

# **Socializing agents and gender role stereotypes in the context of media Literacy**



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## **Research Compilation Certificate**

This is to certify and affirm that this thesis title “**Socializing Agents and Gender Role Stereotype in the Context of Media Literacy**” submitted by Sara Akbar in partial fulfilment of the requirements for the award of the degree of M.Phil. in media and communication from University of Management and Technology, Lahore, Roll No. 15006167003 under my supervision and guidance. This thesis material has been obtained from other source have been duly acknowledged and has not been presented in any other university.

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## **Declaration**

I, Sara Akbar, hereby declare that this thesis entitled “**Socializing Agents and Gender Role Stereotype in the Context of Media Literacy**” is carried out by me for the degree of M.Phil. Media and Communication under the guidance and supervision of Dr. Mian Hanan, School of Social Sciences and Humanities, University of Management and Technology.

This thesis is a presentation of my original research work and has not been published anywhere in any forms of books or articles. Any literature date or work done by other and cited within this thesis has given due acknowledgment and listed in reference section.

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## **Dedication**

I am thankful to ALLAH Almighty for giving me strength and opportunity to complete my thesis. There are number of people without their support the compilation of this thesis was not possible and whom I am greatly indebted.

First and foremost, I would like to dedicate my thesis to my beloved parents Mr. and Mrs. Muhammad Akbar who has been a source of encouragement and inspiration to me throughout my life. To my in-laws who have meant and continue to mean so much to me and who have always loved me unconditionally. To my great husband, who has been a constant source of support and helped me during the whole tenure. I am thankful for having you in my life.

My beloved sister, brothers and friends who helped, aided and never stop giving of themselves in countless ways and thankful for their everlasting love and care. At last, all the people in my life who touch my heart I dedicate this thesis to them.

**Sara Akbar**

### Thesis/Dissertation and Defense Approval Form

The undersigned certify that they have gone through the following thesis, examined the defense, are satisfied with the performance of the researcher, and recommend the thesis to the faculty of the Department of Social Sciences and Humanities.

**THESIS/DISSERTATION TITLE:** *Socializing Agents and Gender Role Stereotypes in the Context of Media Literacy*

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## Abstract

Gender stereotyping and their role development is most debatable topic. A society with common stereotypes teaches children to adopt gender roles. As they move from childhood to adulthood their attitudes and behaviors are changed based on such gender roles. These attitudes and behaviors are learned firstly from parents and then from peers and media. While the strongest one occur within family. For many people “Reality” is what media shows on different media platforms. At one side media programs shows people about what is going on around us while on the other side it aware how it is changing mind set of people and effecting positively and negatively by implying into everyone’s conscious. All media forms deliver unrealistic and stereotypical images. In this respect media literacy is important so that people may be able to understand the complexity of media messages.

This study is an attempt to find out how socializing agents influences stereotypes among gender and how media literacy prevail perceptions that focus on critical thinking towards media’s messages. If media literacy prevail in Pakistan than how it is important to articulate media messages and to implement in our society or in our daily life. This study is examined by theoretical framework, using gender schema theory and cultivation theory. For this purpose a research design was designed to collect data by using survey method about research problem. Specific hypothesis were developed for field test which are fully supported by the data of entire study population. Researcher design a questionnaire according to the sample size of 400 respondents and then create a result. Despite the limitations of the sample size and short term exposure this study reveals that gender stereotypes still exist which is the outcome of gender stereotyping and role formation. But vary within culture, environment, and society and by gender. On the other hand media literacy is important to hold the structure of media messages

specially what is shown on TV is based on reality or not. And construction of gender and their stereotypical roles developed by agents and media. This study further recommends that gender stabled setting, constructive role of media, adopting plans, policies, strategies (conducting campaigns, programs) of gender mainstreaming can reduce gender stereotyping and limit its influence over gender role and social role establishment.

**Key words:** Socializing Agent, Gender Role, Stereotype, Media, Media literacy, gender Stereotyping, Gender Schema, Social Change, Communication Medium, Exaggeration, Critical Evaluation

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## List of Tables

<b>Description (tables)</b>	<b>Page Numbers</b>
<b>Table 1:</b> Frequency and percentage about demographics.....	64
<b>Table 2:</b> Relationship between socializing agents and gender role stereotype.....	66
<b>Table 3:</b> Relationship between dependent variable (socializing agent) and predictor (gender role stereotype).....	67
<b>Table 4:</b> Relationship between socializing agent and gender role attitude.....	68
<b>Table 5:</b> Relationship between dependent variable (gender role attitude) and predictor (socializing agent).....	69
<b>Table 6:</b> Relationship between dependent variable (gender role attitude) and predictor (gender role stereotype).....	70
<b>Table 7:</b> Relationship between dependent variable (gender role attitude) and predictors (media literacy).....	72
<b>Table 8:</b> Difference of male and female regarding media literacy.....	74
<b>Table 9:</b> Analysis of variance, comparison of means according to three groups (undergraduate, graduate, postgraduate) by media literacy, Distributions with the same between smaller and larger group variance.....	76
<b>Table 10:</b> Difference of Nuclear and Joint family regarding gender role attitude.....	79
<b>Table 11:</b> Difference of marital status (single, married) regarding gender role attitude.....	81

## List of Figures

<b>Figure</b>	<b>Page Number</b>
<b>Figure 1:</b> Media Literacy Principles .....	<b>Error! Bookmark not defined.</b>
<b>Figure 2:</b> Model of Gender Stereotyping .....	32
<b>Figure 3:</b> Media Literacy Model .....	45
<b>Figure 4:</b> Roles and Characteristics .....	52
<b>Figure 5:</b> Theoretical Diagram .....	56

## **Abbreviations**

CEDAW(Convention on the Elimination of All Forms of Discrimination against Women)

NCA (National Communication Association)

MLM (Media Literacy Model)

CML (Critical Media Literacy)

MLE (Media Literacy Education)

AACRA (Access, Analyze, Create, Reflect, Act)

MIP (Message Interpretation Process)

SPSS (Statistical Package of Social Sciences)

UMT (University of Management and Technology)

UCP (University of Central Punjab)

FCC (Forman Christian College)

PU (Punjab University)

UOL (University of Lahore)

SA (Socializing Agents)

GRA (Gender Role Attitude)

GRS (Gender Role Stereotype)

ML (Media Literacy)

GLM (Generalized Linear Model)

MANOVA (Multivariate Analysis of Variance)

TV (Television)

ADS (Advertisements)

GRAS (Gender Role Attitude Scale)

NECML (National Education Conference on Media Literacy)

NMECB (National Media Education Conference in Baltimore)

## Table of Contents

Abstract	i
Acknowledgement	iii
List of Tables	iv
List of Figures	v
Abbreviations	vi
<b>Chapter 1</b>	<b>1</b>
1. Introduction	1
1.1 Statement of problem: .....	6
1.2 Significance of study: .....	7
1.3 Objectives of study: .....	8
1.4 Hypothesis: .....	9
1.5 Delimitations of the study: .....	9
1.6 Key Terms: .....	10
1.6.1 Socializing agents:.....	10
1.6.2 Gender role: .....	10
1.6.3 Stereotype: .....	11
1.6.4 Media: .....	11
1.6.5 Media literacy: .....	11
1.6.6 Gender Stereotyping: .....	12
1.6.7 Gender Schema: .....	12

1.6.8 Social Change: .....	12
1.6.9 Communication Medium: .....	12
1.6.10 Exaggeration: .....	13
1.6.11 Critical Evaluation: .....	13
<b>Chapter 2</b>	<b>15</b>
2. Literature Review	15
2.1 Socialization: .....	15
2.2 Agents of socialization: .....	16
2.2.1 Family as Socializing Agents: .....	16
2.2.2 Peers (socializing agent) and identity constructor: .....	18
2.2.2.1 Peer Pressure and Comparison: .....	19
2.2.3 Media as an Agent of Socialization and Gender Representative: .....	20
2.3 Constructing gender stereotypes: .....	22
2.4 Change in stereotypes: .....	24
2.5 Stability in stereotypes: .....	25
2.6 Aspects of stereotypes: .....	26
2.6.1 Correct stereotypes leads correct predictions: .....	26
2.6.2 Incorrect stereotype leads misunderstandings and misconceptions: .....	27
2.7 Gender stereotype: .....	28
2.7.1 Doctrine of Two Spheres: .....	29
2.7.2 The Cult of True Womanhood: .....	29
2.8 Implicit and explicit stereotype: .....	30
2.9 Perception and differentiation of men and women: .....	31
2.10 Consequences of being stereotyped: .....	33
2.10.1 Selection of activity: .....	33

2.10.2 Professional aspiration:.....	34
2.10.3 Academic outcomes: .....	35
2.11 Activation of stereotypes:.....	36
2.12 Women stereotyping by media:.....	37
2.13 Stereotyping as sex object: .....	37
2.14 Idealism of women: .....	39
2.15 Modification of gender roles: .....	39
2.16 Media, gender and employment roles:.....	40
2.17 Media literacy:.....	41
2.17.1 Media Literacy Movement (MLM): .....	43
2.17.2 Media literacy categorization: .....	44
2.17.3 AACRA model: .....	44
2.17.4 Media literacy academic enrichment: .....	46
<b>Chapter 3</b>	<b>48</b>
3. Theoretical Framework	48
3.1 Gender Schema Theory:.....	48
3.1.1 Roles and Characteristics of Mother and Father:.....	52
3.2 Cultivation theory: .....	53
Girl's chores: .....	55
Boy's chores: .....	55
3.3 Theoretical Diagram: .....	57
<b>Chapter 4</b>	<b>58</b>
4. Research Methodology	58
4.1 Research Design: .....	59
4.2 Universe: .....	59

4.3 Target Population: .....	59
4.4 Sampling and Sample Size: .....	60
4.5 Participants: .....	60
4.6 Questionnaire: .....	61
4.7 Dependent variable: .....	62
4.8 Independent variable: .....	62
4.9 Use of Quantitative Research Techniques: .....	62
<b>Chapter 5</b>	<b>63</b>
5. Data Analysis and Interpretation	63
5.1 Demographic Analysis: .....	64
5.2 Correlation: .....	66
5.3 Regression: .....	67
5.4 Correlations: .....	68
5.5 Regression: .....	69
5.6 Regression: .....	70
5.7 Regression: .....	72
5.8 T-Test: .....	74
5.9 Oneway ANOVA: .....	76
5.9.1 Descriptive table: .....	77
5.9.2 ANOVA: .....	78
5.9.3 Multiple Comparison: .....	78
5.10 T-test: .....	79
5.11 T-test: .....	81
<b>Chapter 6</b>	<b>84</b>
6. Findings and Discussion	84

**Chapter 7** 87

## 7. Recommendation and Conclusion 87

7.1 Recommendations: .....87

7.2 Conclusion:.....88

**References** 91**Appendices** 107**Appendix A** 107

## 1. Introduction

An individual obtain information, personal identity, norms, values, behaviors, attitudes, skills suits with his/her personality and allows them to stand in such a social atmosphere socialization is being defined. Socialization is important for expansion of people who become able to take a part in a society and community in which one lives. It is specially imposed by socializing agents such as family, peers, media etc. (Dictionary.com). It occurs since childhood where we have been taught about our gender as a boy or a girl. We are being taught by our parents that in which gender we fall apart and the way parents treat, dress up, and communicate with their children