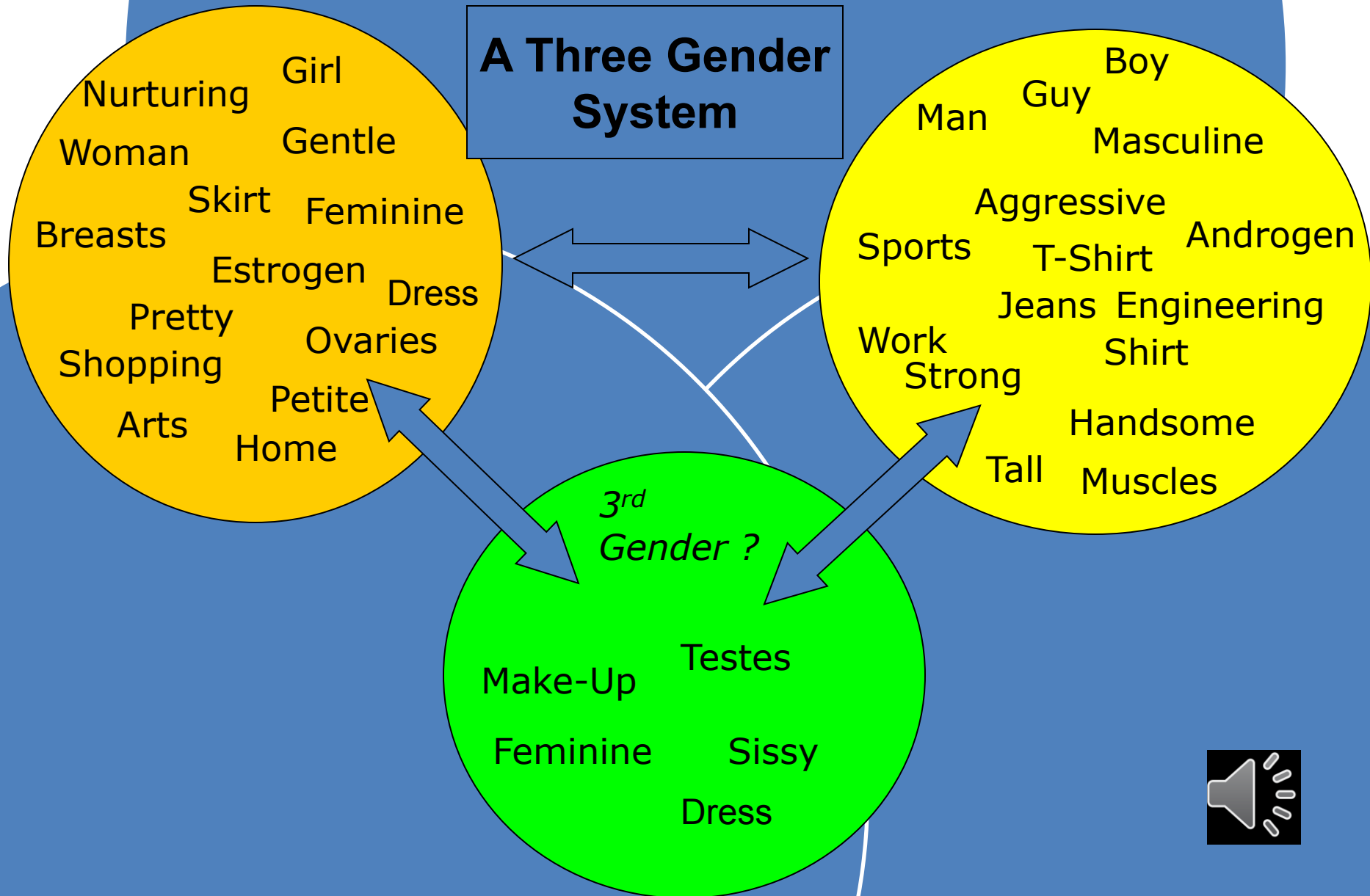
Things (without Meaning)



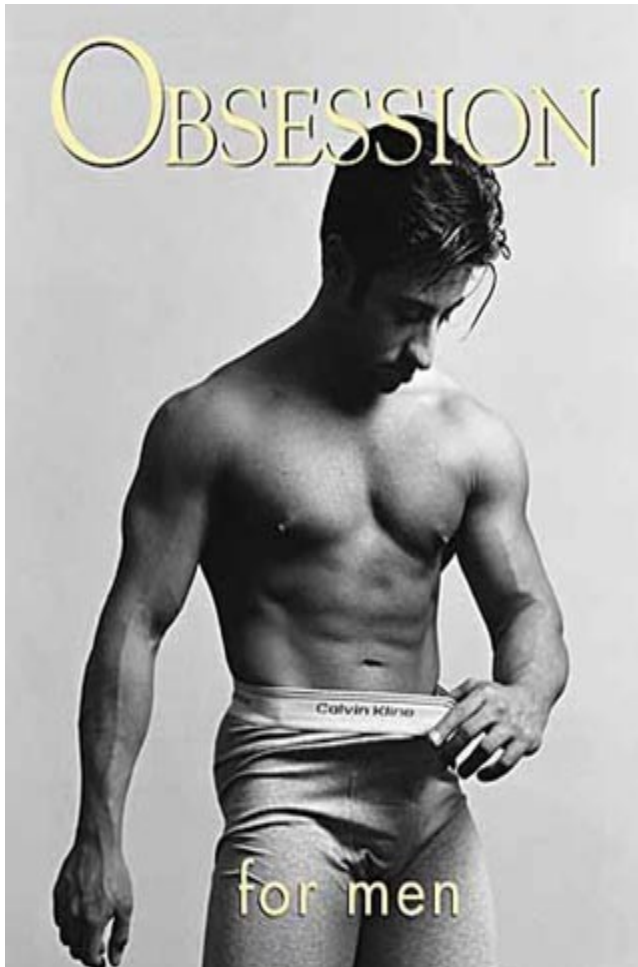
A Gendered Structure of Meaning



A *Different* Gendered Structure of Meaning



Advertising and Gender



- Reinforcing stereotypes
- The Male Gaze
- Changing times?
 - ([Film](#))
- You can investigate more here

<http://genderads.com/>



Differing Images of Beauty



Anorexia = Beauty



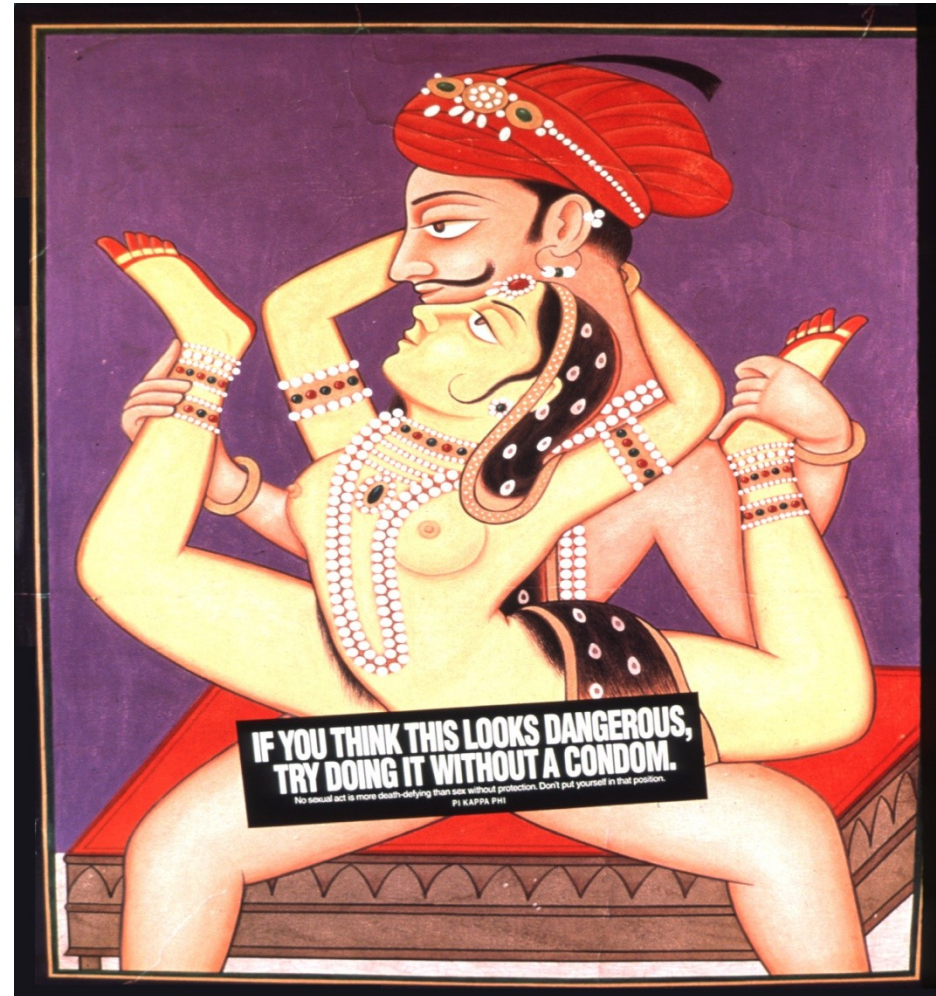
Obesity = Beauty

- Correlation between Body Image and Status
- If *little* food is available, being overweight implies wealth and thus high social status.
- If *lots* of food is available being thin could show discipline, leisure time to exercise and high social status.

Advertising and Sex

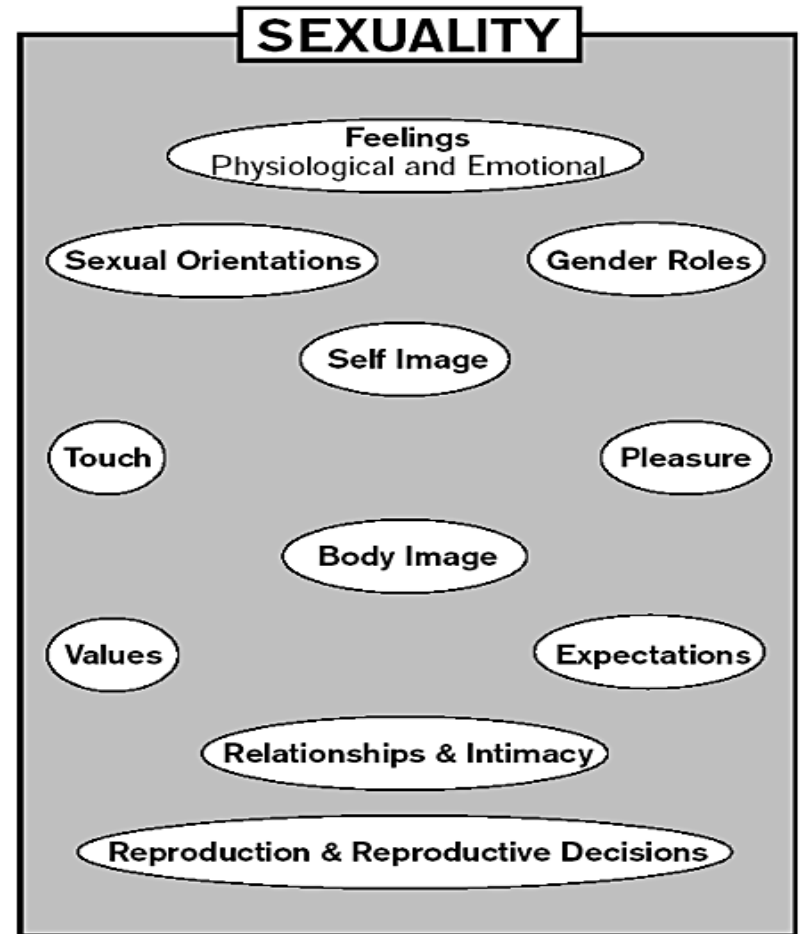


- Sex Sells
 - Deconstruct this [film](#)
- De-mystification of the body
- Acceptance of sex as 'normal'



Sexuality

- How do we construct it ?
- How do we define it?
- How can we make ourselves more sexy? ([Film](#))
- Is a Post Modern view of Sexuality possible?
- Do you agree?



The Future of Gender and Sexuality

- Pluralism ,
homogenisation or
retrenchment?
- Technological changes
 - Gene Manipulation
 - Body Augmentation
 - Cybersex ([Film](#))
 - AI Sex ([Film](#))
 - Teledildonics ([Film](#))



Further Reading

- EU Briefing http://ec.europa.eu/justice/gender-equality/files/womenonboards/wob-factsheet_2015-01_en.pdf
- Verge, T., & Lombardo, E. (2015). The differential approach to gender quotas in Spain: regulated politics and self-regulated corporate boards. http://cadmus.eui.eu/bitstream/handle/1814/35807/LAW_2015_24.pdf?sequence=1
- Gascoigne, C., Parry, E., & Buchanan, D. (2015). Extreme work, gendered work? How extreme jobs and the discourse of 'personal choice' perpetuate gender inequality. *Organization*, 22(4), 457-475. Online at <http://org.sagepub.com/content/22/4/457.full.pdf+html>
- Stamm, M. (2015). Gay Marriage Laws in Europe Compared to the United States. http://scholarworks.wmich.edu/cgi/viewcontent.cgi?article=3543&context=honors_theses
- Woik, E. (2015). Hook Up Culture: Changing the Structure of Future Relationships?. <http://cornerstone.lib.mnsu.edu/etds/433/>



