



IS THAT HOW THEY SEE ME

DAY 4
SEX AND SEXUALITY

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Sex and Sexuality

- **SEX SELLS!!!**

Sex Sells...

- Mainstreaming of sex
 - Music videos riddled with sex
 - Research has shown that music videos are effective schematic priming agents for attitudes and beliefs about gender and sexuality (Aubrey, 2011)



Sexualization

- American Psychological Association
 - Designates sexualization as something that happens to women and girls.
 - In this frame then ...sexualization is a byproduct of power relationships...
- Gill (2012) See Jackson and Vares
 - Sexualization = saturation of sexual representation and discourses, and in which pornography has become increasingly influential and porous...to the point of permeating mainstream contemporary culture.



Sexualization

- Sexualization occurs when (Aubrey, 2017)
 - A person's value comes from her sexual appeal and not from other characteristics
 - A person's attractiveness is inextricably linked to her sexual appeal
 - A person is sexually objectified (made into a thing for others' sexual use)
 - A person has sexuality inappropriately imposed upon the self
- Self-sexualization
 - Empowering
 - Reflect sexual power
 - Infers artist has control of their sexuality
 - Self-sexualization
 - A choice that girls and women make to conform to norms of sexiness in culture in order to get rewards (APA 2007; Lamb et al., 2013)



Hypersexualization

- Feminine Hypersexualization
 - Incited moral panic
 - Pervasive in media



Pornification

- Pornography increasingly deregulated in U.S.
 - Youth draw on “porno-discourses” in the development of their sexual identity (Ringrose, 2011)
 - New found sexual agency
 - How does this impact young women and men?
- Normalization of sexually explicit content...
 - Normalization of pornography
- Porno-chic Styling (Attwood, 2009) see Jackson and Vares
 - A porn-styled aesthetic in fashion
 - Hyper-femininity (stiletto heels, heavy make-up)
 - Hypersexuality (body-exposing and/or clothing emphasizing breast and hips)
 - Perpetually sexually desiring (being “up for it”)

Sexualization...

If it's about power...Can the male body be sexualized?...



Sexualization

- If it's about power...Can the male body be sexualized?...
- Sexualization of the "Other"
 - The Black "Other" based on systems of
 - Sexual exploitation
 - Commodification
 - Stereotypes
 - Ideologies of promiscuity
 - Latin(x)
 - Exoticizing
 - Tropicalizing
- Desexualization
 - Of the Asian Male Body



Sex and Sexuality...

- But what kind of sex sells?
- Does all sex sell equality?

LGBTQ

- Who was the first outwardly gay male or female character in TV?
- Same Sex Marriage
- How often do we see same sex couples engage in physical/sexual behavior?



21st century and on...

- With new digital media people are actively negotiating and performing sexual identity, while actively constructing online profiles, avatars, etc... (Ringrose, 2011)



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