## Heteronormativity

## What Is It?

- the norm in which people believe that there are only two categories in which people can identity with, male or female, and the assumption that people follow the gender roles that are associated with the sex that they have identified with
- Belief that the physical sex, gender identity, and gender role should stay within the boundaries of all male or all female norms
- Belief that the only normal/acceptable relationships exist between those of opposite sexes

- Society for a every long time has enforced the idea of heteronormativity through the media to viewers, starting from an extremely young age
- Example
  - Disney's primary target range initially starts at the age 4
    - All of its princess and fairy tale stories exemplify the beliefs of heteronormativity
      - Characters fall into one of two categories, male or female
      - Opposite sex relationships
      - Female characters are seen weaker and inferior to the strong and superior male characters
      - princess always gets her "happily ever after" by marrying her prince who saves her



## https://www.youtube.com/watch?v=4sPj8HhbwHs

- 2:17
- Family who raises their kids without an identified gender