A Summary of “The Influence of Mass Media on Gender Roles”

In their article, “The Influence of Mass Media on Gender Roles.” Williams, Brown and Hood (2012) discussed media and gender roles. They says that agents of socialization include school, parents, teachers and the mass media. In the past, men were often defined in terms of work, while women were defined in terms of the home. Many forms of media affect this process of socialization, including television, comic books, and computer games. Body image is affected by this as well. Understanding and being aware of gender roles and how we learn them is incredibly important because gender is one basis for social inequality.