

# Brief: Urbanization-WE are not “S-L-U-T”

## WHAT? Title, Question

How do we get some men to break the stereotype of a certain type of female occupation that requires a uniform?

## WHY? Intro / Context / Rotational

Many pornographic websites devoted to the issue of professional settings or the private lives of women in various professions, which are discussed on social networks, have sprung up during such a period of fast internet growth. This causes the general public to consider women in specific occupations, such as stewardesses, nurses, kindergarten teachers, models, influencers, and even art students (acting and design), as whores with a chaotic private life.

This, I believe, is a form of "slut-shaming" of women. There are numerous high-profile personalities in every field. Slut-shaming is popular on social media sites, including YouTube, Instagram, Twitter, and Facebook, to name a few. On Facebook, slut-shaming happens in contentious discussions between users, which have resulted in claims of threatening, harassing, and insulting behaviour. Specific case: ["This Woman Received Rape Threats for Quoting Drake on Tinder"](#). *Mic*. Retrieved 2015-11-16.

It's not just high-profile women who are subjected to such connotations in today's culture. When your employment requires you to wear uniforms, short skirts, stockings, and other accoutrements associated with men, the public is critical and biased against you. There is a lot of hatred towards women in the world. I told my folks that I wanted to be a marketing publicist when it came to my future job. "My mum told me," she continued "What type of girl works in public relations? To generate orders, a female PR may need to socialise intimately with consumers, such as through drinking, or even go out and sell her flesh."

## **You call “Guys We F\*\*ked” the “anti slut-shaming podcast.” Had you experienced slut-shaming in the past?**

**K:** Yes, we have. When we started out in comedy, we experienced some things. One time I walked down the street and there was a guy trying to sell tickets to a comedy club and he asked me if I wanted to buy tickets to the show, and I said “Oh no, I’m actually a performer.” He said, “What, are you a stripper or something?” And I said, “No, I’m a comedian.” But he didn’t believe me. And that’s something that happens to us all the time.

*Editor, Emma Gray Executive Women's; Post, The Huffington (2014-03-13). "This Is The Sexiest Podcast You'll Ever Hear". HuffPost. Retrieved 2016-10-05.*

## **WHO? Axis / Focus / Target**

Because my overall setting as a child was Shanghai, China, what I learnt about particular occupations from the lips of others around me was bias. Different cultures exist in different parts of the world. People in each location also have varied attitudes toward specific occupations and preconceptions about them. So, who will my initiative be aimed at? Single women between the ages of 20 and 30, who are discriminated against because of their occupation. I hope that the general public will no longer judge or stigmatise girls who work in particular fields.

It's very easy to fall into diode thinking by using a fixed standard to measure whether women are "male gaze" or not because power relations are a product of the intersection of gender, class, and race, and it's very easy to fall into diode thinking by using a fixed standard to measure whether women are "male gaze" or not. Discussions about the 'male gaze' should be addressed at people in positions of power/masculinity, rather than provoking animosity and guilt among women and establishing a new kind of limitation. As a result, my approach aims to promote favourable representations of high-value occupations. To persuade sufferers of professional prejudice to abandon their feelings of guilt about their career and to think beyond the traditional anti-gaze. "My occupation is ....," they may safely tell family or friends at a party, for example.

## **HOW? Approach**

The project will be carried out on paper, and I want to promote the positive image of high value professions and their (hereinafter referred to as "the victims") own voices in a form of communication. I can't change the prejudices of men against them, but I can only promote this in a form of communication of ideas. All proceeds from the sale of the books will be donated to the Women's Association for the protection of women.

Video installation is also an effective means of disseminating information. The same girl goes to chat on her date in the dating section, pretending to be a lady in several professions. The guys would react to the various occupations with the same faces and behaviours. I'd videotape everyone's expressions and edit them together into a film. This is a reference to Abbas Kiarostami's very experimental art film 'Shirin.' The whole film was shot in Abbas' living room, with the camera facing the audience and only three chairs serving as the set. The women communicate their embarrassment over being viewed through gestures, attitudes, frowns, and eyes.