The Gay Liberation Movement (GLM) is generally thought of as having begun on June 17, 1969, at the Stonewall Inn—a gay bar in New York City. Although police raids of such bars were commonplace at the time, this date marks the first instance when police officers met violent resistance from homosexual men while attempting to raid a gay bar. Along with the Women’s Movement, GLM has sought to undermine gender-related discrimination in the US. One strategy endorsed by both movements has been toward the reduction of stereotypical depictions of male and female demeanor in the mass media.

In Gender Advertisements (1976) Erving Goffman provided numerous illustrations of such gender-stereotypical depictions within advertisement photography. For example, in magazine advertisements women’s hands are typically depicted as “barely touching, even caressing” objects, whereas men’s hands are more typically “grasping or manipulating” them. Men instruct women, but not the reverse. Women may sit or lie on a bed, but not men. Many studies have subsequently examined US magazine advertisements, and have found in them pervasive evidence of such gender-cues. However, all of the magazines studied until now have been “straight” ones (i.e., magazines with advertisements that target traditional heterosexual consumers).

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