

The sexualisation of girls in the media and popular culture

**A Public Lecture by
Melinda Tankard Reist**

**Monday 15 August 2011, 7:00pm
McNeill Performing Arts Centre
St Michael's Collegiate School, Davey
Street, Hobart
Cost: \$10 per person**

**Tickets will be available at
the door and from: Ogilvie
High School, Fahan School,
St Michael's Collegiate
School and St Mary's College.**

Hyper-sexualised messages and images are entrenched in media, popular culture and the public space. There is growing concern about the impact on young women especially of stereotyped and normative sexualised representations of women and girls. Many believe this is contributing to an environment which is increasingly harmful to women, by presenting their value in terms of their looks and sexual attractiveness.

As well, young women are facing unprecedented social pressure to conform to an idealised body type in a sex-saturated culture which values women who are 'thin, hot and sexy'. This is having negative impacts on their health, with links made to eating disorders, depression, anxiety, self-harm, low-self-esteem and poor academic performance.

Taking us on a visual 'tour' of images from media, popular culture, billboards, magazines, music video clips, games and fashion, Melinda Tankard Reist will help us explore the way these messages shape and mould young women's ideas of themselves, their bodies, and their relationships and look at what can be done to address it - how we can help girls rise above the airheaded cult of celebrity, fashion and outward appearance and discover their true value and worth.

**This presentation is hosted by the Alliance of Girls' Schools – Tasmania and
is aimed at parents and senior students (Year 10 and above).**



Who is Melinda Tankard Reist?

Melinda Tankard Reist is a Canberra author, speaker, media commentator, blogger and advocate for women and girls. Her third book is *Getting Real: Challenging the Sexualisation of Girls* (Spinifex Press, 2009), now in its third printing. Her forthcoming book, co-edited with Dr Abigail Bray, is *Big Porn Inc: Exposing the harms of the global pornography industry* (Spinifex Press) due for release in September.

A year ago Melinda initiated a new grassroots campaigning movement, *Collective Shout: for a world free of sexploitation*, to expose

corporations, advertisers and marketers who objectify women and sexualise girls to sell products and services. Collective Shout has achieved significant wins against major companies in its first year.

Melinda is a regular guest on Channel 7's Morning Show, and has appeared on Sunrise, ABC Q&A and The Gruen Sessions. She is also a regular contributor to ABC The Drum Unleashed and other on-line opinion sites. She is married to David and they have four children.

Copies of Melinda's current book will be available. Pre-orders for her book, due out in September, will be accepted.

