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I...She...Her... Empowering Females

Stressing the importance of a healthy mental state and lifestyle for our young girls can be detrimental in helping shape our future leaders of the world. When you think of the word beauty you atomically associate it with sex appeal. It's almost as if they go hand and hand. While watching the documentary *Miss Representation* I was disturbed by the way society paints images of women and how they are viewed around the world. It's not hard for me to see why you would assume that all females are sexual beings/ objects. These are some of the first things we notice in magazines, movies, and T.V sitcoms. It's not hard to wear daily masks and mask the images of people we see every day. Little do some people know social media can be the aid to the beginning of lowering girl's/women self-esteem. The goal is to change the negative standards of society to positive standards and promote positive images of women. Women who are smart, women who are physically strong, women who are strong mentally and women who show they are in control of their own destiny. We need to transition into the mask we want to become and stop living up to social media standards? The empowerment of women has been on the rise, however it still affects our being, knowing and doing. We continue to face obstacles like sexism, gender discrimination, and gender power these are all things that would normally deter you from your dreams/goals. We have to believe that we can rise to the occasion because we are females and we are fearless.

It's important to realize that sexism affects girls and women around the world. Women are often marketed off as sex symbols and sexual objects. Pozer argues in the documentary *Miss*

representation, “Over the course of the last decade, we have tried to portray a world in which the only options available to women is mimic the 1950’s model of femininity. Which women only powered her beauty, women not only had no choices but shouldn't have ever wanted any. Men were burdened with the responsibility of being the Prince Charming who comes in and whisks women away to happily ever after, then have to provide for their financial security. Nobody wins in this model, but women particularly lose in this model where they're expected to look like miss U.S.A., have sex like Samantha on "Sex And The City," and think like June Cleaver. After watching this clip from the documentary a light went off. Is this the message we want to send to our young girls, that we all have to offer is a pretty face, sexual favors, and be house wife material. We don’t need men to come in and save the day. We are smart, strong and can take care of ourselves. The media wants to portray the image that the world can’t function without a man, I honestly believe it’s the other way around.

Topic’s around Gender discrimination appear as more educated women are being denied the credit they deserve. Women are attending Ivy League school just like the men and are work just as hard to obtain their degrees. Women such as Sarah Palin and Hillary Clinton climb the political leader and still aren’t being treated equally. Newson express her thought on discrimination saying “It seems we've become numb to the insidious ways the media holds women back when it misrepresents them. I can't help but wonder... who are the people behind the scenes, making these crucial decisions about what we see'? And what are the consequences for my daughter and her generation'? The media has always been overwhelmingly in the hands of men.

Gender Power is the idea that men and women differ in power. While watching the documentary Miss Representation Siebel Newson states “This is dangerous business. If the

media is sending girls the message that their value lies in their bodies, this can only leave them feeling disempowered and distract them from making a difference and becoming leaders. I agree with Newson, when I was growing up the media wasn't as popular as is it today. Social Networks now practically rule the world. We find our self going on social media to find jobs, love, and fame. Women are always comparing themselves to other women to view as competition. We constantly look for approval from others. By us as women doing these things we appear to be shallow, we seem to be looked at as if we are incompetent in areas that I know we can excel. We aren't taken seriously because we are not taking ourselves seriously. We need to stop letting the media define who we are and take back our voice. Newson say "a way to change this culture. We need to shift our focus from the bottom line to one of social responsibility. We need to challenge the media conglomerates to value women for more than their youth, beauty, and sexuality, and we must hold these companies accountable. We need to encourage women to discover their true power so they can become leaders."

In conclusion social media does have a negative influence the way women are portrayed around the world. However, it doesn't have to define our success. The appreciation of women around the world is not something that will happen over night, but with patience and determination anything is possible. We have to raise our young girl with the mindset, women are elegant, kind, courageous, confident, and intelligent. These are all wonderful traits that we all have as women. These are all trait's I would want in a future leader...How about you?

Letter of Sympathy:

Dear Girls,

I just want you to know I love each and every one of you. If you haven't heard these things lately regardless of age, race, and gender identity. I want you to know you are smart and beautiful in your own way. Be happy with yourself love who you are and embrace being you.