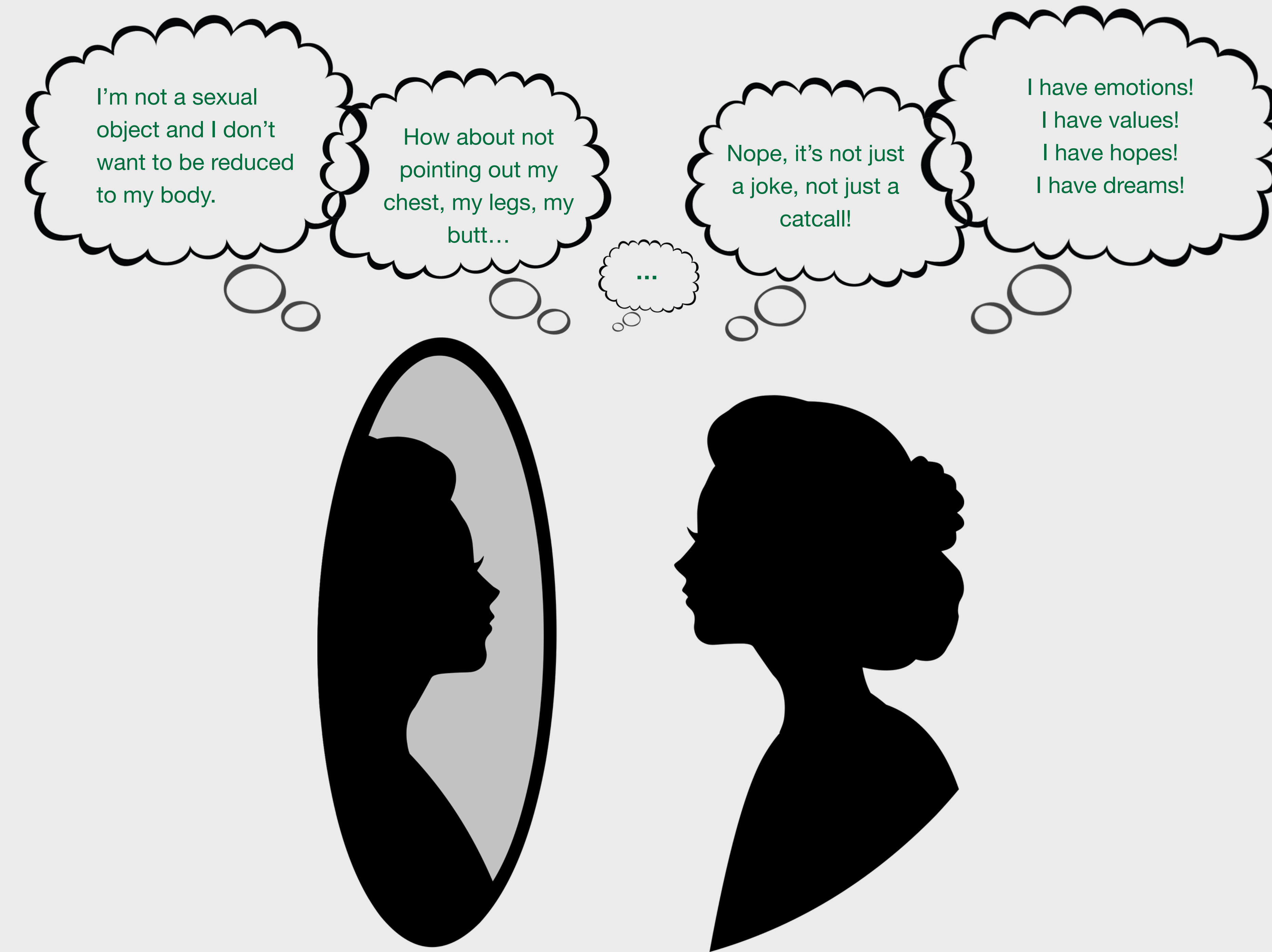


# — BREAKING THE MALE GAZE —



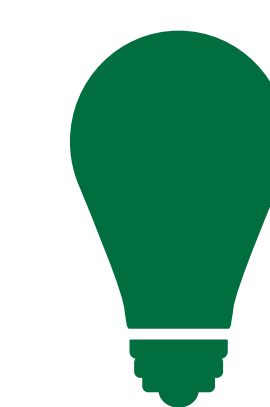
## ISSUES

Media has an enormous influence on how people are represented and how we look at ourselves. Laura Mulvey first coined the term of the male gaze in 1975. (cf. Gaze, Another 2018) With the male gaze she wants to draw attention to the objectifying representation of women in mass media. This representation of female bodies is often problematic. Moreover, women serve the purpose of the erotic object and to be looked at on screen by men. Therefore, men are likely to be acting in a sense of scopophilia that derives

from erotic pleasure in seeing women. According to Mulvey, there are three interconnected ways of the male gaze (camera, audience, characters), that all look at women as being sexual objects (for men).

The examples presented on the left side show what Mulvey means by the male gaze. Women are objectified in order to satisfy men's erotic and sexual pleasure. The women illustrated above are being looked at in an eroticised way, not being valued as being a woman with emotions, feelings and attitude, but rather being looked at as they are the beer that a man lustfully enjoys after a hard working day. This not only arrives from how men look at women, but also how the

camera itself shows them off. Moreover, these women are stereotypically chosen as representing a beautiful, skinny and 'perfect' looking woman. This portrayal also outlines the male gaze pretty well. It is not only that these women are objects males want, but also making women feel bad about their own looks since they might think, they do not look the way men want them to look like. Therefore, I would argue at this point that women are often not aware of being objectified, but rather concentrate themselves on the desire to become the female character that is shown in mass media, especially in Hollywood cinema. (cf. Mulvey (1976)



## KEY IDEAS

All it takes is for somebody somewhere to say something." (Feminism, Everyday 2020. Web.)

The underlying issues of the (white) male gaze can be torn apart in several possible ways. We need to be aware of the gaze at first hand, in order to recognise it in mass media. Second, we need to talk about the gaze. As soon as we speak out, others will too. Third, confrontation means change. Do something in order to achieve changes. Lastly, "[t]urn the [m]agnifying [g]lass into a [m]irror". (Feminism, Everyday 2020. Web. )

Namely, you need to explain how, as a woman, being in that gaze feels like. Most important of all, show how it could look like without putting someone into a certain position. I would venture to say that there are a lot of

individual gazes of people, but if we want to value everyone equally, we need to stop treating people as they are objects.

In contrast, the right side of the poster points out how women (often) feel about being trapped in the male gaze. Often, people are not aware of how much damage words or looks can cause. Mostly, women have to tell themselves that they are valued (even though the gaze makes women doubt about their appearance). The key idea of this poster is to create awareness for how sensitive this overall topic is. Moreover, to create changes, someone needs to start somewhere and therefore, I dare to take a step into the right direction.