Role Portrayal And Stereotyping On Television An Annotated Bibliography Of Studies Relating To Women

Broadcasting Policy in Canada traces the development of Canada's broadcasting legislation and analyses the roles and responsibilities of the key players in the broadcasting system, particularly those of the Canadian Radio-television and Telecommunications Commission (CRTC).

Seminar paper from the year 2015 in the subject English Language and Literature Studies - Literature, grade: 3.0, University of Erfurt (Anglistik/Amerikanistik), course: Language and Gender, language: English, abstract: This study examines the language use towards male and female characters in the children's novel 'Matilda' written by Roald Dahl. The fact of an uneven depiction of female and male characters in children's literature, which is proved in many studies, is the base of this analysis. With this work I examine if Dahl uses gender stereotyped language in his popular novel as well. The selection of this book has a personal background. When I was an Au pair in Australia an audiobook with all stories of Roald Dahl fell into my hands. The owner, a boy, said I should definitely listen to those because they are "awesome". For this kind of study I thought Matilda might be interesting because the protagonist is a girl. The main emphasis of the analysis is put on the number of characters and their occupation, the used adjectives to describe the characters, and the verbs describing the characters' actions. That leads to the following hypotheses: Firstly, female characters are underrepresented in extensive roles; secondly, male characters are depicted in more different occupations than female characters; thirdly, different adjectives are used to describe female and male characters; and finally, female characters are portrayed predominantly in gender-stereotyped activities. The overall interest of this work is if the characters in this children's novel are mainly described in a gender-stereotyped way. My work is structured as follows: I will provide a rough introduction in Gender studies and especially in the field of Gender and Language in the first chapter. Further I point out the central matters of the research in Gender and Children's literature and introduce a few studies that support my own examination and are the basis for the hypotheses. The first part in the second chapter gives an introduction to the sample book as well as the author. The second point describes the procedure of the research, the consistence of the data and how it is collected. How the data is arranged for the analysis is to be found in the third part of chapter two. The third chapter starts with the analysis of the occurring characters and their occupations, followed by an analysis of the adjectives to find out if the author uses gender stereotyped words to describe female and male characters. In the fourth part of this chapter the verbs are examined for gender stereotyping female characters. The conclusion sums up the work and gives a prospect of further questions. Research is increasingly showing the effects of family, school, and culture on the
Social, emotional and personality development of children. Much of this research concentrates on grade school and above, but the most profound effects may occur much earlier, in the 0-3 age range. This volume consists of focused articles from the authoritative Encyclopedia of Infant and Early Childhood Development that specifically address this topic and collates research in this area in a way that isn't readily available in the existent literature, covering such areas as adoption, attachment, birth order, effects of day care, discipline and compliance, divorce, emotion regulation, family influences, preschool, routines, separation anxiety, shyness, socialization, effects of television, etc. This one volume reference provides an essential, affordable reference for researchers, graduate students and clinicians interested in social psychology and personality, as well as those involved with cultural psychology and developmental psychology. Presents literature on influences of families, school, and culture in one source saving users time searching for relevant related topics in multiple places and literatures in order to fully understand any one area Focused content on age 0-3- save time searching for and wading through lit on full age range for developmentally relevant info Concise, understandable, and authoritative for immediate applicability in research Discusses the psychological desire of many women to be taken care of, to have someone else take the responsibility for them, and the need for women to reeducate themselves out of such dependency

Seminar paper from the year 2009 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1,7, Ruhr-University of Bochum (Englisches Seminar), course: “You Nothing But Trash“, language: English, abstract: Gender stereotypes and roles are present in the people’s mind and can be found almost everywhere in daily life. Children and adults are confronted and influenced by those stereotypes, most of the time internalize them and behave according to their gender roles. Men and women perform different roles which are based on nothing more than their biological gender. Although these roles cannot be referred to each individual, the majority of people live out their lives in accordance to these pervasive roles. To sum it up, gender is a central and “organizing category in social life” (Warren 7). Women anthropologists from the 1920s up to the present time focused their research on Western women’s issues and examined women’s settings. Their result is that mainly the domestic sphere, child rearing, health and nutrition are the settings or the tasks ascribed to women. In part, this is - according to the anthropologists - a consequence of expectations associated with the society’s home territory and with Western anthropologist’s cultural assumptions. Additionally, the societies which were studied by these anthropologists were often highly gender-segregated and numerous roles and activities could be taken by one gender and were banned to the other (Warren 16). To put in other words, most societies are “husband-centered” (Warren 14) and some of the societies studied “to a degree
even greater than is customary in Western Europe and America”. (ibid.) The novel “Bastard Out of Carolina” written by Dorothy Allison deals with gender stereotypes and tells the story of the so called ‘white trash’-girl Ruth ‘Bone’ Boatwright and her family. Allison critiques in the novel not only two of the most damaging bourgeois myths about “white trash” - illegitimacy and incest – but also the ideology of motherhood emphasizing a socially constructed gender system that cuts across social classes (Baker).

On gender stereotyping on television.

On the influence of television on our lives
Humor has long been one of the most common approaches used in advertising. Whether in a big televised event like the Super Bowl or in new forms of digital advertising, everyone is exposed to funny ads, some of which both entertain the audience and help sell a product. Yet, the use of humor in advertising is complex; clearly not all humorous ads are successful. This comprehensive volume both summarizes the cumulative state of knowledge on humor in advertising and provides new cutting-edge research on key topics such as humor’s use in conjunction with emotional and sexual appeals, its use in digital advertising, and issues related to gender and cross-cultural applicability. Special emphasis is placed on defining humorous advertising and types of humor used, as well as outlining what conditions work for advertisers. The chapters examine humor in advertising and add insights on several cutting-edge issues in this stream of research. An overview article summarizing the overall body of literature accumulated over 50 years of research on humorous advertising defines types of humorous appeals. The degree to which humor is effective and the boundary conditions associated with when and how it works best in advertising is discussed. New research articles further contribute to cumulative knowledge by exploring the interaction of humor with other issues and techniques such as whether it travels internationally, gender issues, its use in conjunction with emotional and sexual appeals, and its presence in the digital contexts. The book concludes with an in-depth look at the evolution of humorous appeals over the oldest traditional advertising medium—outdoor advertising. The chapters in this book were originally published in International Journal of Advertising.

The country bunny attains the exalted position of Easter Bunny in spite of her responsibilities as the mother of twenty-one children.

A dynamic and contextualized account of the processes and mechanisms underlying gendered career decisions and attainment across the life course.

Seminar paper from the year 2008 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1,7, University of Freiburg, course: Mexicans in the US, 29 entries in the bibliography, language: English, abstract: In this term paper, negative stereotypes of Mexicans and Chicanos in the U.S. media will be examined. These stereotypes include violent, criminal and vile behavior while wearing a wide-brimmed sombrero with a bottle of tequila in hand. Why do they exist? What are the reasons for this? Berg argues
that one prominent source for the dominant stereotype of Chicanos is the media, primarily the globally dominant U.S. media, and specifically – though not exclusively – Hollywood movies. According to the psychologist Yueh-Ting Lee, “stereotypes are probabilistic belief [which we] use to categorize people, objects, and events and we have to have them in order to deal with all the information in a world with which we are often uncertain as well as unfamiliar.” A dangerous character is ascribed to stereotypes when we consider Bower’s statement that stereotyping can be seen as a “breeding soil for errant generalizations about others that easily [merge] into racism, sexism, and other forms of bigotry.” Since a complete presentation of the existing stereotypes would stretch the point, I will focus on the most popular stereotypes ascribed to Chicanos. Furthermore, the origin of these negative stereotypes towards this minority will be analysed. In order to explore this, I will place emphasis on stereotypes in American news, movies and in advertisement. Last but not least, I will talk about multicultural picture books and stereotypes therein. In the first part of this term paper, I will talk about blurred coverage in American news. Syque states that in creating stereotypes “we often mistakenly assume things are correlated when they are not; when we make this mistake, we will find ways to ‘prove’ it or simply believe and assert the correlation.” This is called illusory correlation. The problem of this psychological phenomenon will be connected with partial coverage, which can cause stereotypes. In the second part, the presence of Chicanos and their language in American movies will be scrutinized. Thereby, the phenomenon of the so-called ‘Mock Spanish’, which describes a variety of usages common in some otherwise monolingual Anglo-American circles, will psychologically be clarified using the social identity theory. Stereotypes in advertisement are discussed in the third section. A reference to the Mexican bandit stereotype will be shown by the ‘Frito Bandito’ which was the name of an advertising campaign in the seventies. In the final section, negative stereotypes in one of the most famous American picture books will be analyzed. Bunting’s “A day’s work” will serve as a prime example of pitfalls, which come up when confronting young children with such stereotypes. The result is an implicit stereotyping. Many different groups of people are subject to stereotypes. Positive stereotypes (e.g., "older and wiser") may provide a benefit to the relevant groups. However, negative stereotypes of aging and of disability continue to persist and, in some cases, remain socially acceptable. Research has shown that when exposed to negative images of aging, older persons demonstrate poor physical and cognitive performance and function, while those who are exposed to positive images of aging (or who have positive self-perceptions of aging) demonstrate better performance and function. Furthermore, an individual’s expectations about and perceptions of aging can predict future health outcomes. To better understand how stereotypes affect older adults and individuals with disabilities, the National Academies of Sciences, Engineering, and Medicine, with support from AARP, convened a public workshop on October 10, 2017. This publication summarizes
the presentations and discussions from the workshop. Popular media present a vast array of stories about women and men. What impact do these images and ideas have on people's identities? The new edition of Media, Gender and Identity is a highly readable introduction to the relationship between media and gender identities today. Fully revised and updated, including new case studies and a new chapter, it considers a wide range of research and provides new ways for thinking about the media’s influence on gender and sexuality. David Gauntlett discusses movies such as Knocked Up and Spiderman 3, men’s and women’s magazines, TV shows, self-help books, YouTube videos, and more, to show how the media play a role in the shaping of individual self-identities. The book includes: a comparison of gender representations in the past and today, from James Bond to Ugly Betty an introduction to key theorists such as Judith Butler, Anthony Giddens and Michel Foucault an outline of creative approaches, where identities are explored with video, drawing, or Lego bricks a Companion Website with extra articles, interviews and selected links, at: www.theoryhead.com.

This book discusses research and theory on how motivation changes as children progress through school, gender differences in motivation, and motivational differences as an aspect of ethnicity. Motivation is discussed within the context of school achievement as well as athletic and musical performance. Key Features * Coverage of the major theories and constructs in the motivation field * Focus on developmental issues across the elementary and secondary school period * Discussion of instructional and theoretical issues regarding motivation * Consideration of gender and ethnic differences in motivation Living or dead, present or absent, sadly dysfunctional or merrily adequate, the figure of the mother bears enormous freight across a child’s emotional and intellectual life. Given the vital role literary mothers play in books for young readers, it is remarkable how little scholarly attention has been paid to the representation of mothers outside of fairy tales and beyond studies of gender stereotypes. This collection of thirteen essays begins to fill a critical gap by bringing together a range of theoretical perspectives by a rich mix of senior scholars and new voices. Following an introduction in which the coeditors describe key trends in interdisciplinary scholarship, the book’s first section focuses on the pedagogical roots of maternal influence in early children’s literature. The next section explores the shifting cultural perspectives and subjectivities of the twentieth century. The third section examines the interplay of fantasy, reality, and the ethical dimensions of literary mothers. The collection ends with readings of postfeminist motherhood, from contemporary realism to dystopian fantasy. The range of critical approaches in this volume will provide multiple inroads for scholars to investigate richer readings of mothers in children’s and young adult literature.

When the 2016 Oscar acting nominations all went to whites for the second consecutive year, #OscarsSoWhite became a trending topic. Yet these enduring racial biases afflict not only the
Academy Awards, but also Hollywood as a whole. Why do actors of color, despite exhibiting talent and bankability, continue to lag behind white actors in presence and prominence? Reel Inequality examines the structural barriers minority actors face in Hollywood, while shedding light on how they survive in a racist industry. The book charts how white male gatekeepers dominate Hollywood, breeding a culture of ethnocentric storytelling and casting. Nancy Wang Yuen interviewed nearly a hundred working actors and drew on published interviews with celebrities, such as Viola Davis, Chris Rock, Gina Rodriguez, Oscar Isaac, Lucy Liu, and Ken Jeong, to explore how racial stereotypes categorize and constrain actors. Their stories reveal the day-to-day racism actors of color experience in talent agents’ offices, at auditions, and on sets. Yuen also exposes sexist hiring and programming practices, highlighting the structural inequalities that actors of color, particularly women, continue to face in Hollywood. This book not only conveys the harsh realities of racial inequality in Hollywood, but also provides vital insights from actors who have succeeded on their own terms, whether by sidestepping the system or subverting it from within. Considering how their struggles impact real-world attitudes about race and diversity, Reel Inequality follows actors of color as they suffer, strive, and thrive in Hollywood.

"Despite concentrated research and important legislative milestones on gender equality over the past quarter-century, gender-related disparities in science, technology, and math careers persist into the 21st century. This persistence sustains a troubling state of gender inequity in which women are not sharing in the salary and status advantages attached to scientific and technical careers. In this landmark volume, editors Watt and Eccles, both well known for their research contributions in this area, compile a rich source of longitudinal analysis that places the problem in context. Experts from different countries in the fields of developmental and social psychology, human development, biology, education, and sociology draw on multi-wave longitudinal data on the gender-related variables that influence occupational outcomes." -- book jacket.

By 2030 there will be about 70 million people in the United States who are older than 64. Approximately 26 percent of these will be racial and ethnic minorities. Overall, the older population will be more diverse and better educated than their earlier cohorts. The range of late-life outcomes is very dramatic with old age being a significantly different experience for financially secure and well-educated people than for poor and uneducated people. The early mission of behavioral science research focused on identifying problems of older adults, such as isolation, caregiving, and dementia. Today, the field of gerontology is more interdisciplinary. When I'm 64 examines how individual and social behavior play a role in understanding diverse outcomes in old age. It also explores the implications of an aging workforce on the economy. The book recommends that the National Institute on Aging focus its research support in social, personality, and life-span psychology in four areas: motivation and behavioral change; socioemotional influences on decision-making; the influence of social engagement on cognition; and the effects of stereotypes on self and others. When I'm 64 is a useful resource for policymakers, researchers and medical professionals.

Drawing on domestic and international law, as well as on judgments given by courts and human rights treaty bodies, Gender Stereotyping offers perspectives on ways gender stereotypes might be eliminated through the transnational legal process in order to ensure women's equality and the full exercise of their human rights. A leading international framework for debates on the subject of stereotypes, the Convention on the Elimination of All Forms of Discrimination against Women, was adopted in 1979 by the UN General Assembly and defines what constitutes discrimination against women. It also establishes an agenda to eliminate discrimination in all its forms in order to ensure substantive equality for women. Applying the Convention as the primary framework for analysis, this book provides essential strategies for eradicating gender stereotyping. Its proposed methodology requires naming operative gender
stereotypes, identifying how they violate the human rights of women, and articulating states' obligations to eliminate and remedy these violations. According to Rebecca J. Cook and Simone Cusack, in order to abolish all forms of discrimination against women, priority needs to be given to the elimination of gender stereotypes. While stereotypes affect both men and women, they can have particularly egregious effects on women, often devaluing them and assigning them to subservient roles in society. As the legal perspectives offered in Gender Stereotyping demonstrate, treating women according to restrictive generalizations instead of their individual needs, abilities, and circumstances denies women their human rights and fundamental freedoms.

Women and the Media: Diverse Perspectives is an innovative collection of 19 descriptive and empirical articles examining media depictions and highlighting significant contributions. This anthology has a cultural focus and addresses issues of race, ethnicity, class, and sexuality. With this book, the editors initiate a global dialogue about women and the media, broaden an insular American perspective, and contribute to a growing body of scholarship. Ferdinand likes to sit quietly and smell the flowers, but one day he gets stung by a bee and his snorting and stomping convince everyone that he is the fiercest of bulls.

Role Portrayal and Stereotyping on Television An Annotated Bibliography of Studies Relating to Women, Minorities, Aging, Sexual Behavior, Health, and Handicaps Greenwood Winner of the 2014 Newbery Medal Holy unanticipated occurrences! A cynic meets an unlikely superhero in a genre-breaking new novel by master storyteller Kate DiCamillo. It begins, as the best superhero stories do, with a tragic accident that has unexpected consequences. The squirrel never saw the vacuum cleaner coming, but self-described cynic Flora Belle Buckman, who has read every issue of the comic book Terrible Things Can Happen to You!, is just the right person to step in and save him. What neither can predict is that Ulysses (the squirrel) has been born anew, with powers of strength, flight, and misspelled poetry — and that Flora will be changed too, as she discovers the possibility of hope and the promise of a capacious heart.

From #1 New York Times best-selling author Kate DiCamillo comes a laugh-out-loud story filled with eccentric, endearing characters and featuring an exciting new format — a novel interspersed with comic-style graphic sequences and full-page illustrations, all rendered in black-and-white by up-and-coming artist K. G. Campbell.

This handbook provides a comprehensive and cutting-edge analysis of ethnicity through diverse multidisciplinary lenses. It explores numerous aspects of ethnicity and how it is linked to a range of contemporary political, economic and social issues at the global, regional as well as local levels. In a world where globalization has enveloped and transformed societies through economic and financial integration, social media networks, knowledge transfer, transnational travel, technology and education, there is a tendency to frame issues largely from the standpoint of economic, political and strategic interests of the dominant powers. Issues such as ethnic and cultural identity are often ignored partly because they are too complex to deal with. In this regard, the study of ethnicity is critical in delving deeper into people's worldviews, perceptions of each other, relationships and sense of identification to help us uncover some of the deeper perceptions and meanings of social change as seen and shared by cultural groups as they adapt to the fast-changing world. To better inform ourselves of the complexities of ethnicity and relationship to contemporary global developments and challenges, an approach which is people-centered, balanced, comprehensive and research-based is needed. The multidisciplinary approach of
this handbook provides conceptual and empirical narratives across different disciplines such as anthropology, sociology, political studies, cultural studies, media studies, literature, law, development studies and economics, to name a few. It includes comparative case studies from different parts of the world to enrich our understanding of the diverse experiences. The chapters focus on contemporary issues and situations while drawing from historical reflections and lessons. The idea is not only to illuminate the intricacies of ethnic identity, but also to provide innovative ideas to help understand and address some of the contemporary challenges associated with these in our world today.

The aim of this encyclopedia is to provide a comprehensive reference work on scientific and other scholarly research on the quality of life, including health-related quality of life research or also called patient-reported outcomes research. Since the 1960s two overlapping but fairly distinct research communities and traditions have developed concerning ideas about the quality of life, individually and collectively, one with a fairly narrow focus on health-related issues and one with a quite broad focus. In many ways, the central issues of these fields have roots extending to the observations and speculations of ancient philosophers, creating a continuous exploration by diverse explorers in diverse historic and cultural circumstances over several centuries of the qualities of human existence. What we have not had so far is a single, multidimensional reference work connecting the most salient and important contributions to the relevant fields. Entries are organized alphabetically and cover basic concepts, relatively well established facts, lawlike and causal relations, theories, methods, standardized tests, biographic entries on significant figures, organizational profiles, indicators and indexes of qualities of individuals and of communities of diverse sizes, including rural areas, towns, cities, counties, provinces, states, regions, countries and groups of countries.

Culture, Leadership, and Organizations reports the results of a ten-year research program, the Global Leadership and Organizational Behavior Effectiveness (GLOBE) research program. GLOBE is a long-term program designed to conceptualize, operationalize, test, and validate a cross-level integrated theory of the relationship between culture and societal, organizational, and leadership effectiveness. A team of 160 scholars worked together since 1994 to study societal culture, organizational culture, and attributes of effective leadership in 62 cultures. Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies reports the findings of the first two phases of GLOBE. The book is primarily based on the results of the survey of over 17,000 middle managers in three industries: banking, food processing, and telecommunications, as well as archival measures of country economic prosperity and the physical and psychological well-being of the cultures studied.

In Whistling Vivaldi, described as a 'beautifully-written account' of the relationship between stereotypes and identity, Claude Steele offers a vivid first-person detailing of the research that brought him to his groundbreaking conclusions.
Read Book Role Portrayal And Stereotyping On Television An Annotated Bibliography Of Studies Relating To Women

Through the telling of dramatic personal stories, Dr. Steele shares the process of constructing and completing experiments and statistical studies that show that exposing subjects to stereotypes - merely reminding a group of female math majors about to take a math test, for example, that women are considered naturally inferior to men at math - impairs their performance in the area affected by the stereotype. Steele's conclusions shed new light on a host of American social phenomena, from the racial and gender gaps in standardized test scores to the belief in the superior athletic prowess of black men. As Homi Bhabha states, 'Steele's book is both urgent and important in understanding the tyranny of the stereotype and liberating ourselves from its derogatory, one-dimensional vision.' Whistling Vivaldi presents a new way of looking at identity and the way it is shaped by social expectations, and, in Richard Thompson Ford's words, 'offers a clear and compelling analysis and, better still, straightforward and practical solutions.'

A compelling and controversial exploration of absentee fathers and their impact on the nation.

What are the consequences when law's stories and images migrate from the courtroom to the court of public opinion and from movie, television and computer screens back to electronic monitors inside the courtroom itself? What happens when lawyers and public relations experts market notorious legal cases and controversial policy issues as if they were just another commodity? What is the appropriate relationship between law and digital culture in virtual worlds on the Internet? In addressing these cutting edge issues, the essays in this volume shed new light on the current status and future fate of law, truth and justice in our time.

Looking at and listening to picture and story books is a ubiquitous activity, frequently enjoyed by many young children and their parents. Well before children can read for themselves they are able to learn from books. Looking at and listening to books increases children’s general knowledge, understanding about the world and promotes language acquisition. This collection of papers demonstrates the breadth of information pre-reading children learn from books and increases our understanding of the social and cognitive mechanisms that support this learning. Our hope is that this Research Topic/eBook will be useful for researchers as well as educational practitioners and parents who are interested in optimizing children’s learning.

From Internet censorship to sex and violence on television and in video games to debates over rock lyrics, the effect of media on children and adolescents is one of the most widely debated issues in our society. The Encyclopedia of Children, Adolescents, and the Media presents state-of-the-art research and ready-to-use facts on the media's interaction with children and adolescents. With more than 400 entries, the two volumes of this resource cover the traditional and electronic media and their controversial impact—for good and ill—on children and adolescents.

In this fully revised new edition, Father-Daughter Relationships: Contemporary
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Research and Issues summarises and analyses the most relevant research regarding father-daughter relationships, aiming to break down the persistent misconceptions regarding fatherhood and father-daughter relationships and encourage the reader to take a more objective and analytical approach. The research is brought to life with compelling personal stories from fathers and daughters, including well-known celebrities and politicians. Boxed quizzes and questionnaires show students how the research can be applied to their own lives while others highlight the relationships between real-life fathers and daughters. Nielsen discusses the father-daughter relationship within a diverse range of family structures, including divorced and separated parents, gay parents, adopted children and children of sperm donors. Covering a wide range of topics, including the father’s impact on his daughter’s cognitive, academic, social and physical wellbeing, ethnic minorities, and incarcerated or abusive fathers, Father-Daughter Relationships: Contemporary Research and Issues gives panoramic view of the most recent research and statistics. This book is essential reading for upper level undergraduate and for graduate students, as well as for practitioners working with families, such as social workers, mental health professionals and family counsellors. It is especially relevant for courses in psychology, sociology, women’s studies, and counselling. Linda Nielsen is a Professor of Adolescent and Educational Psychology at Wake Forest University. A member of the faculty for 35 years, she is a nationally recognized expert on father-daughter relationships.

Seminar paper from the year 2014 in the subject Sociology - Consumption and Advertising, grade: 1,3, University of Trier, language: English, abstract: The purpose of this term paper is to analyze the portrayal of women in print advertisement over the last sixty years to represent changes in the depiction of females over this period. This topic is of interest since mass media plays an important role in our society today and it can be considered as one of the major agents of socialization. Consequently, gender stereotypes presented in advertisement influence the way we think men and women shall be. However, since the role of women has changed dramatically over the last decades due to feminist movements, it will be of interest if these social changes have been depicted in advertisement as well. In particular, it is assumed that the portrayal of women in advertisement has been shifting from an overt, traditional stereotypical portrayal of women as housewives or highly dependent on men to a slightly more subtle stereotypical portrayal of women as decorative, sexy, and using facial expressions and body positions to demonstrate subordination and weakness. To prove this hypothesis this term paper will first compare past studies focusing on the stereotypical depiction of females in advertisement. For this purpose two studies were considered most important: These were Courtney and Lockeretz quantitative print magazine analysis covering the year 1970, and Erving Goffman’s selective print magazine analysis published in 1979. Furthermore, there are many relating and follow-up studies that are based on the coding schemes used in these two analyses which provide the possibility to show changes over time. Afterwards, the second part will be more practical, examining portrayals of women in example print advertisements. To be able to provide a consecutive and meaningful depiction of the changes, advertisements of two companies from different years were chose to be analyzed.

Offers a set of meta-analyses, covering the breadth of media effects research. Organized by theories, outcomes, and mass media campaigns, the chapters included
offer important insights on what social science research reveals about effects. This volume is useful for students, researchers, and graduate students in media effects and media psychology.

Gender stereotypes are general beliefs about sex-linked traits and roles, psychological characteristics, and behaviors, all of which contribute towards describing women and men. Gender role stereotyping in advertising has been a critical topic since the 1970s, and there is a long-lasting debate between advertisers and sociologists about the role and the social nature of advertising. Although changing role structures in the family and the labor force have brought significant variation in both male and female roles, it has been noted that there is a cultural lag in advertising, where men and women were, for a long period of time, depicted in more traditional roles. This book extends the research on gender stereotypes in advertising over the past 20 years, highlighting key themes such as attitude towards sex and nudity in advertising; women in decorative roles; the changing roles of women and men in advertising; and the viewpoints of those advertising professionals who design campaigns. This book was originally published as a special issue of the International Journal of Advertising.

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