



Differences in the Way Men and Women are Portrayed in Media: A Comparison between Japan and the US

広告における男女の描かれ方の違いとその日米比較

Mana Yamauchi
Department of English Language & Literature

Introduction

- テーマを決めた背景：アメリカ留学期間にとっていたジェンダークラス
- Q. メディアにおいて、男性だけでなく女性も日本とアメリカでは異なる描かれ方がされているのではないか？

Literature Review

"Advertising's influence is quick, it's cumulative, and for the most part, it's subconscious" (Media Education Foundation, 2010).

Dworkin and Wachs (2009) show that images in fitness magazines show that for women, fitness tends to mean toning up, slimming down, and attracting men. For men, fitness means being in control, performing, and powerful (Dworkin & Wachs, 2009).

According to the results conducted by Parker et al. (2017), 71% women answered they face a lot of pressure to be physically attractive to the question of "what social demands do you feel pressure?"

Methodology

Step 1: Making the rankings of Japan and the US popular magazines

Step 2: Deciding some pairs to be compared

Step 3: Making comparisons and creating graphs of the male/female ratio

Step 4: Summarizing the characteristics of each gender

Findings: Comparison of Men Appearing on Magazine Covers

- Men on the American magazine covers: tend to be popular celebrities, athletes, and artists. In terms of appearance, many of them are muscular, large-built, and bearded.
- Men on the Japanese magazine covers are: often members of popular idol groups. In terms of appearance, they are characterized by their lean, slender bodies and they do not have beards.
- If the men on the magazine covers represent the role models that many men in each society aspire to be or feel they would like to be, the major difference in the male role models is largely related to the difference in “masculinity.”

Findings: Comparison of Women Appearing on Magazine Covers

- Women on the American magazine covers are: often popular actresses, artists, and models. In terms of appearance, many of them wear brightly colored dresses. Many of them wear clothes that expose skin or emphasize the lines of their bodies. Basically, most of them are slim, but curvy women sometimes appear.
- Women on the Japanese magazine covers are: often popular actresses and idol group members. In terms of appearance, they wear subdued or light-colored clothes. They are not very revealing and often wear loose-fitting clothes that do not show their body lines. Everyone is thin.
- This difference is attributed to the fact that the standards of beauty are completely different.

Conclusion

- ▶ Difference of masculinity
- ▶ Difference of beauty standards

References

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- Media Education Foundation. (Producer). (2010). *Killing us softly 4: Advertising's image of women* [Motion picture]. United States: Media Education Foundation.
- Parker, K., Horowitz, J., & Stepler, R. (2017). *On gender differences, no consensus on nature vs. nurture*. <https://www.pewresearch.org/social-trends/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/>