

“BIG SQUARE BUTT, CHUBBY, SOUND, AND PLENTY OF PIPE”

GENDER STEREOTYPES IN THE MARKETING OF BULL SEMEN

Gender stereotypes are deeply entrenched within human societies and represent fundamental ways of organizing and categorizing human behavior. Extended, gender stereotypes become frameworks for interpreting the behavior and characteristics of animals. These applications supposedly reflect the ‘natural’ gender order separating males from females. The marketing of bull semen represents an unstudied source for examining the application of gender stereotypes. The production of beef cattle was the single largest component of agricultural production in the United States in 2018 at \$67.1 billion. Drawing from feminist human-animal frameworks, the current study analyzed descriptions of bull semen across 20 large distributors of bovine genetics. The results reveal a strong and widespread reliance on gender stereotypes in describing the characteristics of the bull himself and his past offspring, including highlighting bull “athleticism,” strength, and power along with siring “feminine” daughters. These anthropomorphized categorizations reinforce cultural assumptions about the ‘natural’ gender order and serve as the subject of this talk .



**PRESENTED BY
DR. KAYLA
PRITCHARD**

**TUESDAY, FEB. 16
11-11:50 AM**

**HUMANITIES & SOCIAL SCIENCES
HUMANITIESINFO@SDSMT.EDU
605.394.2481**

**BROWN BAG
SERIES**
JOIN VIA ZOOM

Visit our Facebook
page for details & to
access the Zoom link!



www.facebook.com/SDSMTHumSoc