

1. *Have You Come a Long Way, Baby?* (Carlin & Winfrey)

This article examines the Clinton and Palin campaigns through the lens of sexist media portrayals during the 2008 presidential elections. The authors refer to four common frames in which professional women are seen - the sex object, mother, pet, and iron maiden - all of which played some part for both Clinton and Palin. We care about these frames because describing women in sexist terms reduces their credibility or may cause them to be seen as less human, especially when women are described using metaphors that draw on animals, children, or food. Female candidates also often receive less issue coverage than males, but more coverage on appearance, personality, and family, which takes valuable air time away from discussions of their qualifications. **Well-said...**

Questions:

1. What did you think about the article? As you were watching the campaigns in 2008, did you notice these differences in media coverage between the male candidates and female candidates?

2. The authors of the article discuss how the media often mentioned "mother" as the first or second thing about a female candidate and refer to this as a negative. For example: "One *Los Angeles Times* article was titled 'She's no good ol' boy; Meet Sarah Palin: governor, mother of five, reformer, creationist, runner-up to Miss Alaska,' insinuating mother was the second most relevant fact about the candidate." Contrast this to Anne-Marie Slaughter, whose TEDtalk we saw earlier, who believes that we should actively encourage the inclusion of "mother" in describing professional women so that motherhood and professionalism should not be exclusive. When she is introduced at formal speeches, she insists her role as mother of 2 is included alongside her professional accomplishments. Why do you think Carlin & Winfrey think the mention of mother is a negative rather than a positive?

3. Donny Deutch of CNBC claimed that Palin had figured out what Clinton had not: "that perfect ingredient to sell a woman in power," having the physical appeal with both "life gravitas experience." What do you think of Deutch's comment? Why is there such a large focus on physical appeal for women?

4. It seems like no matter what a woman in power or seeking power does, people will find something to criticize about her - either her femininity or her power. Is there an image of a woman in power that would be the most "palatable" or "acceptable"?

5. From the different treatment of male candidates with children vs. female candidates with children, we see that the expectation for women to be the primary caregivers is strong even at the highest levels of power. If society eventually reached a point where

half of the households were run by men, do you think these expectations and the kind of media coverage we get of female candidates would change?

2. 5 Reasons Why 2013 Was Good for Women in Politics

Summary: This past year, the US and other countries saw the rise of many women to political power, as seen with the record-high numbers of women in Congress last year, the increasing buzz around Hillary Clinton and Elizabeth Warren, the appointment of Janet Yellen to lead the Federal Reserve, the ability of one Texas politician to preserve reproductive rights in her state, and the elections of female presidents in South America and Central America.

Question:

1. Many countries have already had female heads of state, even those that are traditionally patriarchal or are known to have strong gender roles. Why do you think the US has yet to follow suit?

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