

11. gender media monitoring (Global Media Monitoring Project (GMMP), 1995)

12. gender schema (Sandra Bem, 1981)

13. gender: social construct (Erving Goffman, 1976; Candace West & Don Zimmerman, 1987)

14. Global Alliance on Media and Gender (United Nations Educational, Scientific and Cultural Organization (UNESCO), 2014)

15. intersectionality (bell hooks, 1981)

16. media conglomerates (Thomas Edison, 1907–1908)

17. Media Education Foundation (Sut Jhally, 1992)

