



Gender stereotypes are simplified or formulaic expectations and assumptions about what women typically are or how women should behave to be considered the "right" kind of woman. Stereotypes are largely unconscious, deeply ingrained cultural norms. They can create pressures and expectations that limit women's choices and opportunities for self-expression regardless of gender. Recognizing, dismantling, and changing gender stereotypes promotes gender equality and equity. The media plays a central role in both perpetuating and challenging stereotypes.

Common stereotypes associated with women in the media:

**Damsel in distress:**

women are often portrayed as weak and helpless, waiting for a man to rescue them.

**Sexual object:**

a woman's body is more important than her personality or abilities. Women are exploited in advertising or to attract male attention.

**Eternal caregiver:**

women are natural caregivers and responsible for taking care of others, always putting others' needs ahead of their own.

**Homemaker:**

a woman's place is in the home, and she is responsible for maintaining it and raising well-behaved children.

**The mean woman:**

women are competitive and jealous of each other, always ready to bring down another woman to get ahead themselves. Confident or ambitious women are often portrayed in the media as unpleasant, controlling, or malicious.

**Career woman:**

successful women are cold, emotionless, and unhappy.