



# 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?



# 21<sup>st</sup> 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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