Abstract

This study is an analysis of the misogynistic phrases that have been transmitted from generation to generation throughout history against the woman. It has been chosen the sentences of men who in their time and time already had an impact in society because they were politicians, philosophers, religious writers among others. Phenomenon that has double impact because this character made use of the power to express themselves of women in a derogatory and pejorative way which that power of knowledge and use of letters and philosophy generate stereotypes that minimize the woman, in which the man reflects his power over her. Also discusses the messages of the films of Disney Princesses that create stereotypes of the girl of the 21st century. What do we do? What should we do? How to change the phenomenon, if through the centuries and according to modern new less violent forms are generating towards women; However, they cause the same impact. At the end are some phrases and messages that we have developed a team of researchers on the issue to promote a culture of non-violence with women.

Keywords: Misogyny, stereotype, inequality

Introduction

This analysis have been selecting phrases of philosophers, playwrights, politicians, artists, religious, which, through the letters has transcended the history and these phrases have helped generate stereotypes of women she continues trapped in the glass ceiling, showing more insecure than men. Because they are phrases that were written in their context and they have culturally impacted to promote inequality of man towards the woman. Discussed the misogyny throughout the classic tales of princesses in the 20th century, then how to eradicate stereotypes and empower women. If a child it is transmitted these messages of inferiority and weakness of women, which assumes immediately.

Theoretical Reflections

This case deals with the influence of stereotypes and structures of power, both writers and philosophers have dealt with the power of his Word, the power of the message against the woman. the role of stereotypes, prejudice attitudes towards women and this generates the glass ceiling as it mentions it Hoyt (2013) quoted by Ozuna and Sanchez (2014) where the focus of the maze of glass and points out that the low participation of women in high-level leadership positions revolves around three explanations: human capital, gender differences and prejudice.

a. The Human Capital: women receive less education than men, they get less work experience by interruptions in the professional exercise, fewer development opportunities and coupled with the conflict trabajo-hogar.

b. Gender differences: the author proposes that women are no less effective in leadership, they are engaged and motivated in the jobs that exercise; but in this dimension adds that women have less self-promotion.

c. Bias: in this section illustrates the stereotypes of gender, perceptions and biased assessments, vulnerability and cross pressures.

They conclude that substantial empirical evidence reveals that gender stereotypes can significantly alter the perception and assessment of female leaders and directly affect women who aspire to leadership positions.

Bustos Romero (2003), describes how you can explain from this concept, the low representation of women in senior management positions at the university, in this business area as a result of an archaic conception of the division of labor from the sexes, where prevailing stereotypes associated with the task of top management is linked with masculine attributes, naturalizing these attributes as a biological issue.

Habits of conduct and actions to be taken. That’s what generated princesses films, girls imagine themselves in a fanciful and unreal study. This happens from age two. Habits and behaviors are acquired from the older but if the figure is not strong and has a leadership role, adopt the characters from TV or the movies that parents repeat them every day.

Philosophers Say about Women

What philosophers say, if we assume that philosophy studies and addresses the issues such as existence, knowledge, truth,
morality, beauty, mind and the way of communication. To address these issues with research should support a no empirical way, using different methodologies. So the philosopher is supposed to be a prepared person, who adheres to truth and moral care. However, let’s see what some of the philosophers wrote about the woman before Christ.

1. **Aristotle (384-322 BC), Greek philosopher.** “The female is female under certain lack of qualities”.

2. **Erasmus of Rotterdam (1466-1536), Dutch philosopher and theologian.** “She is, admittedly, an inept and stupid but nice and funny animal”.

3. **Pythagoras (580-500 BC), Greek philosopher.** “There is a good principle which has created order, light and man, and a bad principle which has created chaos, darkness and woman.”

4. **Pythagoras (6th century. BC), filosofo and Greek mathematician.** “There is a good principle that created the order, the light and the man, and a bad principle that created chaos, darkness, and women’.

5. **Aristotle’s “Poetics” (323 A. C), philosopher, logical and scientific in Ancient Greece “Woman is a lesser man.”**

6. **“Plato” Timaeus (360 BC Greek philosopher.** “Of those who were born as men, all who were cowardly and evil were transformed, in their second birth in women.”

**Writers Who Emerge Centuries after the Classics**

Writers from the 14th century to the 21st continue with the same ideology was the woman that the classical philosophers, in addition, the power of the writer are the letters and most of the society reads it and even as an educational way and means of educating a nation is the important role that play the thinkers in a society. In this case we find writers who speak of women, since he does not understand it as Jaén Cocteau, which speaks of the capabilities and until that is afraid of the emancipation of women as it is the case of the writer Camilo José Cela.

1. **Jean Cocteau (1889-1963), French writer.** "There are three things that I have never been able to understand: ebb and the flow of the tides, the social mechanism and the female logic ."

2. **François Marie Arouet Voltaire (1694-1778), French writer.** "Women are like the vanes: only stay quiet when they oxidize ."

3. **André Maurois (1885-1967) French writer.** "Women are like horses: must talk about them before putting them flanges", the term is applied to the mechanical elements used to join or fasten two or more parts each other.

4. **José Camilo Cela (1916-2002), Spanish writer.** "Women are to be favorites. Then, a few are left, others do not... That’s already going by provinces".

5. **Francisco De Quevedo (1580-1645). Spanish writer.** "Oh, what plague, what boredom, tedium which is having to deal with them longer than the brief moments that are good for the pleasure!"

6. **Noel Clarasó (1905- 1985), Spanish writer.** "The man who does not believe in women at age 20 has no heart, and which continues to believe in it at 40 has lost reason ."

**The Feel and Think of Politicians**

"In this case is not mentioned nor deepens political phrases because rulers are cruel and crude made the treatment of women see the case of Severo Catalina (1832-1871), politician and Spanish writer. " From the age of six years, women does not grow more than dimensions”.

In change, two Presidents of Mexico, in the nineteenth century has been mentioned by .

Vicente Fox 2006, still we will not announce the Cabinet, we will give you excitement; "is like women when they are dancing: if they arrive to teach toblitto nothing more, is when you put good thing." November 2000. "Now 75% of Mexicans already have washing machines, and not exactly two feet", February 2006. Enrique Peña Nieto 2013, When asked how much cost per kilo of tortillas "nor I am the Lady of the House", response derogatory towards women, since it is a sole responsibility of the female gender that product supply..

**Artists**

The artist is the character who generates more followers and stereotypes of behavior, in such a way that there will always be people who imitate them up in the way of dressing, gesturing, let alone yours expressions make them. In this way find message envelope derogatory and sexist women, already not to mention comedians, during his show used sexist against women, the same women who go, applaud and pay by listening to those messages against their gender messages.

1. **Arthur Rubinstein (1887-1967), Polish pianist, "a woman is like a pure: must light it often" .**

2. **Jach Nicholson (1937-), American actor,"women castrates a man and transforms it into lamb" .**

What playwrights have written?

Being the playwright, a writer and screenwriter of literary works to be represented in scenic areas. Writing dramatic works, it has a double commitment with society.

1. **Jean Anouilh (1910-1987), French dramatist. **"Women are like the soup: no cool ! ."

2. **Jean-Baptiste Poquelin Molière (1622-1673), French playwright "For many reasons is not good that women consider and know so much", fear of female capabilities.**

3. **Sacha Guitry (1885-1957), French dramatist, ‘If women were good, God would have a’ .**
Religious Culture Impact

Religion bit we wrote, but if we are aware that it is the opium of the people and how they impact on the ideology of the same. Therefore there are three references of five people who have impacted society.

1. Martin Luther, German Protestant reformer (1483-1546). "No mantle or saya that worse feels the woman or the maid to wanting to be known". "Girls start to talk and to have standing before the boys because the weeds always grow faster than good crops".

2. St. Thomas (1225-1274). Italian philosopher and theologian. 'Father should be more beloved than the mother, as it is the ingredient of procreation, while the mother is only the passive principle'.

3. "San Pablo"apostol"not consent that the women teach or dominate her husband, but keep silent."

By finally ceased in the Inkwel and reflection the sentence of Montesquieu - writer and French politician. "Customs make laws, women make customs;" "women, because laws". In this case this message implies that you will analyze the role of women in society and that their customs and impact on society.

Those Who Have Defended the Woman

Both philosophers, writers and dramatists have defended the woman or consider them to be in equal circumstances than the man, but unfortunately they are the least, mentioned some of them.

Gabriel García Márquez (1927-) Colombian writer. "At all times of my life there is a woman who brings me the hand in the darkness of a reality that women know better than men and in which orient themselves better with less lights".

Films and Novels of Princesses and Affect

Less aggressive and dominant misogynist messages that initiate since the girl has a year of life see all the stories, Sleeping Beauty, Cinderella, Ariel, among other.

All girls dream is to become one of the princesses of fairy tales, whose fantasy starts from the first year of life: "Today together and happy clean home," intones White as Cinderella’s slipper that will lead to happiness and Sleeping Beauty waiting quiet arrival of a handsome prince can rid the eternal dream shoes. "It's like reinforcing each day naturalized stereotypes and roles through television, girls and children see, hear every day the roles of princesses who are characterized by:

1. Framed in wonderful scenarios, the magical world of Disney, which accompanied generations, still have stories to share, was commissioned to strengthen distinguishing images, emphasizing in each new animated women vulnerability and strength in men.

2. Through the use of a so-called harmless language, the characters sympathetic and beautiful loving voice, manages to transmit to young girls and children, values and cultural roles sexist, discriminatory and cruel. Through excellent aesthetic quality and strong ideological content, outlined certain role models that do no more than accentuate gender differences lead to those little to feel part of a particular group, well-differentiated.

3. In each of these stories with a happy ending, an ideal of man and woman able to influence personality and awareness from an early age, in the subtlest way and with a lovely speech by the side that you look at communicates.

Messages of domination and subordination are aimed with beautiful melodies and beautiful landscapes, where the Prince is the ideal character and fragile and dependent women:

1. Say you to the Little Mermaid "do not forget that your beauty is more than sufficient," while singing "admired you will be, if always quiet you’re".

2. The dialogues of the film Aladdin, responsible for further strengthening "qualities" that placed, once again, the woman in an idiotizado role in addition to the list: "I see that you’ve been speechless: a quality much appreciated in women".

3. Finally in "Beauty and the beast" dialogues are also discrediting the feminine role says "is not right that a woman starts to have ideas and think". The messages are clear and go directly to the subconscious of children and they believe them because they are the characters of the time.

Reflections

It is in the dark look at women who have responded to misogyny, as in the case of Sor Juana Inés and others women, how they have done? What progress along? If we look at the prospect of two philosophers on women and as she was considered at the time to see that little has changed, or that we are emerging to make this better.

In Greece in which lived and wrote, and I spread his philosophy both Plato as Aristotle women had the same status as slaves according to... which was limited it to have civic rights and much less participate in politics, this becomes object of reason, therefore it had no right to defend themselves.

The candidate to the governorship of the State of Mexico in the 202 mentions to subsist "Do not distract me so the wolves don’t eat me".

To foster equity and justice toward women, if there is no history for women and heroines, historians such as Enrique Krauze, Luis Gonzalez y Gonzalez in his works the woman does not appear, much less as a government policy. These Mexican historians have been writing and tell the story of heroes, politicians, each stage of Mexican history, but always tell their stories as if only there had been a man..

In this situation we have prepared messages and slogans. The goal is to find the discrimination against women is considered as an institutional point of the agenda. That is recognized as a problem to be solved in the senior
management of any company and / or educational or governmental institution.

We try not to fall into a feminist discourse and to some extent extremist, we seek to eradicate inequalities and gender-based violence and promote the Foundation of a culture of living together in harmony.

The "slogans", or messages of our project are intended to go beyond the plain speech without concrete actions for all, through them, we want to restore the feminine as indissoluble and integral part of humanity, but to do so we need to also develop masculinity completely [1].

Men and women are complementary, equivalent, so we intend to work on the differences as an added value for the common good.

1. Equality is a necessary and vital value in society. It is not only a question of Justice but it is a factor of economic, political and social development.

2. Social coexistence is to establish lines of action in common, we can design the way towards a new cultural transition.

3. Work is a right: assume the commitment without violating the rights of men and women.

4. A way of fighting against gender-based violence is work in equality, because it relies on inequality, in a masculinity that rests in a patriarchal system, so working for a more egalitarian society we are combating violence.

5. Companies are becoming aware of that fight for equality is to bet on their own efficiency, development and competitiveness. For this purpose they are certifying as companies with gender equality. Why not do it from our University? Why not do it in our society?

6. If you are in favour of the policy of gender equality, that your conduct is consistent with your philosophy, words and actions.

7. Wishes us move to action. If they make you feel good and are beneficial for all involved, later. If they are useful for others like you for, make them the most; If this purpose is set with the main priorities will move the world.

8. University has a commitment to the society which serves to modify behaviors and social and cultural patterns of conduct of men and women in relation to violence against women.

9. "Think and work" is the motto of our University, the thinking will go to action: Let's build together a more just society for men and women of the 21st century...

10. Promote equity, will take us to reduce gender-based violence, this can be improved.

11. Men and women... equal but different, part of a world, part of a whole. We build bridges to move together into the new Millennium

12. Labour relations as the love between bosses and subordinates either, between partners, between parents and children, are created, they are not enforced. We constantly build our relationships and not once and for all; so we must take care of them and feed them one another for the good of all.

13. Are part of the whole that all we are, you’re my other I, and I am your other you. Hence the natural is to cooperate, help, take care of us, and that on the contrary, by more serious than its destructive consequences, is passed.

14. As the changing sea: women, men focused with address, add up the strength of their identities, different but equivalent, human unity to build together.

15. Change is the constant in the life of our actions. We look for the harmony of our differences; creativity and address separately can not exist, does lack cohesionarlas. Join the change!

16. The man with the woman is action, not without it; the woman with the man’s life, which is impossible without it. Each other are reciprocal and complementary, needed. Let's work together for the common welfare!

17. There is nothing worse than a weak man who has had to stop himself and can no longer be strong nor admired; and that an enraged woman stopped being her because he has to take the place of the male, not found its counterpart and has lost what gives him security and openness. We find our places in life, give us happiness and harmony.

18. All human relationship needs a warm climate of trust, friendship, respect, and support to thrive, it germinates as a plant in love to each other.

19. All deserve respect in our differences... Transform our reality is a matter of attitude.

20. "Education for equality: education to generate social and inclusive systems"

21. "University of Guadalajara:" dialogue, understanding and openness to diversity: forming individuals from the morning more than classrooms ". "

22. ' Equity and equality in a heterogeneous world: radical changes to the cultural archetypes "

23. "Diversity, equity and tolerance values of the society in the 21st century... break schemas for the world of tomorrow".

24. "A flexible attitude is an attitude willing to understand

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8Some of this work comes from a research project called gender nonviolence. The messages are aimed at empowering women and try to eliminate stereotypes. Contributions: Dr. Berta Ermila Torres Madrigal, Research Professor UDG. CUCEA, madrigal@cusur.udg.mx Dra. Margarita Luhrs Camarena. Research profession Prof. UDG.CUCEA mcamare@hotmail.com. Ililana Gomez Zuniga. Master in Management UDG.CUCEA ililana.gomez@redudg.udg.mx Maestro. Demetrio Navarro. PhD student in Dr. C. UDG.CUCEA evolutiondna@gmail.com. Rosalba Torres Madrigal. Researchers teacher. UDG. CUCE, rosalbam@csb.udg.mx
without prejudice what is different, we will move from the adjective to a concrete action, because we want a life without violence!"

25. "The echo of the actions starts on tolerance, respect yourself... accepts different!, understand reality from an address is not glimpse the nuances of humanity"

26. "Education for equality: education to generate inclusive social systems"

To conclude with our request for communication and awareness of the problem of stereotypes, arising inter alia by inequalities and inequities that the woman has lived throughout her story, quoting Virginia Guzman[²]

It should influence the guidelines of each sector to these explicitly include objectives of gender equity! To do this, they should develop complex communicative strategies and arguments, that translate the objectives of the new institutional framework in the speech and concerns of other sectors. Thus, generic inequalities must acquire meaning to the interior of the objectives of the policy of education, health, housing, agricultural, economic, labour, finance, among others. Certainly developed communicative action does not fall in a vacuum, the authorities and the sectors of the State officials have a conception, a certain common sense about the relations of gender, not always coherent internally and very heterogeneous between sectors. Often, authorities and civil servants have a restricted understanding and do not have the knowledge or manage to mobilize the State mechanisms to produce a policy of fairness and not gender-based violence.

Thank you for the diffusion and support to our request, which is one of the strategies of prevention against gender-based violence and that they guide to a better human coexistence.

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