Femininity
Femininity is a gender identity constructed socially, historically, and politically. It is the cultural interpretation of femaleness, learned through participation in society and its institutions. Femininity can be seen as a form of ideology, in that it presents a set of cultural ideals that define appropriate roles, values, and expectations for and of women.

Feminism
I would consider as feminists any persons, female or male, whose ideas and actions show them to meet three criteria: (1) they recognize the validity of women’s own interpretations of their lived experience and needs and acknowledge the values women claim publicly as their won (as distinct from an aesthetic ideal of womanhood invented by men) in assessing their status in society relative to men; (2) they exhibit consciousness of, discomfort at, or even anger over institutionalized injustice (or inequity) toward women as a group by men as a group in a given society; and (3) they advocate the eliminating of that injustice by challenging, through efforts to alter prevailing ideas and/or social institutions and practices, the coercive power, force, or authority that upholds male prerogatives in that particular culture. Thus, to be feminist is necessarily to be at odds with male-dominated culture and society. (“Defining Feminism: A Comparative Historical Approach”) – Karen Offen (from http://www.sonoma.edu/users/r/ramirez/cals352/c352fem.html)

Masculinity
Masculinity is a gender identity constructed socially, historically and politically. It is the cultural interpretation of maleness, learned through participation in society and its institutions. Masculinity can be seen as a form of ideology, in that it presents a set of cultural ideals that define appropriate roles, values and expectations for and of men. Masculinities need to be understood as structures of power, as social practices that maintain forms of male dominance. This is not to say that all men are rapists. Rather, it is to argue that dominant modes of masculinity are integral to the maintenance of sexist cultures which benefit most men in some way. (from http://www.xyonline.net/politicsofmasculinity.shtml)

Media Objectification
Media that objectify women portray women as physical objects that can be looked at and acted upon— and fail to portray women as subjective beings with thoughts, histories, and emotions. http://medialiteracy.suite101.com/article.cfm/media_objectification_of_women

Patriarchy
A society where women are dominated by men. S. Walby (1990) has distinguished six locations of patriarchal relations: sexuality, the household, male-on-female violence, paid employment, cultural institutions, and the state. These are not mutually exclusive sites of exploitation: historically, the state has tolerated male-on-female violence within the household, for example.

Patriarchy is a key concept in Marxist and socialist feminism, although explanations and interpretations, again not necessarily mutually exclusive, vary from the biological (women are weaker) to the economic (women provide domestic support for the working male, and/or a cheap army of reserve labour) to the cultural (masculinity and traditional masculine skills are valued above femininity and traditionally female skills). http://www.answers.com/topic/patriarchy

Sexism
A system of advantages that serves to privilege men, subordinate women, denigrate women-identified values and practices, enforce male dominance and control, and reinforce forms of masculinity that are dehumanizing and damaging to men. Sexism functions through individual beliefs and practices, institutions, images, and ideas, and is enforced by economic structures, violence, and homophobia. (teachings pg. 174)