

DAY FOURTEEN: DECEMBER 8th

Objectification of Women

Women frequently face sexual objectification in daily interpersonal interactions and through consumption of multimedia. This can lead to internalization of society's scrutiny, resulting in habitual body monitoring and self-consciousness. In turn it can increase feelings of body shame and appearance anxiety. (Emma Rooney 2016 - steinhardt.nyu.edu)

Faridah's story (adapted)

In October 2016, I attended a job fair, looking for a full-time job. I was in line to talk to a firm when a male student whom I had never met, began talking to me. I told him that I was a little anxious. He said it shouldn't be an issue for me to talk to them due to my assets. "Assets" is a slang word used to refer to a woman's body. I didn't want to believe what I heard, so I asked him what he meant. He said that as a woman, things are easier for me because of my "assets" - as all recruiters (men) would love to talk to me. I knew people thought like that but I had never been told all of this to my face, so seriously. It was disgusting and uncalled for. (girlswhotrive.com)

Question

What is my reaction to this true story?

.....



(Google free to use images)

Global Facts

- A photo on College Nationwide Instagram showed young women on the beach with their backs to camera. They have on thong bikinis. The caption underneath reads, "Line 'em up & rate 'em,'" encouraging male followers to rate the women's bodies, specifically their buttocks. This photo gained over 1300 likes and up to 70 comments where male commenters ranked the women on a scale from 1 to 10. (July 2018, Stephanie E. Davis – journalsagepub.com)
- An Australian study on a sample of 81 women found that over a week, each woman reported being targeted for objectification between 3 - 4 times on average and witnessing sexual objectification of other women 9 to 10 times on average. (Kellie, Blake & Brooks, Aug. 2019)

In 'Laudato Sí' Pope Francis says:

'Each human being as a subject can never be reduced to the status of an object.' LS 81

UN SUSTAINABLE DEVELOPMENT GOALS

SDG Goal #5 - Achieve Gender Equality

Target 5.c 'Adopt and strengthen enforceable legislation for the promotion of gender equality and empowerment of women / girls at all levels.'



(Google free to use images)

CEDAW

(Convention on Elimination of All Forms of Discrimination Against Women)
www.un.org/womenwatch/daw/cedaw/

'States shall take all appropriate measures'-

To modify the social and cultural patterns of conduct of men and women....to achieve the elimination of prejudices...and all other practices based on the idea of the inferiority or superiority, of either of the sexes **Article 5 (a)**

To eliminate any stereotyped concept of the roles of men and women at every level and in all forms of education. **Art. 10 (c)**

Office of UN Human Rights Commissioner

There is an urgent need for clear and comprehensive guidance from the UN human rights mechanisms... on the scope and content of obligations to modify or transform harmful gender stereotypes and eliminate wrongful gender stereotyping. (OHCHR Commissioned Report 2013 - 'Gender Stereotyping as a Human Rights Violation')

ACTION

Affirm young people in who they are, with their unique gifts and talents.

Read about gender stereotyping -

<http://www.right-to-education.org/resource/gender-stereotyping-human-rights-violation>

Notice how women are portrayed in advertising.

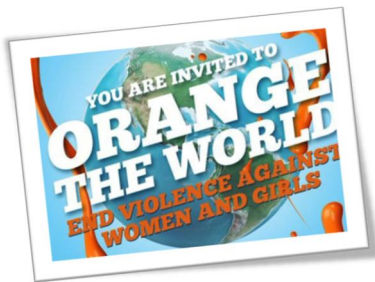
https://www.youtube.com/watch?v=PTImho_RovY&feature=player_embedded

Prepared by 'Future We Need' (FWN) a faith-based group with members from the Columbans, Franciscans, Josephites, Mercy, Presentation and Salesians.

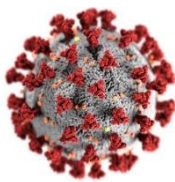
(Updated November 2020)

VIOLENCE AGAINST WOMEN

is a systematic and widespread human rights violation. It cuts across age, socio-economic, educational and geographic boundaries.



www.google.ie/search?rlz=1C1EODB_enIE584IE584&biw=1920&bih=974&tbn=isch&sa=1&q=pixiebay



BEFORE

THE CORONA VIRUS PANDEMIC

243 million women and girls, aged 15-49, experienced sexual and/or physical violence by an intimate partner in the past year.

SINCE THE PANDEMIC

violence against women, especially domestic violence, has increased dramatically.

EXACERBATING FACTORS INCLUDE

security, health and money worries, cramped living conditions, isolation with abusers, deserted public spaces, limited access to support services.

In some countries, resources and efforts have been diverted from responses to violence against women for immediate COVID-19 relief.

(unwomen.org)

WATCH: [#IStandUp](#)
Against the Harm Caused By Objectification of Women in Advertising
<https://www.youtube.com/watch?v=1O4ycTml7fk>

SEE

- <https://www.girlswhostrive.com/blog/2017/8/31/sexual-objectification>
- (UNICEF USA -2020 -Jaimee Swift & Hannah Gould)
<https://www.unicefusa.org/stories/not-object-sexualization-and-exploitation-women-and-girls/30366>



*of Activism
Against
Gender
Violence...*

DAY 14...

8th

December

Objectification of Women



2020 UNiTE Campaign Theme:

"Orange the World: Fund, Respond, Prevent, Collect!"