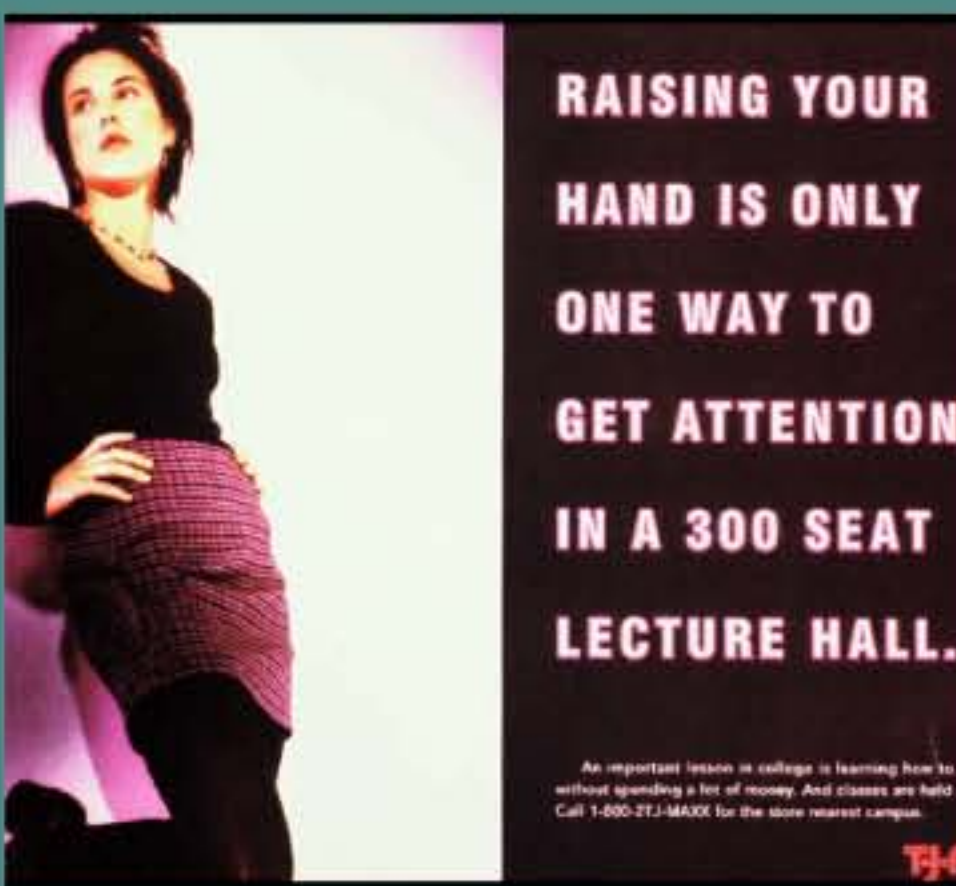
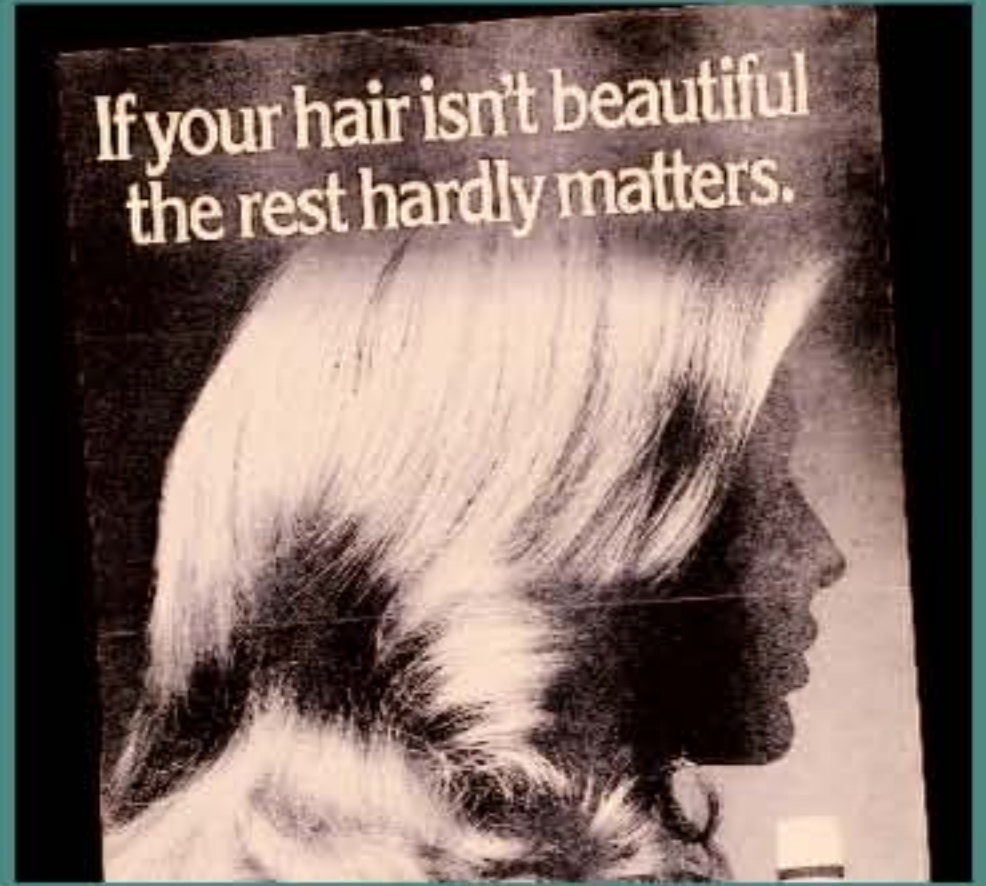


Social Norms Toolkit: Objectification & Sexualization



WISCONSIN COALITION AGAINST SEXUAL ASSAULT

www.wcasa.org





What Is Objectification & Sexualization?

1. Objectification turns people's bodies into things or objects through images and language.
2. Sexualization emphasizes the sexuality or "sexiness" of a person's body to the exclusion of other characteristics.
3. Objectification and sexualization disproportionately target female bodies, but they are harmful to everyone.



Where Do We See/Experience Objectification & Sexualization?

VideoGames
Language
Media
Pornography
Movies
Magazines
Advertising
Music
SocialMedia
YouTube
TVShows

Who Does It Effect?

Objectification and sexualization disproportionately affect female-bodied people (particularly female-bodied people of color), people who identify as LGBTQ, and anyone who does not fit the white, wealthy, young, thin, able bodied, cisgendered, and heterosexual "ideal" that is celebrated and promoted by mainstream culture.*

"The perceived promiscuity of Black and Hispanic women, and the perceived submissiveness of Native American and Asian American women are among many stereotypes that devalue women of color and condone sexual violence committed against them. Women of color are often blamed for the sexual violence they suffer, and institutionalized racism and sexism among systems that respond to sexual violence discourage survivors of color from reporting their assaults and receiving the supportive services they deserve." **



References

*Media Contributions to African American Girls' Focus on Beauty and Appearance: Exploring the Consequences of Sexual Objectification:

**Sexual Violence & Women of Color: A Fact Sheet

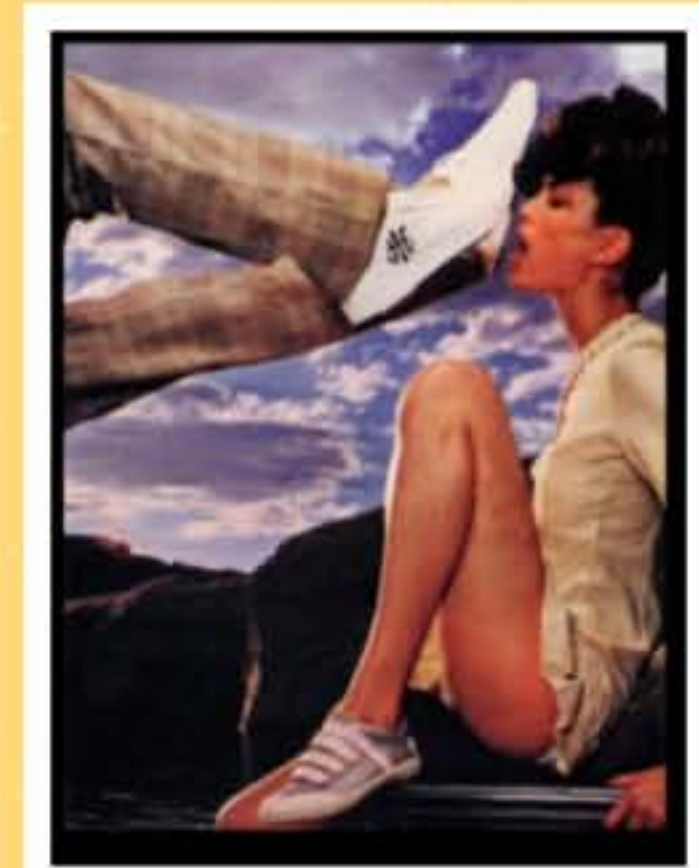
How Does Objectification & Sexualization Lead To Sexual Assault?

1. Youth are exposed to more images depicting sex and violence than ever before through widespread exposure to the internet and traditional forms of media like music, movies, TV, and video games.

2. These images sexualize minors, emphasize male aggressiveness and female passivity, and romanticize sexual violence. *

3. Studies show that brain circuits fire in the same way when we observe someone doing something as when we actually do it. Repeated exposure to violence and objectification through images normalizes those behaviors and desensitizes our brains to those behaviors. Objectification and sexualization contribute to exploitation due to their prevalence in pornography, prostitution, and trafficking. **

4. Boys who are exposed to media at a young age that encourages or normalizes objectification and sexualization are more likely to engage in sexually coercive behavior. Girls who are exposed to this media are more likely to be victims of sexually coercive behavior in their lifetime. ***



References

*Papadopoulos, Linda. "Sexualisation of Young People Review." 2010. Web.

**Minnesota Department of Health, Media Action Team of the Sexual Violence Prevention Program (2011). The normalization of sexual harm and the sexualization of children. Web.

***Simons, Leslie Gordon, PhD., et al. "Exposure to Harsh Parenting and Pornography as Explanations for Males' Sexual Coercion and Females' Sexual Victimization." *Violence and victims* 27.3 (2012): 378-95. ProQuest. Web.



What Can We Do?

Below are links to age-appropriate activities for children, adolescents, and adults that teach the prevalence of objectification and sexualization, the effect objectification and sexualization have on individuals, communities, and society, and media literacy skills.



- ★ Activities for Grades K-5
- ★ Activities for Grades 6-8
- ★ Activities for Grades 9-12 and College Level/Young Adults



Key Resources:

- ★ Hypersexualization of Girls Resources
- ★ Sexual Objectification Explained by YouTuber Laci Green
- ★ Prevalence and Social Cost of Pornography
- ★ "It's All One Curriculum" Activities
- ★ Ted Talk: Why I Stopped Watching Porn
- ★ How School Dress Codes Shame Girls and Perpetuate Rape Culture

Contact Us



www.facebook.com/wcasa



(608) 257-1516



wcasa@wcasa.org



www.twitter.com/wcasa_of



2801 West Beltline Highway
Suite 202
Madison, Wisconsin 53713

Images

Earp, Jeremy and Jason Young, Hodgson, Kendra. "Killing Us Softly 4: Advertising's Image of Women." Media Education Foundation Study Guide. nd. Web 18 Apr. 2016.

powered by