The Situation- Campaign inspiration.

Over the past decade the prominence of the LGBTQ+ (MAKE SURE WE’RE SAYING LGBTQ+ INSTEAD OF LGBT) community within global media has risen, along with worldwide entertainment concerning the diversity issue appealing to wider audiences that includes both homosexuals and heterosexuals. Therefore, the media still obtains a large impact upon the lives of individuals in the LGBT community due to the media becoming an important component within the social lives of global (DON’T NEED THIS WORD HERE) society (C. Gomillion & Giuliano. T, 2011). However, there are still negative stereotypes that surround the LGBT community as sexuality is commonly used as an easy method to assume and determine someones behaviour and personality traits which leaves many individuals within global society (‘MAINSTREAM SOCIETY’) struggling to keep an open mind when reading about the LGBT community within the media which CAN result with negative stereotyping being spread further along with many myths and inaccuracies regarding this particular culture.

For example, previously a checklist was produced in Malaysia to make it easier for their general public to spot homosexual individuals and it is believed that it is easier to determine a man’s sexuality rather than a women’s due to the statements on the checklist such as a love for beards, fitness and branded clothing (Ellis-Petersen. H, 2018). In addition to this according to a previous study that was carried out during 2014 by a team of psychologists at Charles University, men who where homosexual apparently showed to have a particular nose, jaw and head shape which lead them to look more feminine compared to heterosexual men (Harten. D,2018). (FAB, REWORDED BELOW JUST TO MAKE IT FLOW A LITTLE BETTER)

Examples of such stereotyping can be seen globally and include a checklist that was produced recently in Malaysia with the purpose of making it easier to ‘identify’ homosexual individuals, particularly gay men, much of which relied on negative stereotyping such as a love of branded clothing and desire for a certain body type (Ellis-Petersen,2018). The occurrence of such checklists may have been by research carried out at Charles university which concluded that homosexual men were more likely to portray certain aesthetic attributes (certain head shape, jaw definition etc) which could be seen as more stereotypically feminine (Harten, 2018)

However, with the current trends for male grooming and a love for designer fashion items in this generation we live in today (APPARENT WITH TODAYS MORE PROGRESSIVE AND ACCEPTING SOCIETY) the majority of western men would be identified as being homosexual if we followed stereotypes like this (CAN WE FIND ANY RESEARCH TO SAY THAT MEN WESTERN MEN ARE LOOKING MRE AFTER THEIR APPEARANCE TO BACK THIS UP?). Also, in regard to particular parts of the world that do not yet accept the LGBTQ+ community and forbid same sex marriages it is argued that this sort of media may put many lives at risk due to the consequences of breaking the rules especially in parts of America, Asia and Africa where the community is forbidden (Ellis-Petersen. H, 2018).

Overall, the reality of this diversity issue is that homosexuals (‘MEMBERS OF THE LGBTQ+ COMMUNITY) are just as varied and diverse as heterosexuals (‘THOSE WHO IDENTIFY AS STRAIGHT’), with their beliefs and values all being broadly different. Yet one thing they (THAT SETS THE LGBTQ+ COMMUNITY APART IS THIR BELIEF…”) do share in common is their belief in fighting against negative stereotyping AND aiming to create a society that is more diverse and accepting towards their culture. Nevertheless it is believed that it is only human nature to label things to make sense of the world and stereotyping is instigated through genuine observations from outside individuals however, the LGBT community is only ever stereotyped thorough the most visible elements of inaccurate views which results within all homosexuals being labeled the same, assuming that the whole community behaves in a certain way as many outsiders forget that Sexuality isn’t a choice. Sexuality is a deep-rooted part of who you are and it dictates who you are attracted to (Bgiok, 2016).

WHILST IT IS BELIEVED THAT IT IS ONLY HUMAN NATURE TO LABEL THINGS IN ORDER TO MAKE SENSE OF THE WORLD AROUND US AND THAT SOME STEREOTYPING IS INSTIGATED INNOCENTLY THROUGH GENUINE OUTSIDE OBSERVATION IT IS LARGELY BELIEVED THAT THE LGBTQ+ COMMUNITY ARE DEEPLY IMPACTED BY NEGATIVE STEREOTYPES THAT HAVE BEEN THE RESULT OF PREVIOUS, LESS ACCEPTING GENERATIONS THAT BELIEVED SEXUALITY WAS A CHOICE RATHER THAN TODAYS GENERATIONS WHICH ARGUAKBLY SEE SEXUALITY AS A DEEP-ROOTED PART OF WHO A PERSON IS FROM BIRTH WHICH WILL DICTATE WHO THEY ARE ATTRACTED TO (BGIOK, 2016)

Therefore this campaign outlines the current social issue that homosexual individuals are believed think, look and act the same when in reality that is invalid, this will be done by bringing a handful of individuals from the LGBT community together to show their difference in personality, appearance and beliefs to result within fighting against the negative stereotypes and showing that they are impossible to follow due to the wide range of difference within the community.

* 'How to spot a gay' checklist published by newspaper. (2012) Attitude.co.uk. [Online] [Accessed on 10 April 2018] <https://attitude.co.uk/article/how-to-spot-a-gay-checklist-published-by-newspaper-1/17077/>.
* Ellis-Petersen, H. (2018) *Malaysian newspaper publishes 'how to spot a gay' checklist*. the Guardian. [Online] [Accessed on 10 April 2018] <https://www.theguardian.com/world/2018/feb/12/malaysian-newspaper-sinar-harian-publishes-how-to-spot-a-gay-lgbt-checklist>.
* Harten, D. (2018) *Can You Tell Someone’s Gay Just By Looking At Them?*. OMGFacts. [Online] [Accessed on 10 April 2018] <https://omgfacts.com/can-you-tell-someones-gay-just-by-looking-at-them/>.
* C. Gomillion, S. and Giuliano, T. (2011) [Online] [Accessed on 10 April 2018] <https://www.tandfonline.com/doi/full/10.1080/00918369.2011.546729>.
* Being gay is okay: Myths and stereotypes. (2016) Bgiok.org.uk. [Online] [Accessed on 10 April 2018] <http://www.bgiok.org.uk/being_gay/myths.html>.