

Media and Marginalized Voices

**Women and LGBTQIA+
Community**

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9 Representation of the LGBTQIA+ Community in Mainstream Media

Introduction

The mainstream media serves as a major source of information and has a significant impact on people's views, attitudes, and behaviours, especially for those who do not have easy access to other sources of information or who are still developing their identities and perspectives. Storytelling is the fundamental tenet of all media. The goal of good storytelling is to portray all the types of characters and circumstances that make up the human experience.

Although there has been an increase in the portrayal of LGBTQIA+ characters in several media outlets, most of them are based on a heteronormative viewpoint. Heteronormativity is the belief that heterosexuality, or attraction to the opposite sex, is the only natural and acceptable sexuality in our society. People who do not conform to this heteronormative approach are viewed as strange and do not fit into a so-called society and culture. Ironically, the LGBTQIA+ community has historically been mostly absent from media depictions of sexuality, which have tended to be predominantly heterosexual.

The LGBTQIA+ community is becoming a more widespread sexual choice throughout culture. The media should create content that fairly depicts the lives of queer people. Even though they only represent a small portion of the population, their existence should be acknowledged in the media. For 'teenagers, the primary source of sexual information is the media' (Brown et al., 2005). Calzo and Ward (2009) highlighted that 'When brought up with classmates and parents, controversial subjects like sexuality

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