Role Portrayal and Stereotyping on Television

Elizabeth Milke - 1985

Product information not available.

Sex Stereotyping in Advertising

Alice E. Courtney - 1983

The Changing Portrayal of Women in Advertisement over the last Sixty Years.

"Show her it's a man's world" - Stephanie Desoye - 2021-03-26

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.

When I'm 64 - National Research Council - 2006-02-13

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.

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Teaching Peace - Jan Arnow - 1995

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Aging and Disability - National Academies of Sciences, Engineering, and Medicine - 2018-07-06

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.

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Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do (Issues of Our Time) - Claude Steele - 2011-04-04

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. 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.'

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To Kill a Mockingbird - Harper Lee - 1962

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Current Research on Gender Issues in Advertising - Yorgos Zotos - 2020-10-12

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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Flora & Ulysses - Kate DiCamillo - 2013-09-24

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.

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Adolescence, Gender, and Society - Magdalena Zawisza-Riley - 2019-07-03

Adolescence, Gender, and Society explores contemporary social-psychological theory and original research that examines the portrayal of gender in advertising. It reports empirical data, discusses the social implications of gendered advertising and comments on the relevant 2019 ASA rules. Zawisza-Riley analyzes theories such as stereotype content and elaboration likelihood models, stereotype threat and ambivalent sexism theories, the selectivity hypothesis as well as implicit and embodied cognition to illuminate the relationships between sex, gender and advertising in cultural and social contexts. The author thus examines the portrayal of gender in advertising, its effectiveness and effect on audiences and the ways in which audiences, marketers and policymakers can mitigate potential harm of gendered advertising. She offers theory extension and novel application of existing theory and research to the subject of gender advertising. Advertising, Gender and Society is ideal for students, academics and professionals in the fields of psychology, gender and media studies as well as marketing, advertising and policy-making.

Development of Achievement Motivation - Allan Wigfield - 2002

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

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The study of gender is deservedly a major focus of research in the discipline of psychology in general and social psychology in particular. Interest in the topic increased sharply in the 1970s with the flowering of the feminist movement, and research has continued to advance since that time. In 1987, Alice Eagly formulated Social Role Theory to explain the behavior of women and men as well as the stereotypes, attitudes, and ideologies that are relevant to sex and gender. Enhanced by several extensions over the intervening years, this theory became one of the pre-eminent, if not the central, theory of gender in social psychology. Also, over the last decades, social psychologists have developed a variety of related approaches to understanding gender, including, for instance, theories devoted to stereotyping, leadership, status, backlash, lack of fit to occupational roles, social identity, and categorization. Reflecting these elements, this e-Book includes articles that encompass a wide range of themes pertaining to sex and gender. In these papers, the concept of social roles appears often as central integrative concept that links individuals with their social environment. These articles thereby complement social role theory as the authors reach out to build an extended theoretical foundation for gender research of the future.

An Open Book: What and How Young Children Learn From Picture and Story Books - Jessica S. Horst - 2016-01-21

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.

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Equity and Justice in Developmental Science: Theoretical and Methodological Issues - 2016-02-27

The first of two volumes in the Advances in Child Development and Behavior series, Equity and Justice in Developmental Science: Theoretical and Methodological Issues focuses on conceptual issues, definitions, and critical concepts relevant to equity and justice for the developmental sciences. This volume covers critical methodological issues that serve to either challenge or advance our understanding of, and ability to promote, equity and justice in the developmental sciences. Both volumes bring together a growing body of developmental scholarship that addresses how issues relevant to equity and justice (or their opposites) affect development and developmental outcomes, as well as scholarship focused on mitigating the developmental consequences of inequity, inequality, and injustice for young people, families, and communities and ensuring that all young people have opportunities to develop and thrive. Contains contributions from leading authorities in the field of child development and behavior presents a coherent picture of the importance of the development of children’s participation in ongoing activity Provides a major step forward in highlighting patterns and variability in the
Equity and Justice in Developmental Science: Theoretical and Methodological Issues - 2016-02-07

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Women and the Media - Theresa Carrilli - 2005

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.

Reel Inequality - Nancy Wang Yuen - 2016-12-12

When the 2016 Oscar acting nominations all went to whites for the second consecutive year, the OscarSoWhite became a trending topic. Yet these enduring racial biases affix 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 reveals 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.

Stereotypes of Chicanos in the US - Dominik Lorenz - 2008-11-13

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 and the framework for this thesis 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 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. Stereotypes of Chicanos in the US - Dominik Lorenz - 2008-11-13 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 U.S., 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? 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Research is increasingly showing the effects of family, school, and culture on the social, emotional and personality therein. In the first part of this term paper, I will talk about blurred coverage in American news. Syque states that in creed and education. In many cases “we often mistakenly assume things are correct when they are not; when we mistake 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.

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

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Canadian Perspectives on Sex Stereotyping in Advertising - Alice E. Courtney - 1978
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Mothers in Children’s and Young Adult Literature - Lisa Rowe Fraustino - 2016-05-05
Living or dead, present or absent, sadly dysfunctional or merely 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 psychological 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.

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Social and Emotional Development in Infancy and Early Childhood - Janette B. Benson - 2010-05-21
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 existing 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

Social and Emotional Development in Infancy and Early Childhood - Janette B. Benson - 2010-05-21
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 existing 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

Humor in Advertising - Marc G. Weinberger - 2021-06-22
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, Humor in advertising 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.
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Gender Representation in Video Games - Sven Frueh - 2021-03-31
Seminar paper from the year 2021 in the subject Gender Studies, grade: 1, Private Pädagogische Hochschule der Diözese Linz (PHDL), language: English, abstract: This paper aims to examine in how far the portrayal of stereotypical gender roles in video games has changed. For this purpose, one of the oldest and most popular video game franchises “The Legend of Zelda” is analysed using a theoretical framework of both game studies and gender studies. The paper aims to give a game overview of three key aspects – story, picture, and characters – focusing on the portrayal of gender norms, and stereotypes. Over the past fifty years, video games have taken over a substantial part of the media entertainment industry, with approximately 5.3 million Austrians playing. 90 % of the most active age group, the ten-to-fifteen-year olds, are playing more than once a month. However, the average Austrian gamer is 54 % male and 46 % female, 35 years old, and spends an average of 11,5 hours per week playing. Video games, as well as any other form of mass entertainment media, can influence players’ perceptions and expectations around gender identity and roles. The stereotypical portrayal of masculinity and femininity, which was a common occurrence in the early history of video games, is especially problematic in reaffirming gender stereotypes. This materialised in a pattern of white, male, heterosexual player characters being sent on a heroic journey, while female characters were often oversexualised while playing a passive role as a love interest for the main character. In this regard, video game heroes and characters, as well as their narrative, were not different from popular cultural movies, comics, and books of the late 20th century.

Mass Media Effects Research - Raymond W. Preiss - 2007
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 Stereotyping - Rebecca J. Cook - 2011-07-19
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.

Encyclopedia of Children, Adolescents, and the Media - Jeffrey Jensen Arnett - 2007
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.
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.

**Gender and Occupational Outcomes - Helen M. G. Watt - 2008**

“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.

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**Relationships Between Literary Stereotypes of Aging Anglo Women and Their Self-perceived Role Images - Patricia Ann De La Fuente - 1990**

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.

**Broadcasting Policy in Canada - Robert Armstrong - 2010**

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**Popular Culture and Law - RichardK. Sherwin - 2017-07-05**

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**Gender-Stereotyping in Children’s Literature. A Case Study on the children’s novel “Matilda” by Roald Dahl**


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...
Age stereotyping and television - United States. Congress. House. Select Committee on Aging - 1977

This edited textbook brings together broad and cutting-edge coverage of the core areas in media psychology for undergraduate, introductory-level students. Covering persuasion and influence, interaction with the media, and representation, the authors draw on specific campaigns and studies to introduce readers to key issues in this fascinating field.

A Content Analysis of Gender Stereotypes in Contemporary Teenage Magazines - Umana Anjali - 2015

The portrayal of women has long been a matter of concern as well as discontent. The patterns reflected in the media mostly deal with stereotyping females in very limited roles, and frequently as sex objects. Magazine content could be a crucial source in the issue of adolescent socialization. Magazines directed to adolescent female consumers orient the audience with the explicit and implicit messages of socio-economic lifestyle. Teens' relying on the subjective as well as objective comprehension of these magazines is crucial to their growing up. Therefore, it was essential to understand the factors that are influential for much of adolescent socialization. In this regard, a content analysis of Goffman's stereotypical categories was examined for the contemporary teen magazines. Coding on two magazines – Seventeen and Teen Vogue (2014 issues) was done using the frameworks of Goffman's scale categories. Two more variables from Kang's (1997) categories were added. While the roles of females are going through far-reaching changes in society-at-large, advertisements nevertheless have remained as stereotypical. The females' portrayal in the teenage magazines was mostly inclined towards the essence of deferential dispositions and was rarely about self-assurance and independence. There was almost no nonexistent depiction of women in positions of power and in occupational frames. The stereotypical categories that were rife with examples were in the categories of: Ritualization of Subordination, Feminine Touch, Independence/Self Assurance, Licensed Withdrawal, and Body Display. It could be noted that with these stereotypical portrayals of images, especially with the increased sexualization of teenage girls, there is a huge possibility of limiting the teenage women's self-definitions and potential to grow up into resolute and strong-minded individuals. The racial representation was not been duly addressed, according to the sample results. A more realistic representation of the races in the teen magazines could hold more promise of monetization as the racial groups like the Black Americans, Asian Americans, and the Hispanics have the growth potential over the next few decades. If there is lesser objectification of women in the magazine contents, the lesser would be the likelihood of alarming dangerous tendency of far-reaching problems like sexual coercion.

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Gender-Stereotyping in Children's Literature. A Case Study on the children's novel "Matilda" by Roald Dahl - Karolin Liebig - 2016-05-23

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 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. It 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 part 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.

Media Psychology - Gayle Brewer - 2011-11-07

This edited textbook brings together broad and cutting-edge coverage of the core areas in media psychology for undergraduate, introductory-level students. Covering persuasion and influence, interaction with the media, and representation, the authors draw on specific campaigns and studies to introduce readers to key issues in this fascinating field.
This study of American and British political phenomena and thinking in the eighties uses popular English-language movies of the last two decades as evidence of the influence of the Right - particularly on our conceptions of the family and sexuality. Ultimately, it argues that sociopolitical attitudes toward AIDS were shaped in the eighties by sociopolitical attitudes toward the sexuality most assiduously linked to the syndrome. The study also proposes that, by the seventies, a "frame" had already been fashioned for the picture of AIDS painted in the Reagan-Thatcher years. The decade of the eighties appears, in the United States and Great Britain at least, to have an unusually credible unity and image, thanks to President Reagan's two terms of office and Prime Minister Margaret Thatcher's three terms. Dominant political thinking shifted dramatically to the Right under these leaders, signaling an end to postwar political consensus and ushering in economic doctrines hostile to "welfarism" and supportive of private enterprise. The eighties was also the period of the appearance of a mysterious new complex eventually called AIDS (Acquired Immune Deficiency Syndrome), which was, at least in the United States in its early years, associated popularly with, above all, homosexual males and intravenous drug users - as well as Haitian immigrants. This book attempts to show how New Right - and particularly Christian fundamentalist - thinking profoundly affected attitudes toward, as well as spending on, the syndrome and both actual and believed-potential sufferers. The intensification of traditional familialism, the attempted balkanization of sexualities, the attacks on homosexuality and on gay rights, are results of the marked influence of the Right on politics on both sides of the Atlantic. These, together with the emphasis on individual responsibility for health and material security - not to mention resurgent machismo and a restored belief in the natural and unnatural - help to explain the health crisis experienced in the United States, United Kingdom, and elsewhere. A review of English-language cinematic entertainment of the eighties reveals that the health crisis was scarcely alluded to, although such values as those of militarism, masculinity, and family loyalty were addressed - whether supportively or critically. It is the argument of this book that the HIV virus and AIDS are approached, if at all, only obliquely, particularly within the genre of the horror film, and especially through those films dealing with corporeality or with lethal challenges to the traditional nuclear family. The popular entertainment of eighties America and Britain provides eloquent testimony to the dread of AIDS and particularly of the sexuality with which the complex has from the earliest days been associated. The "AIDS imagery" recoverable from eighties movies helps to make visible the linking of negative thought and phobia that has so signal.ly helped to produce the health crisis. The Politics of Popular Representation - Kenneth MacKinnon - 1992 This study of American and British political phenomena and thinking in the eighties uses popular English-language movies of the last two decades as evidence of the influence of the Right - particularly on our conceptions of the family and sexuality. Ultimately, it argues that sociopolitical attitudes toward AIDS were shaped in the eighties by sociopolitical attitudes toward the sexuality most assiduously linked to the syndrome. 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