When we hear the words “media justice,” we picture the mass media and the injustice that it portrays. Media justice “refers to an analytical framework and a regional, grassroots movement led by historically disenfranchised communities to transform media and cultural production, rights, and policy in the service of social justice.” It is a way to help prevent the “wrong” from being shown in the world of media and advertisements.

Through advertising, women are characterized as “sex objects” which makes them incapable of expressing their “real” selves. “In magazines aimed at adolescent girls, there is a dominant focus on the importance of females attracting males by their physical appearance.” This discourages them and lowers their self-esteem. It may also lead to eating disorders, dieting, anxiety as well as depression. They are usually the minor characters and depicted in highly sexualized ways. “Women are most commonly depicted as having very large breasts, tiny waists, and full, pouting lips.” Basically, media in all forms convey the message that women are objects of attractiveness.

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Media Justice Organizations

There has to be a change in society to expand women’s voices in society. To solve this dilemma, there are now many organizations doing their best to stop racism, injustice against women, and economic dishonesty. These organizations include Center for Media Justice, NYC Grassroots Coalition, and Democracy Now! In the 21st century, these organizations were formed to fight against stereotypes in the way the media portrayed women. Media Justice is becoming an uprising dilemma in the United States and around the world. Organizations like these fight for what they believe is right and fight for what society cannot fight for by itself. They fight for stereotypes of women not to be portrayed in society and to prevent individuals’ minds from taking these images and applying them to other women.

What is Media Justice?

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What effect does Media Justice have on the objectification of women in advertisements?

Gender Expectations in Media

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Statistics on Gender Stereotypes

Women in Advertising

- Adverts Used in the Bathroom or Kitchen
- Adverts Not Used in the Bathroom or Kitchen

Conclusion

- No one should be degraded or be thought of as an object or less worthy of respect by others. We need to stop encouraging the sales of companies that choose to degrade women as a means of enticing people into buying their brands.
- There are other ways of getting people to buy your products without resorting to put-downs. Women and men need to come together to protest against those companies that see women as pure profit rather than human beings.
- Hopefully by accomplishing this, we can stop stereotypes in their place and prevent them from coming out in the future. We continue to encourage equal treatment of all human beings and to not tolerate ignorance as an excuse for outrageous beliefs.

Resources