Easy Fruit Salad

1 Can Fruit Cocktail, partially drained
1 8-Ounce can crushed pineapple
1 3-Ounce box instant vanilla pudding (DRY)
Fold together till well mixed
Add 1 cup Cool Whip
Stir together and serve

Written by: Harriet Steenson, National FCE
Formatted by: Bettie Lucas, National FCE


COPYRIGHT
Copyright (C) U.C.C. NA FCE 2004 All Rights Reserved.
This material may not be reproduced or distributed in any form or by any means electronically or mechanically, including photocopying, without prior written permission of the National Association for Family and Community Education.

National Association for Family & Community Education
73 Cavalier Blvd., Suite 106
Florence, KY 41042

Phone (toll free) 877-712-4477 Fax: 859-525-6496

The Hearth Fire Series has been awarded the NEHC Seal of Approval
MEDIA VIOLENCE IN ADVERTISING

How many of us say “Oh, I don’t watch commercials on TV and I don’t even notice the ads in magazines and newspapers?” “I tune them out, they don’t have any effect on me.”

In fact, we see and hear more than 1,500 ads every day. Even if we think we’re not seeing or hearing them, they filter into our subconscious mind. Those ads influence our behavior and more importantly, they teach attitudes.

One attitude we have learned is to become more callous toward media violence and desensitized to the images of violence toward women.

According to a twenty year study, women are often depicted in magazine ads as:

a) dumb, a sex object or
b) in stereotyped roles, housewife, nurse, teacher, etc.
c) working both outside the home and inside the home
d) in inferior roles, on floors, on beds, or nude

WHAT’S THE PURPOSE OF TV, RADIO, NEWSPAPERS, MAGAZINES?

If you think it’s to entertain, provide news and information, to teach, etc., you’re wrong. The purpose of all these different kinds of media is to bring readers and viewers to an advertised product.

Advertising is the purpose, the reason for TV and radio programming, newspapers and magazines.

What most of us don’t realize is how advertising has changed. Many ads today feature violence toward women. But it’s done in such a subtle manner most of us don’t recognize it for what it is.

of making someone else’s life better, not for praise or gratitude, they help people in need.

Citizenship: They are good neighbors, they volunteer—they help their communities be safer, better, cleaner.

Who are these strong women, the heroes in your life? Who are these strong women who’ve strengthened you to resist the deadly triangle of media influence, media violence and its impact on women and girls?

Here’s an activity to help you identify them. Draw a long table, put an X at the head of the table and label it with your name. You’re the Chairman of the Board, the President.

Now put 8-9 X’s around the table and label the X’s with names of strong women who’ve made you who you are today. Write the names of the women who’ve made you the who’ve strengthened you, mentored you, the ones you go to or wish you could go to for advice.

Why have you selected those women? What did they do for you, what examples have they set? Why are they your heroes?

For a follow-up activity, we can give thanks to these heroes in our lives who do what is needed. They teach us how good we can be and how good we ought to be.

Thank them, in writing or personally, tell them why they are your heroes, how they have helped you to become a strong woman today, able to resist the deadly triangle of violence.
greater speed, upper body strength and are more apt to take quick, impulsive action. We know of male firefighters, policemen and soldiers who are heroes.

Women are more likely to act heroically when
1) they know the people in danger, and
2) when they gradually become aware of the plight of their neighbors, friends, and co-workers.

Women’s heroism is shown by such actions as hiding holocaust victims, donating a kidney to a family member or volunteering for service in dangerous environments, such as EMT’s.

The heroic acts of women are usually more private, less known to the community but more common than is generally realized.

Women heroes exhibit these strengths of character from the Josephson Institute of Ethics in their

* CHARACTER COUNTS! sm program.

Trustworthiness: They stand up for their beliefs; they have the courage to do what is right, they live by their principles no matter what others say.

Respect: They treat others the way they want to be treated, they value and honor all people.

Responsibility: They know and do their moral duty, they do what they can to make things better, they don’t look the other way when they can make a difference.

Fairness: They treat people fairly and justly, without prejudice or favoritism.

Caring: They are compassionate and empathetic, they are charitable and altruistic—they give money, time, support, and comfort without strings for the sake

When ads turn women into things by depicting part of the body as an object, it’s the first step toward dehumanizing them. Research has shown that turning a human being into an object is the beginning of justifying violence toward that thing, that object.

Pornography takes violence against women and sexualizes it. Then the media creates a climate which legitimizes violence against women. Examples of media advertising abound which depict women’s poses in a pornographic manner, or as bits and pieces of the woman herself.

Author Jean Kilbourne reports, “It would be foolish to suggest that advertising is the cause of violence against women; the problem is complex and has many contributing factors.”

MEDIA VIOLENCE IN VIDEO GAMES

Graphic killing using stunning computer imaging techniques draw more and more players into the screen worlds of brutal violence, particularly toward women. “If you believe that Sesame Street taught your 4-year old something, you’d better believe that video games are teaching your 14-year old something,” says David Walsh, founder of National Institute on Media and the Family.

A steady stream of research only fans experts’ fears. A 15 year study found that by their early 20’s, men and women who watched above-average amounts of violent TV and video games while growing up showed more aggressive behavior than other
adults, such as shoving their spouses or committing crimes.

Many observers are particularly troubled by video game violence against women. The female characters in the most popular video games were almost always highly sexualized and/or targets of violence.

Video games are rated by the Entertainment Software Rating Board (ESRB) the industry’s self-regulatory group as follows:

EC-Early childhood, suitable for ages 3 and up
E-Everyone, suitable for ages 6 and older, minimal violence
T-Teen, suitable for ages 13 and older, may contain violent content
M-Mature, suitable for ages 17 and older, contains mature sexual themes, intense violence or language

AD-Adults only, suitable for adults only, contains graphic depiction of sex/violence
RP-Rating Pending, product submitted and awaiting final rating from ESRB

WHAT'S THE IMPACT OF MEDIA IMAGES ON WOMEN AND GIRLS?

Media images in magazine advertising, in video games, in movies, MTV, etc., are the major way women and girls think about themselves and their bodies. Media approval of violence toward women filters into “their homes, their hearts, their heads, their relationships,” says Mary Pipher, researcher and author.

What happens in adolescence to change girls? Girl children show a strength that changes in adolescence. There is a sudden high risk of suicide, learning disorders, and eating disorders. When 8-10 year old girls are asked what they want to be when they grow up, one answered “A veterinarian.” At 15, after years of seeing girls and women in magazine ads, movies, and MTV, she was reminded of that goal and she responded, “Oh, I don’t look like a veterinarian.”

One researcher recommends that a concerted effort be made to help girls be strengthened to resist the deadly triangle of violence in the media and its effects on girls and women.

She suggests that girls not look at beauty magazines, and that girls be challenged to become more athletic and active, to be proud of their bodies, to not let the media decide who and what they are. Finally, she recommends that girls and women be strengthened through hearing stories of strong women.

WHERE ARE THE STRONG WOMEN?

Who are these strong women, these women heroes in every community? What are they like? What makes them heroes? How does a woman set her own code of honor, her own strength of character that makes her willing to take personal risks beyond ordinary behavior?

This kind of heroism is more than helping behavior. Researchers find that both men and women heroes have a high degree of concern for others and are willing to take risks.

It's easy to identify men who are heroes because they are in positions to perform heroic acts, plus they have