I. Television and Gender

A. Men and Television

1. Entertainment

a. positions of authority and responsibility

i. seen often at work or working

ii. dressed in business clothes and/or uniforms

b. personal traits: independence,

aggressiveness, assertiveness, and love of adventure

c. Becoming more and more sensitive and supportive of

women and willing to do housework

d. men are overrepresented as characters

e. soap operas - All My Children

men are wealthy and powerful

billionaires, doctors, lawyers, Pulitzer prize

winning journalists, DAs

2. News

a. men overrepresented as correspondents, news directors, and commentators

b. subjects of more stories, quoted more

frequently and are the experts even in stories where

women are the subjects

c. they do the more serious subjects

3. Commercials

a. men do 90% of voice-overs and are experts

b. men are driving the SUVs when men and women

are together

B. Women and television

1. Entertainment

a. positions of authority and responsibility

lawyers, judges, high level execs, police

b. seen not working

c. conversations frequently have to do with

romantic relationships

d. unprofessional appearance

e. only 25% seen working

d. personalities: super women, independent, self-reliant

e. young, thin, and beautiful, frequently do commercials

on their own show

54% between 18-38 (avg 20%) in action 76%

2x more likely to be blonde

4x more likely to be underdressed

frequently in state of undressing

f. soaps

positions of authority and responsibility

all beautiful and young

constantly victimized

3. News

a. underrepresented as commentators, correspondents,

b. topics: features

c. soft news shows

4. women - commercials

a. young, thin, and attractive

b. domestic sphere

c. need domestic appliances, devices explained by man