

TACKLING SEXISM AND GENDER STEREOTYPES

Tackling gender stereotypes and sexist images - online and in the media

The pornography industry

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Market monopoly



distribution, not production

PR machine

media

experts

celebrity spokesperson

product placement

lobbying



Free Speech Coalition

2002 Ashcroft v. Free Speech Coalition

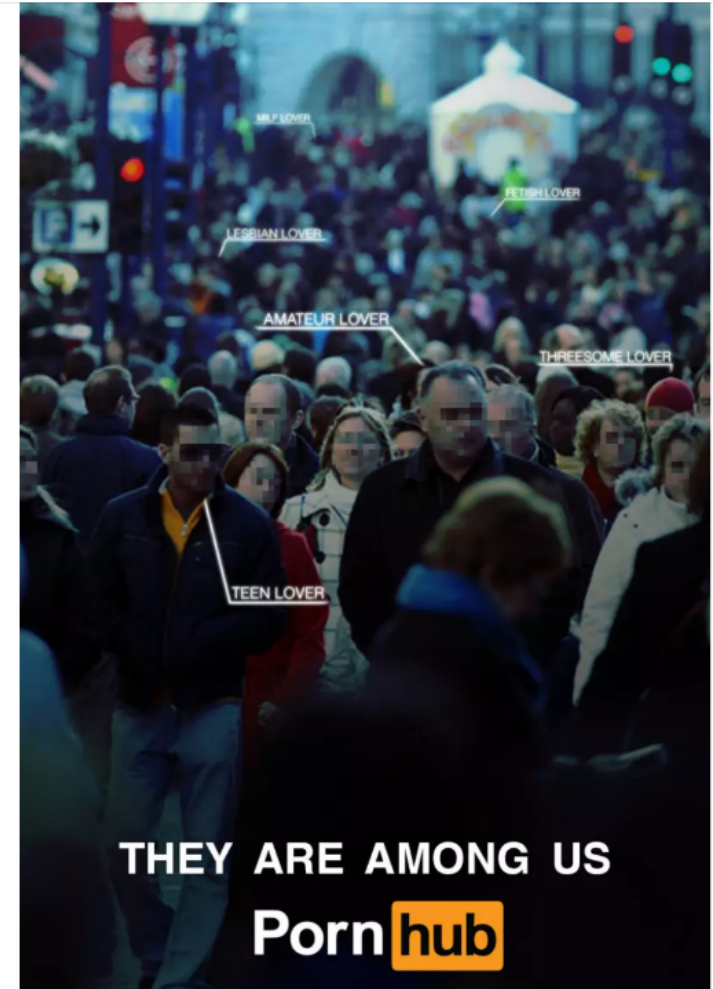
Child Pornography Prevention Act of 1996:

"any visual depiction, including any photograph, film, video, picture, or computer or computer-generated image or picture" that **"is, or appears to be, of a minor** engaging in sexually explicit conduct."

2257 Regulations

"no performers under the age of 18 are allowed to be employed by adult industry production companies. The failure to abide by this regulation results in civil and **criminal prosecutions**. To enforce the age entry restriction, all adult industry production companies are **required to have a Custodian of Records that documents and holds records of the ages of all performers.**"

"...the record keeping requirements were facially invalid because they imposed an **overbroad burden on legitimate, constitutionally protected speech.**"



Production

- L.A. condom regulations (Measure B)
- High costs
- poor white women
- Eastern Europe

- fragmented
- no brand
- Budapest, Prague



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The content of pornography

- **88,2%** of the best rated scenes include **violent** acts
- **70%** of these acts are **committed by men**
- **94%** of the **victims are women**
- About **20%** is sexual abuse perpetrated **against children**

The image shows a vertical stack of four YouTube video thumbnails. Each thumbnail has a black background with orange text for the title and white text for views and engagement. The first thumbnail has a title 'DAD FUCKS STEP DAUGHTER WHILE MOM ISNT AROUND!' with 10.5M views and 67% engagement, and a 'VERIFIED' badge. The second has 'Girl Brutally Fucked in the Ass and Gang Banged' with 476K views and 66% engagement. The third has 'Gangbang Violent' with 4,605,832 views and 41% engagement, and a progress bar. The fourth has 'USE THEM TILL THEY BREAK - HOW TO TREAT FUCKWHORES THE RIGHT' with 3.2M views and 79% engagement.

DAD FUCKS STEP DAUGHTER WHILE MOM ISNT AROUND!
10.5M Views 67% VERIFIED

Girl Brutally Fucked in the Ass and Gang Banged
476K Views 66%

Gangbang Violent
4,605,832 VIEWS 41%

USE THEM TILL THEY BREAK - HOW TO TREAT FUCKWHORES THE RIGHT
3.2M Views 79%

- gagging
- ATM
- DAP
- moneyshot

Sexual education

- boys **9-11**
- HD capacity
- pop-up
- "free" porn

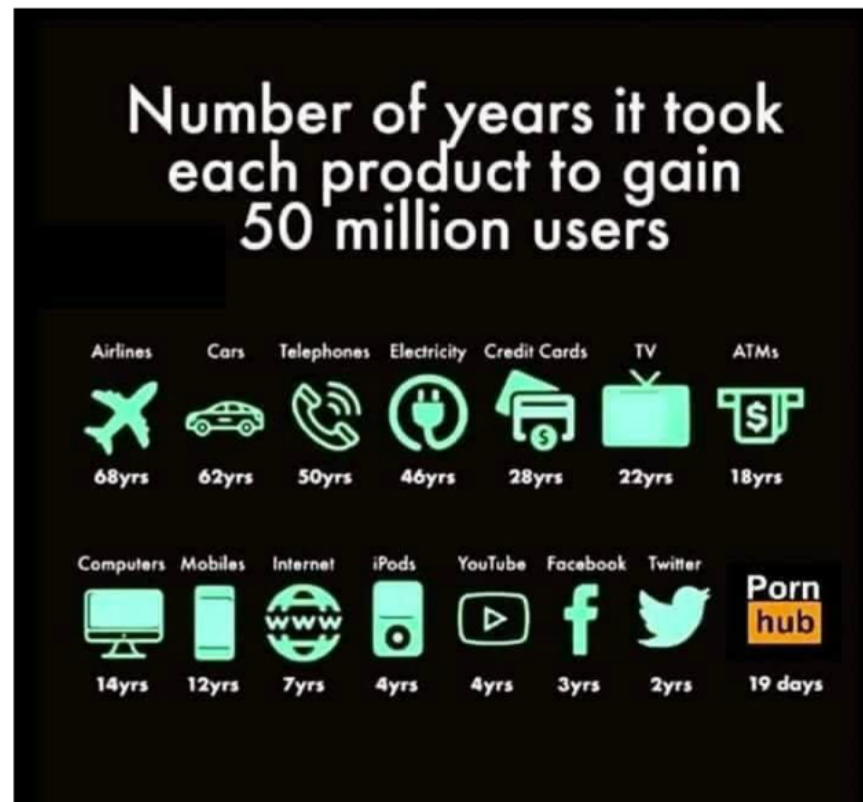


Marketing

destigmatization=popularization

decriminalization=legalization

decreased market regulation



Porn culture



"If you don't like porn, don't watch it" is the equivalent of "if you don't like air pollution, don't breathe".
One Angry Girl design

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