


# Sociology

## 'Media Representation of Sexuality'

By Joseph Knowlton, Year 12



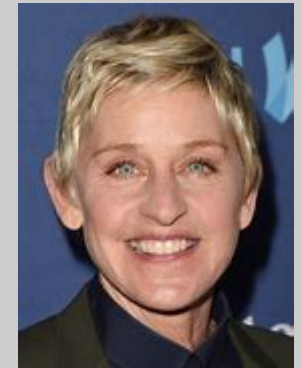
# What will this PowerPoint address?

- I will be focusing on how the media presents Heterosexuality (Straight) and Homosexuality (Gay and Lesbian).
- I will be investigating whether Heterosexuality is being pushed as the norm in the media through, images, adverts and the celebrity world.
- Furthermore, I will be investigating how homosexuality in males and females are stereotypically presented.
- Are we seeing storylines in tv normalise attitudes?
- What did it use to be like be more liberal attitudes came in?

# What is Media Representation?

• Media Representation refers to the way people are presented in the media i.e. how they look and the meanings/stereotypes this attaches to social groups in:

- Films
- TV Adverts
- Social Media
- Broadcast Media
- Magazines
- Newspapers





**University of Alabama:** Found 56 million public homophobic tweets that were unreported

(Professional footballer Andre Gray old tweets that were found  
<https://www.theguardian.com/football/2016/aug/20/andre-gray-apologises-homophobic-tweet-gay>)

## HOMOSEXUALITY IN THE MEDIA (NEGATIVE)

**Dyer 2002:** the media has socially constructed 'gayness' into particular symbols. Craig 1992 found gay males to be commonly presented as:

**Camp-** Exaggeration of flamboyance.

**Macho-** Masculine identities such as police officers and safety uniform are made into erotic symbols.

**Deviant-** Being presented as devious/evil and or sexual predators. Homosexuality is often portrayed as morally wrong i.e. in soap operas, the storyline often involves a family disowning their gay child.



(Little Britain presenting gay characters as camp  
<https://youtu.be/hjekrHwgFsA>)

**LGBT.co.uk & Stonewall:** LGBT community have gone through symbolic antihalation. Being used for comedy affect in media – particularly lesbianism is made to look promiscuous.

**Bachelor Et Al:** Found that when homosexual characters were used in a storyline, it was based around anxiety, embarrassment or bullying for their sexuality. For lesbians it was invisible.



(1993 film featuring Tom Hanks who is a young attorney. He is a gay man and gets infected with AIDS disease. It was one of the first mainstream Hollywood film to acknowledge homosexuality and homophobia).

**LGBT Community and New Media:** LGBT community now use the media as a platform for their rights. This is seen in such things as the #lovewins hashtag. This is thought to have legislated same sex marriage in 2015.

HOMOSEXUALITY IN THE MEDIA (POSITIVE)

Transgender representation has increased over the last 10 years



**The Pink Economy:** advertisers now use gay celebrities with no children to present an idea of freedom, happiness and being wealthy and successful

**'The Pink Pound'** The notion that gay individuals have money due to having less responsibilities



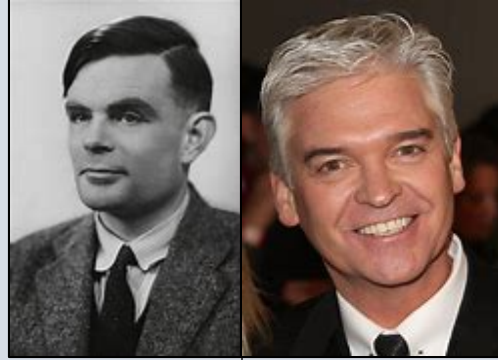
How was Homosexuality  
looked upon in the past and  
is Homosexuality looked  
upon in the present?



## Alan Turing

Was a computer scientists, mathematician and logician. He is credited in creating the 'Turing Machine', which can be considered as the worlds first computer. This computer was instrumental in cracking the Germans codes in WW2. Turing was a homosexual man in 1940's Britain. Homosexuality was deeply frowned upon and illegal. Due to certain people knowing about Turing's homosexuality he was never given the full credit he deserved. Furthermore, most of his work was labelled under the official secrets act so not many people would know what he had done.

- Through his work he shortened the war in Europe by almost two years and saved 14 million lives because of his code cracking breakthrough.
- In 1952, Turing was prosecuted for Homosexual acts through the Labouchere Amendment of 1885 and "gross indecency" was a criminal offence at the time. He was given two options. Serve two years in prison or receive chemical castration treatment.
- Turing died in 1954, 16 days before his 42<sup>nd</sup> birthday. This was from cyanide poisoning. People do not know to this day whether it was suicide or an accidental overdose.
- Following an internet campaign in 2009, British Prime Minister Gordon Brown issued an apology on behalf of the British Government. Queen Elizabeth II granted Turing a posthumous pardon in 2013. The "Alan Turing law" is now an informal term for a 2017 law in the United Kingdom that retroactively pardoned men cautioned or convicted under historical legislation that outlawed homosexual acts.
- His story was made into the film 'The Imitation Game' in which he was played by Benedict Cumberbatch.



## Philip Schofield

Is a television presenter who hosts a show named good morning. In 2020 he came out as gay stating that he was 'naive to supress' that he was gay when he got married 27 years ago. He came out as gay whilst married with a wife and two kids who supported his decision.

Some mystery came with his decision with many sources claiming people knew he was gay tow years before he came out and a suspected affair story has swooped the papers. None the less the newspapers and British people rallied with his decision to come out as gay.

**'I'M GAY' Phillip Schofield bravely reveals he's gay and thanks wife Stephanie and daughters for their 'support and strength'**

Phillip Schofield comes out as gay - 'I have been coming to terms with it'

He says: "With the strength and support of my wife and my daughters, I have been coming to terms with the fact that I am gay."

**Emotional Phillip Schofield is left close to tears on This Morning after actor Brian Cox praises his 'remarkable' bravery for coming out as gay**

- Phillip Schofield, 57, came out as gay in emotional social media post this month
- Brian Cox appeared on This Morning today where he praised Phil for coming out
- The 'proud' actor, told the host coming out was a 'remarkable thing to do'

