

Heiti á bacheloruppgávu

En kón konstruktion

- Kónsstereotyper fra et socialkonstruktionistisk perspektiv

Abstract

This bachelor thesis examines whether gender-stereotypical discourses exist in fundamental institutions and structures in society, and how gender-stereotypical discourses can discipline the subject towards gender-stereotypical behavior and heteronormativity. The purpose of the thesis is to analyze two selected cases, one from a media-website and the other from a public institution, to assess the dominant gender-discourses, and to see how these contribute to the binary categorization and stereotypification of gender.

In order to analyze the cases, the discourseanalysis-method discourse theory, as presented by Laclau & Mouffe, has been applied. To analyze the consequences of gender-stereotypical discourses we have chosen to apply a social constructionist perspective, with theories and selected concepts by Michel Foucault and Judith Butler.

The selected cases present a binary, neurosexist and heteronormative gender-discourse. The first case, which is an article from a media-website, clearly reproduces pre-existing assumptions about men's and women's brains, claiming a difference based on sex. The second case, which is a fertility-campaign, is an example of a public institution, inflicting biological power on its residents, and disciplining them into stereotypical gender roles.

We cannot conclude anything in general, as we have chosen to analyze two selected cases. What we can conclude is that gender-stereotypical discourses exist in the structures and institutions that are present in the two cases, and that these institutions discipline subjects into a binary gender-categorization, heteronormativity, and stereotypical behavior, through power and regulation.