

## False Reality

Postmodern theorist has been the most relatable in this class because I see the theories in motion in the world around me. Since they are more relatable I am starting to witness the theories in everyday life, which at times can be concerning and I can't help but to connect them to this class and has brought awareness to my life. There are two theories that I enjoyed learning about which are hyperrealism by Riesman and the feminist theory by Ridgeway. The issue I would like to examine more is the use of social media; to be more specific I would like to talk about the social media Instagram. Instagram is an app that anyone with a smart phone can download. This app allows users to post pictures and write a caption underneath it, and most people use hash tags. When people hash tag it allows everyone on Instagram to see their photo under that hash tag. For example if someone writes "#Friendshipgoals" in their caption then when people search for "#friendshipgoals" that picture along with thousands of others pop up. The more hash tags that are used the more viewers and likes the user will get on their photo and profile. Instagram is used by people of all ages such as preteens in middle school to grandparents. Through this source of media people are using these picture to show their "reality", and it can be stereotypical of false reality we discussed in class. I will use the Era of the 'hyperreal' and the Feminist Theory to explain how women on Instagram are perceived under the hash tag "#friendshipgoals".

The first theory that I would like to explain is the hyperrealism theory, by Riesman. This theory is part of the Postmodern Era, which goes from the twenty

century to modern times. In this era people do not connect with reality. This is when reality is produced by simulation. In this stage society does not really care if something is real or fake. Our reality is based on what we see in social media such as Instagram. As I am out in public I see women fix themselves in order to take picture. For example in a coffee shop I see women fix their hair, placement of coffee, and their position, all in order to take a picture and put it on Instagram. If the picture is suppose to be natural and show what is really going on then there would not be a reason to take several pictures and in between those picture the need to fix their surroundings to make the picture better. Everything is the pictures on Instagram are staged, and women are passing them off as reality on social media. When people go on Instagram and look up #friendshipgoals a couple of things pop up that came to my attention and it falls under the hyperrealism era. Women are often in the same position, which shows that the pictures are staged and the situations are created by the user and are not natural. This also presents a false reality for women, it tells them that if they are not in a fun pose, hanging out in coffee shops, having sleepover, or go to events such as wine tasting, then they aren't reaching the ultimate friendship goals. I saw many pictures of women who are at places such as the beach and the sky and their skin tone look flawless. The reason why people look flawless is because of settings on Instagram that makes them look unrealistic. To enhance the quality of the pictures on Instagram they provide filter that can make a users picture unrealistic as well because filters change lighting that chanches the original pictures. The hash tag presents a stamp of approval of what is fun and what women should be doing in their lives.

The second theory that I think this subject pertains to is the Feminist theory by Ridgeway. Ridgeway explains that social practices show that males and females are different, and are often told by society to stick to traditional roles. In media people can understand the roles of women, or who and what they are suppose to be. The pictures under “#friendshipgoals” all have the similar themes. First would be that most of the pictures are of women, not of men. The second theme is that women are constantly taking picture or talking about feminine things such as make up, fashion, and cooking or about food. Women are advertising make up brands and how much fun they are having by trying different kind of make up on. Many pictures show women well dressed with the top name brands and often use slogans that make it appear that fashion is a top priority in friendship. Pictures show women taking pride in cooking with friends and making meals for others, which is showing nurturing. Many pictures under this hash tag are light and playful and most women are often hugging, sitting, or blowing kisses at each other. These pictures express the traditional feminine roles which Ridgeway talks about which are sensitivity, kind, and emotional.

In conclusion women on Instagram are promoting an unrealistic standard for themselves. This social media outlet is making reality unrealistic. On Instagram under the “#friendshipgoals” paints a picture of what women need to be like in order to have a good friendships. #friendshipgoals make women believe that if they follow gender roles then their friendships will be better than everyone else’s, and

they will be more appealing to other women. The hash tag on Instagram also presents women with the idea of what is fun and if they aren't doing certain activities with friends then a goal is not being met. This is explained by the hyperrealism, and feminine theory.