

## **Alice Mulder GOVT4B**

**Topic:** female identity and sexism

**Title:** Met man en macht (not translatable? With man and power?)

### **Question: To what extent is our gender identity determined by the media?**

Women contribute to half of the world's population, yet still they are somehow invisible at some levels of society. Even in the field of graphic design, where girls outnumber boys when it comes to the student population, the women in the professional field are absent as far as top positions are concerned. How is that possible? What are the origins of this inequality?

In this thesis I research the feminine identity and the way it's been crafted by media and psychology. Where does the subordinate position of women as housewives or part-time employees come from, and are we used to the way women are being represented in the media? By representing subgroups, or rather, pigeonholing types of people on television and in magazine-stands, large corporations can flourish, but what kind of world is created as a result?

By changing our subconsciousness and way of portraying women in mass-media, it can be argued that a woman's role in society could drastically change/improve.

As Simone de Beauvoir said: *"One is not born, but rather becomes a woman."*

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