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## Gender stereotypes in US media narratives: a thematic review

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**Abstract.** In the context of global challenges and the pursuit of sustainable, equitable societies, the media play a vital role in shaping perceptions and promoting awareness. Gender Equality, as one of the UN Sustainable Development Goals (SDG 5), is central to advancing social sustainability. While studies suggest that women are often more aware of sustainability issues than men, gaps remain in understanding why women's full potential in addressing these challenges is underutilized. This study examines how mass media globally portrays gender in the context of sustainability by analyzing representations of men, women, femininity, and masculinity. Drawing on previous research by Mendes and Carter (2008), which highlighted gender disparities and media stereotyping, this article updates the discussion with data from the last five years. The research employs qualitative content analysis to assess media narratives across diverse regions. Findings reveal a persistent portrayal of women in traditional roles - education, nursing, social work - while underrepresenting them in leadership roles in business, entrepreneurship, and politics. This imbalance contributes to undermining women's perceived legitimacy and perpetuating inequality. The study underscores the media's role in either reinforcing or challenging gender norms and stresses its practical importance in advancing SDG 5 and broader sustainability objectives.

**Keywords:** gender, gender studies, media bias, qualitative analysis, sustainable development

### Introduction

The media has a significant role in shaping gender portrayals, and this significance can be seen in a variety of phenomena [1]. Numerous theories have been developed to investigate the mechanisms and psychological processes through which the media exerts influence, including learning environments [2], economic performance [3], and socialization processes [4]. It is

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clear that the media has a significant position among the various sources of influence on gender representations and that societies cannot develop economically, politically, and socially when half of their population is marginalized [5].

This article both examines how men, women, femininity, and masculinity are portrayed in the media and is also a contemporary reinterpretation of the seminal work conducted by Kaitlynn Mendes and Cynthia Carter (originally published in the *Sociology Compass* journal) [6]. Reviewing this work was considered necessary given the considerable developments that have transpired over the past five years due to the dynamic nature of feminist and media studies, and the aim of this article is to provide a renewed perspective on the work of Mendes and Carter, which considers the evolving landscape of these fields.

The study explores how stereotypes in general have changed over the past decade. There is a discussion of the role of women's leadership and how this role has contributed to the promotion of gender equity in the media. The article is based on qualitative textual, theoretical and literature analysis of journal articles and books on topics related to “gender, stereotyping, leadership, media” which were published between 2013 to 2023. Sources were obtained from the three largest bibliographical databases: Scopus, Web of Science and Google Scholar. The results of the study demonstrate how stereotyping and the objectification of the representations of women in the media is still apparently widespread. Exposure to stereotyping representations appears to strengthen beliefs in gender stereotypes and the endorsement of gender role norms, as well as fostering sexism and limiting female leadership. In turn, research has revealed that exposure to these representations is associated with performance disparities between men and women in leadership roles. Nonetheless, further investigation is required to elucidate exactly why there is a failure to evaluate performance management effectively, as well as the connection of this failure to gender disparities. It is therefore considered how future research may address this issue, inspire new ideas that enrich both theoretical and practical discussions on a global scale, and advance the contributions of women in their exploration of the development of sustainable organizations.

## Materials

The American Psychological Association (<https://www.apa.org>, 2023) defines “gender stereotypes” as an overly simplified concept of the attitudes and behaviors considered normal and appropriate in a particular culture for specific genders, such as male, female, transgender, nonbinary, or other gender identities. Such stereotypes often arise from cultural and societal norms and influence how people perceive and judge others. Gender equity and diversity have become increasingly significant themes and many organizations and societies all around the world are striving to promote equal opportunities and values. While some progress in this field has been made in the past 10 years, major challenges remain. Notable opportunities exist to drive meaningful change in terms of intersectional misrecognition, namely highlighting inequalities that hamper female leaders and in situations where there are positive tensions [7].

At this point, it is worthwhile to provide an academic overview on the concept of gender belief. Simone de Beauvoir [8] distinguishes sex from gender and suggests that gender is an

aspect of identity that is gradually acquired. There is no doubt that the distinction between sex and gender has been a crucial element in the long-standing feminist effort to debunk the claim that anatomy is destiny. Instead, sex is considered to refer to the invariant, anatomically distinct, and factual aspects of the female body, whereas gender relates to the cultural meaning and form that that body acquires, namely the variable modes of that body's acculturation [8]. In other words, "sex" typically refers to the biological and physical attributes that differentiate individuals as male or female, and "gender" is used to describe the multifaceted construct encompassing the roles, behaviors, and identities that societies attribute to these categories. The American philosopher and gender theorist, Judith Butler, questions the belief that certain gendered behaviors are natural, illustrating that the manner in which individuals express gendered behavior (commonly associated with femininity and masculinity) is a deliberate form of performance imposed by normative heterosexuality [9]. Gender should, instead, according to Lindsey [9], be considered from a cultural perspective in reference to masculinity and femininity. Traditional gender stereotypes ascribe inherently agentic traits, such as ambition, power, and competitiveness, to men and more communal traits, such as nurturing, empathy, and concern for others, to women. Stereotypical beliefs about gender may be categorized as descriptive, prescriptive, or proscriptive. Their content varies according to the individual's culture of reference, but recurring themes, such as stereotypes revolving around communion, agency, and competence, can be seen in Western culture [10]. When considering gender inequality, it is crucial to consider the foundational drivers of the persistence and continual recurrence of disparities based on sex in access to resources, power, and opportunities. While these drivers can be generally categorized as either "structural and systemic" or "social norms" and "gender stereotypes" [11], the main focus of this review is on stereotypes and norms. These include attitudes, behavioral intentions, and actions resulting from structures and systems that uphold inequalities. Both types of drivers: structural and systemic factors, as well as social norms and gender stereotypes, interact with and influence each other [12].

The portrayal of women in the media can be placed into two categories: images of women and women as images. The former refers to stereotypical depictions, as discussed earlier, while the latter refers to the representation of women as objects to be observed. This concept aligns with the idea of the male gaze, as theorized by the British feminist and theorist, Laura Mulvey in 1986 [13], which suggests that the depiction of women on screen is primarily for the benefit of a male audience. Mulvey argues that the camera lens, which is often operated by a man, subjects women to the "male gaze" by representing them as "sexual objects". In other words, women are being simultaneously observed and portrayed as sexual objects [14]. Research on multiple portrayals of masculinities in mass media also considers men as a gendered group and highlights existing constructions of masculinity. It has been suggested that media portrayals of masculinity reveal a patriarchal culture influenced by societal norms, and that these representations illustrate how men are portrayed in a position of privilege. The argument is that masculinity is often portrayed in opposition to femininity, with violence and muscularity seen as symbols of manliness. However, many consider these stereotypes to be unrealistic. Gentry and Harrison's [15] content analysis of gender roles in more than 1800 commercials (from 2007 to 2008) targeted at adult males, females, and children suggests that while women are being shown in less stereotypically traditional roles,

portrayals of men still adhere to a traditional masculine perspective. According to Gentry and Harrison [15], a typical male figure is a “career-oriented and hardworking man who provides both physical and financial security for his family, but he is not a caring and empathetic “nurturing father”. Gentry and Harrison [15] also underscore the importance of examining depictions of masculinity and suggest that neglecting the study of masculine perspectives results in a neutralized male gender role, making it less adaptable to change.

While research on objectification and stereotyping has mainly focused on women, who are traditionally more frequently and extensively impacted, there is emerging evidence that men are also affected by objectification and stereotyping. However, the findings on how media appearance pressures impact men’s body image are conflicted. Meta-analyses of the effects of media images on men’s body image by Barlett, Vowles and Saucier show limited or insignificant effects of such images, while recent research concludes the effects to be higher body surveillance, poorer body image quality of life, and lower satisfaction with appearance [16]. It is suggested that this reluctance could be linked to the limitations on expressing emotions associated with traditional male gender roles, which may result in more negative attitudes toward seeking assistance. Although Barlett, Vowles and Saucier do not explicitly suggest that help be sought, which goes against certain previous research, it is clear that more investigation in this area is required.

Numerous studies have shown that sexualized portrayals are widespread in all forms of media. These portrayals target different age groups (children, adolescents, and adults) and span different genres. Instances of sexualized depictions of women in particular can commonly be found on TV [17], and in newspapers [18], on social media [19], and in advertising [20]. Gender scholars continue to postulate that the media reinforces existing gender disparities through the content they produce. According to literary analysis, “The ways in which women are represented in news media outlets send significant messages to the audience, conveying notions about women’s place, and lives through viewing, listening, and reading” [16]. Understanding the mechanisms through which media impacts public opinion is essential in consideration of the dynamics of modern communication and the effect on decision-making and social discourse. In 1995, the Fourth United Nations World Conference on Women, held in Beijing China, identified media as one of the 12 critical areas of concern, and called upon media practitioners to act as catalysts of change and to take concrete steps to address global gender imbalance [16]. The Beijing Platform for Action (1995) identified such issues as barriers in the implementation of gender equality, and these issues continue to dominate academic literature on media and gender.

## **Methods**

This article focuses on scientific research into how media representation of women and gender stereotypes is the basis of the biased judgments and decisions that impede women from assuming leadership roles in society. As the influence of gender identity varies across different cultures, this article only focuses on Western societies and media. The following research questions on gender issues are considered in the discussion:

1) How does mass media portray gender, and particularly the representations of men, women, and the constructs of femininity and masculinity?

2) What changes have occurred in gender stereotypes that have been used in mass media over the last decade?

3) To what extent does women's leadership in the media industry contribute to the promotion of gender equity?

The analysis presented in this article is based on qualitative textual analysis. This method has been chosen due to the comprehensive exploration allowed by the method which makes it possible to compare and potentially synthesize findings and insights. Qualitative textual analysis can also assist in identifying deficiencies in existing scholarship and offer suggestions for future research.

The field of gender and media studies convers both various academic domains and methodological approaches and is thus quite saturated. Three academic databases, namely Scopus, Web of Science, and Google Scholar, and the following keywords 'gender', 'media', 'leadership', and 'representation' were used in the selection of articles for review. Results obtained were confined to sources in English between 2010 to 2023. The Web of Science database provided literature dating back to 2013 and up to 2023, while the other databases offered content from 2010 onwards. 153 selected articles: 19 studies from Scopus; 84 articles, reviews, and book chapters from Google Scholar; and 50 studies from Web of Science, were selected for review and read. Forward and backward snowballing techniques were used to discover papers that referenced the previously chosen articles and the works referenced within them. During the second phase of the study, studies that were not relevant to the topic, i.e. those which analyzed gender as only a feminist construction in film, media, and literature, were omitted, as was historical scholarship on gender and media. It was decided to only include original, peer-reviewed, and full-length research articles and books. This left 13 scientific articles and 2 book chapters, as well as a number of conference articles, for further examination.

The paper demonstrates how media communities could shape many of the broader perspectives about women, and thus pave the way to increased engagement which would significantly contribute to the building of more sustainable societies, and in turn, help address the marginalization of a significant segment. It is hoped that this publication will help broaden the conversation about the participation of women in society and the potential advantages of gender equality.

## Results

Women still face many barriers to achieving leadership positions [21]. This problem has only been compounded by the transformational changes resulting from digital technologies, adding to long-held concerns about the role media plays in the gendered societies in which we live [16]. This role is significant as there is no doubt that the media is a powerful factor in the shaping of the collective mindset of a society.

The research findings indicate a notable lack of emphasis on both masculinity and femininity, and there is no doubt that recognizing and rectifying the research gap can significantly contribute to greater gender equality within academia and society. The media occupies an important space among the many sources of influence on gender representations, and its relevance can be observed across many different phenomena [1]. There is no doubt that sexuality and gender are fundamental elements that significantly shape our sense of self and identity, and the media interacts with those

elements through its representations of gender by both serving as a mirror held up to public perceptions and by exerting a direct influence in its own right on audience attitudes.

Cultural background has an apparent effect on how masculinity and femininity are expressed. Richardson, N. and Wearing, S. argue that media representations enhance understanding and learning about gender [22]. When a representation is highly generalized, then it becomes a stereotype, and how the stereotyping of men's and women's roles in society causes mass media to objectify, sexualize, and commodify women's image is a concern [16]. There is no doubt that the manner in which issues are framed in the media is a crucial factor in how the media produce gendered representations, and that stereotypically feminine images in social media influence leadership efficacy through how they threaten the self-esteem of women. Threats created by stereotypes can harm outcomes as individuals take action to protect their own self-esteem. In terms of the creation of self-confident female leadership, exposure to stereotypically feminine images leads women to perceive themselves as less capable leaders, which results in diminished self-efficacy in leadership. This reaction occurs as a means for women to safeguard their self-esteem.

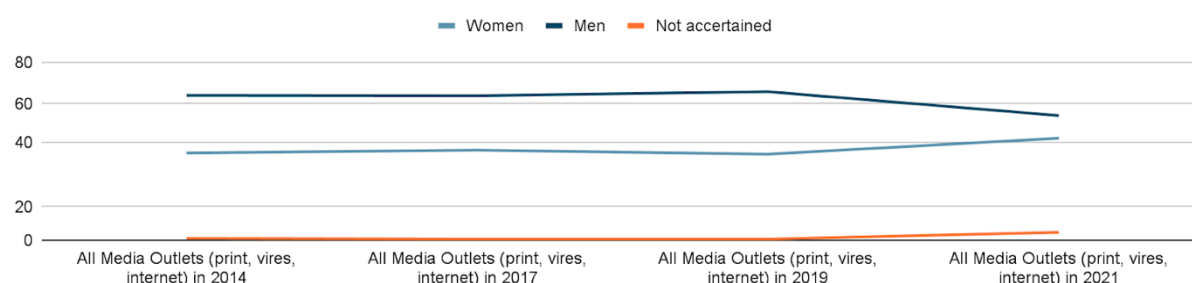
The negative stereotypes associated with women in leadership roles are intricately connected to the gender role stereotypes that apply to both men and women. While women are often associated with communal traits, such as being affectionate, helpful, kind, and sensitive, men are commonly associated with more agentic traits, such as ambition, aggressiveness, and dominance [23]. Another significant challenge is gender bias. Research by Eagly and Karau [24] has shown that women are often held to different standards than men, in that they tend to be more frequently judged on their appearance, behavioral traits, and personal lives than on their professional achievements. Eagly and Karau [24] have found that bias against female leaders arises from the mismatch between traditional notions of what it means to be a leader, namely assertive, agentic qualities, and the female gender role, which is usually associated with nurturing, communal qualities. In essence, prejudice against women in leadership positions is rooted in the perception that there is an incongruity between the agentic traits typically attributed to leaders and the communal traits typically attributed to women.

The media influences and shapes the behavior of people, not least at the workplace, and has a significant influence on how individuals, and in turn, corporations, organizations, businesses, and communities understand women as managers and leaders. It can be said that the media makes sense of, and gives sense to, women who need to be unbiasedly perceived as managers and leaders. Unfortunately, gender stereotypes are widely used because of their ability to communicate messages to the audience quickly, engage consumers, and concisely convey brand information. The Geena Davis Institute on Gender in Media ([geenadavisinstitute.org](http://geenadavisinstitute.org), 2019) used Google to analyze more than 2,000 commercials (in English) and found that the number of female characters in video advertisements remained essentially unchanged between 2006 and 2016 [25]. Furthermore, it was also discovered that the amount of screen time men received was fourfold that of women, and men spoke about seven times more frequently. While ads which featured only men accounted for about a quarter of the total, only 5% of ads only featured women. Similar findings of approximately one-third of individuals featured in advertisements being women were reported by Lloyds Banking Group in their 2016 report [26]. It was also found that women were seldom depicted in authoritative roles, and when they were, these roles were frequently associated with seduction, physical attractiveness, or maternal characteristics.

It is argued that the lack of research that interrogates gendered media representations of women leaders is a significant omission, given the wealth of evidence from stakeholders outside academia of women managers and leaders continuing to be underrepresented in all forms of media [20]. An example of such evidence is a 2008 report by the American Psychological Association (APA), which noted that women were frequently depicted in ads as objects of sexual desire, thus contributing to gender stereotyping. The findings of the report indicated that women are more often portrayed in a sexual manner (e.g., dressed in revealing clothing with bodily postures or facial expressions that imply sexual readiness) than men, and are more often objectified (e.g., used as a decorative object, or as body parts rather than as a whole person). There is also heavy emphasis on a narrow (and unrealistic) standard of physical beauty, and it is these unrealistic models of femininity that are presented to young women and girls to study and emulate. In contrast to the portrayal of women, depictions of masculinity in the media mirror a patriarchal culture that remains largely unchallenged by societal norms. In these representations, men are often depicted in positions of privilege which means that, in contrast to femininity, masculinity is often presented in a proactive and positive manner. The latest research by the Geena Davis Institute on Gender (2019) finds that while the female leads in family films out-earn male leads, male main characters still outnumber female characters two to one in the top 100 family films in the U.S. Similarly, male characters speak and appear on screen twice as often as female characters [25]. Unfortunately, evidence suggests that this situation hasn't significantly improved in the past decade. For example, Mavin and Grandy (2012) notice that in media portrayals of women, some women leaders are championed, while the media simultaneously passes judgment on how they "do gender well" against their feminine sex-category [20]. An example of this is how excessive focus is placed on appearance: women's hair, makeup, clothes, children, and weight. This evidence also suggests that gender stereotypes call into question women's presence and competence to manage senior roles [20]. Furthermore, as society changes, the way men and women are portrayed in the media is adapting to accommodate social change, and this shift often contradicts traditional stereotypes.

The figure below has been created from a personalized figure analysis of "The Status of Women in U.S. Media" reports spanning 2014 to 2021, which involved a comprehensive meta-analysis of stories, studies, data, and issues pertaining to the intersection of women and media within the overall media landscape in the USA.

Media landscape overall (2014-2021)



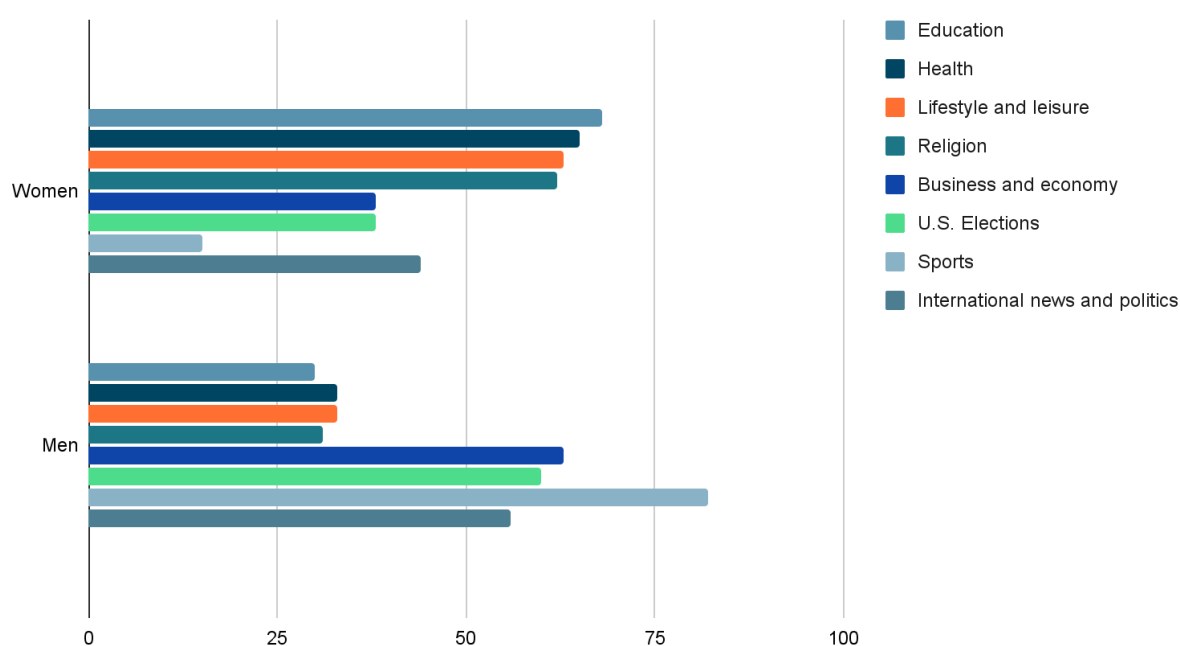
Percentages may not equal 100 due to rounding.

Data source: Women's Media Center, USA.

In the initial evaluation conducted in 2014 [27], 63.4% of contributors with bylines and on-camera appearances were men, while women constituted 36.1%. Three years later, there was a slight decrease in the dynamics, with 62% of bylines and associated credits across print, Internet, TV, and wire news being men [28]. Conversely, the representation of women increased to 38%, as compared to figures recorded two years earlier. During the following two years, the trend remained relatively stable until 2019, where the representation of women in the media landscape essentially plateaued in comparison to the figures recorded two years prior [29]. During this period, men continued to dominate, securing 63% of bylines and associated credits across print, Internet, TV, and wire news, while women received 37%. While the final statistics indicate a significant increase in female presence in media outlets in 2021, men still dominate, receiving 57% of byline and other credits in print, online, TV, and wire news, while women have only 41%. 2% percent were not ascertained [30].

The latest report by the Women's Media Center showed that 63% of bylines of the top 10 newspapers in the country were attributed to male reporters, and a similar percentage of newsroom staff consisted of males. Issues covered by male and female reporters. Additionally, with one exception, all the recipients of Pulitzer Prizes in journalism this year were male.

#### WHAT DO WOMEN REPORT ON? OVERALL



According to the 2021 report by the Women's Media Center, men dominate in prestigious or “hard” journalism topics such as election coverage, international politics, crime, sports, business, technology, and media, while women show stronger representation in “soft” subjects such as education, health, lifestyle, leisure, religion, social and racial justice, science, and the environment. The gender gap is particularly pronounced in opinion columns, with male columnists outnumbering female ones by over two to one at *The Wall Street Journal*, more than three to one at *The Washington Post*, and five to one at *The New York Times* [30].



A report by the International Media Support states that women's opinions in various countries are frequently overlooked and are often not taught to ask questions and engage in public discourse. This lack of access to information leaves women unaware of their rights in areas such as politics, business and the economy, education, property, and pensions, as well as preventing them from challenging existing norms and stereotypes. This problem is a barrier to the realization of inclusive societies, which is a goal set by the Global Development agenda. There is no doubt that ensuring equal provision of information would help enable women to assert their rights and make more informed decisions.

## Discussion

The current review synthesizes the latest evidence on stereotyping, media portrayals of women, men, masculinity, and femininity. A complex landscape into gender portrayals in mass media, which intricately shapes societal perceptions, has been revealed. The analysis of the representation of men and women often addresses traditional stereotypes, with men frequently depicted in authoritative roles and women in more passive or stereotypical positions. The constructs of femininity and masculinity are consistently being reinforced, thus contributing to established gender norms. That said, discernible shifts in gender stereotypes within mass media are seen in this report. While some traditional portrayals persist, there is a noticeable trend towards more diverse representations and scholars. Media content is increasingly challenging conventional gender norms, which reflects evolving societal attitudes. However, certain persistent stereotypes suggest that progress is incremental and that continued research is required. Scientists are increasingly involved in the process of studying gender-related issues, which is undoubtedly a positive trend for the scientific community. Exploring the influence of women in leadership positions within the media industry has revealed a positive correlation with the promotion of gender equity. It has been found that the threat of stereotypes from social media both reduces women's leadership aspirations and has a negative effect on leadership self-efficacy [31].

## Conclusion

In conclusion, it is crucial to recognize adaptable resources that can be cultivated to counter the negative effects of stereotypes both positively and effectively. It is concluded that the overall masculinity of the leadership stereotype ensures an occasional advantage to all leadership traits, even though the male and female leader stereotypes explain most of the variation in gender bias between leadership traits. Whilst there is evidence of heterogeneity in the images and arguments used, one constant remains: a concern for an imagined economic impact and restriction of freedom for business, which is connected to stereotypical gendered representations of women, and an individualized discourse which negates the impact of structural effects upon opportunities for women [20]. Additional cross-cultural studies would be beneficial in the examination of variations between cultural contexts, along with understanding the influence of diverse sociocultural factors in the correlation between media representation and gender [32]. The findings from research analysis suggest that exposure to media images of women that

are counter to stereotypical roles can help to break rigid gender stereotypes and gender role beliefs. Considering the hypothesis of Symon and Hoyt [26], if we saw more women in diverse roles in the media, especially those that break stereotypes, it could help young women develop more flexible beliefs about gender roles, which would both help them overcome perceptions of stereotypical masculine traits and encourage them to take on leadership roles. Additional research concentrated on emerging media forms, such as social media, might help to resolve noted inconsistencies and open up novel avenues within the field.

It would be beneficial to have additional studies to further explore the relationship between media representations, gender, and sexual orientation [12]. The media must be educated, when culturally appropriate, to cover gender more fluidly, as well as interrogate old assumptions [16]. One shortcoming of this article was that none of the studies considered focused on transgender individuals and their experiences with media and body image, and Santonicollo et.al. [12] suggest such groups are likely to have different perspectives. It is important to consider sexual orientation and gender identity when studying such relationships, as understanding their specificities can reveal how societal expectations affect the well-being of sexual minorities. The literature review has shown that often gender excessively focuses on women's issues, and such limited consideration of gender does not fully capture the different challenges faced by all gender identities.

Therefore, in order to make this review both more complete and balanced, it is necessary for the discussion, methods of research, and what is taught to all be broadened. If the habit of mainly talking about women's issues were broken, it would help make the conversation both more inclusive and fairer, which would be a positive step towards increasing awareness. It is suggested that gendered representations should be challenged through encouraging greater media literacy amongst women, as well as additional training for journalists and media specialists to increase awareness of the consequences of gendered representations. Although there is still considerable work to be done, there is no doubt that the currently expanding field of feminist and gender research offers excitement and academic challenges for all scholars.

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### **Author Contributions**

**Aisulu Ayapbergenova** – PhD candidate, the author and corresponding author of the article. Developed the research concept, formulated the objectives and research questions, conducted the qualitative analysis and interpretation of the findings, and prepared both the initial and final versions of the manuscript.

Dr. Kristi Kelly, the author's international academic advisor for the PhD program. Made a substantial contribution to the development of the theoretical framework. Provided ongoing

consultations throughout the research process, offered specific methodological guidance, and assisted in identifying and reviewing relevant English-language academic literature. In addition, Dr. Kristi Kelly took part in the critical revision of the manuscript and the discussion of the key findings.

Authors have approved the final version of the article and agree to be accountable for all aspects of the work, ensuring the accuracy of the data and the integrity of the research.

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### **АҚШ медиа нарративтеріндегі гендерлік стереотиптер: тақырыптық шолу**

**Аңдатпа.** Жаһандық сын-қатерлер мен тұрақты және әділ қоғамға деген ұмтылыс жағдайында БАҚ қоғамдық пікірді қалыптастыруда және хабардарлықты арттыруда шешуші рөл атқарады. БҰҰ-ның №5 тұрақты даму мақсаты ретінде белгіленген гендерлік теңдік әлеуметтік тұрақтылыққа қол жеткізу үшін өте маңызды. Зерттеулер әйелдердің тұрақтылық туралы жоғары хабардарлығын көрсетсе де, әйелдердің бұл мәселелерді шешудегі әлеуеті неге жеткіліксіз пайдаланылатынын түсінуде олқылықтар бар. Зерттеу әлемдік бұқаралық ақпарат құралдарының тұрақты даму контекстінде жынысты қалай ұсынатынын талдайды, ерлер, әйелдер, еркектік және әйелдік бейнелерді қарастырады. Талдаудың негізі соңғы бес жылдағы жаңа деректермен толықтырылған медиа теңсіздіктер мен стереотиптерге арналған Mendes және Carter (2008) зерттеулері болды. Сапалы мазмұнды талдау қолданылады. Нәтижелер дәстүрлі «әйелдер» мамандықтарындағы әйелдерді бейнелеудің тұрақты тенденциясын көрсетеді - білім, медицина, әлеуметтік жұмыс, Әйелдер бизнесте, саясатта және кәсіпкерлікте көшбасшылық позицияларда нашар ұсынылған. Бұл әйелдер көшбасшылығының заңдылығын бұзады және теңсіздікті нығайтады. Зерттеу БАҚ-тың гендерлік кедергілерді еңсерудегі және ТДМ 5 және тұрақты дамудың кең мақсаттарына қол жеткізудегі рөлінің маңыздылығын көрсетеді.

**Түйін сөздер:** гендерлік, гендерлік зерттеулер, БАҚ-тағы біржақтылық, сапалы талдау, тұрақты даму

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### **Гендерные стереотипы в медиа нарративах США: тематический обзор**

**Аннотация.** В условиях глобальных вызовов и стремления к устойчивому и справедливому обществу СМИ играют ключевую роль в формировании общественного мнения и повышении осведомленности. Гендерное равенство, обозначенное как Цель устойчивого развития №5 ООН,

имеет решающее значение для достижения социальной устойчивости. Несмотря на то, что исследования показывают более высокую осведомленность женщин в вопросах устойчивости, остаются пробелы в понимании, почему потенциал женщин в решении этих задач используется недостаточно. В исследовании анализируется, как мировые СМИ представляют гендер в контексте устойчивого развития, рассматриваются образы мужчин, женщин, мужественности и женственности. Основой анализа послужили исследования Mendes и Carter (2008), посвященные медийному неравенству и стереотипам, дополненное новыми данными за последние пять лет. Используется качественный контент-анализ. Результаты показывают устойчивую тенденцию к изображению женщин в традиционно «женских» профессиях - образование, медицина, социальная работа, при этом женщины слабо представлены в лидирующих позициях в бизнесе, политике и предпринимательстве. Это подрывает легитимность женского лидерства и закрепляет неравенство. Исследование подчеркивает важность роли СМИ в преодолении гендерных барьеров и достижении ЦУР 5 и более широких целей устойчивого развития.

**Ключевые слова:** гендер, гендерные исследования, предвзятость в СМИ, качественный анализ, устойчивое развитие

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