I. Gender and TV

A. Men - entertainment

1.positions of authority and responsibility and

diversity

a. seen often at work 41%

b. business clothes and uniforms

2. independent, aggressive, assertive, and love of adventure

3. more and more sensitive and supportive of

women and willing to do housework

4. men are 60% of characters

B. Men - commercials

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

2. men are driving the SUVs when men and women

are together

C. Women - entertainment

1. women hold positions of authority and responsibility

lawyers, judges, high level execs, police

a. conversations frequently have to do with

romantic relationships

b. only 25% seen working

2. independent, self-reliant

3. super - women

a. family or children

b. work

c. not fatigued and conflicts resolved

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

on their own show

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

b. 2x more likely to be blonde

c. 4x more likely to be scantily clad, underwear,

lingerie, and night clothes

d. frequently in state of undressing, dropping pants,

or skirts, in bathrobes, undergarments

5. women -soaps

a. positions of authority and responsibility

b. all beautiful and young

c. constantly victimized