

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

Social Meanings of News contains classic news studies which lead the reader to reflect on the nature of news, and why it turns out the way it does

The SAGE Handbook of Prejudice, Stereotyping and Discrimination provides comprehensive coverage on the state of research, critical analysis and promising avenues for further study on prejudice, stereotyping and discrimination. Each chapter presents in-depth reviews of specific topics, describing the current state of knowledge and identifying the most productive new directions for future research.

Representing both traditional and emerging perspectives, this multi-disciplinary and truly international volume will serve as a seminal resource for students and scholars.

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

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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. This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible. Taking a topical approach, it integrates publications and organizations into subject-focused chapters for easy user reference. The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences. Included are newspaper, magazine, radio, television, cable, and newer electronic media industries. Within that definition, this volume offers an indexed inventory of more than 1,400 resources on most aspects of American mass communication history, technology, economics, content, audience research, policy, and regulation. The material featured represents the

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carefully-considered judgment of three experts -- two of them librarians -- plus four contributors from different industry venues. The primary focus is on the domestic American print and electronic media industries. Although there is no claim to a complete census of all materials on print journalism and electronic media -- what is available is now too vast for any single guide -- the most important and useful items are here. The emphasis is on material published since 1980, though useful older resources are included as well. Each chapter is designed to stand alone, providing the most important and useful resources of a primary nature -- organizations and documents as well as secondary books and reports. In addition, online resources and internet citations are included where possible.

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.

*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.

The surprising effects of American TV on global viewers As a dominant cultural export, American television is often the first exposure to American ideals and the English language for many people throughout the world. Yet, American television is flawed, and, it represents race, class, and gender in ways that many find unfair and unrealistic. What happens, then,

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when people who grew up on American television decide to come to the United States? What do they expect to find, and what do they actually find? In *America, As Seen on TV*, Clara E. Rodríguez surveys international college students and foreign nationals working or living in the US to examine the impact of American television on their views of the US and on their expectations of life in the United States. She finds that many were surprised to learn that America is racially and economically diverse, and that it is not the easy-breezy, happy endings culture portrayed in the media, but a work culture. The author also surveys US-millennials about their consumption of US TV and finds that both groups share the sense that American TV does not accurately reflect racial/ethnic relations in the US as they have experienced them. However, the groups differ on how much they think US TV has influenced their views on sex, smoking and drinking. *America, As Seen on TV* explores the surprising effects of TV on global viewers and the realities they and US millennials actually experience in the US.

This updated edition presents a civic journalism treatment of the field of mass communication research. The sine qua non of the civic journalism movement seems to center around an implicit assumption that the human mind is an evolved part in the natural world, not a detached spectator as much traditional philosophy assumes. Thus, it has attempted to encourage journalists and members of their audiences to participate actively in civic life. Applying the same idea to mass communication academics, this book focuses on the empirical consequences of their work, especially its possible impact on human life. It argues that researchers need to connect with the broader communities in which they live and considers the impact of media research on society. Features of the second edition include: \*detailed update of research evidence concerning the media violence issue; \*additional

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material concerning media ownership structures and their possible relationship to media content and effects; \*new material focusing on the impact of tobacco and alcohol advertising; \*updated and expanded section concerning the history of media studies; and \*an expanded discussion of philosophical issues pertaining to theory construction. This book is intended for graduate and advanced undergraduate students studying mass communication theory and related subjects, such as communication theory, media effects, media literacy, and media and society.

“But we can still rise now”, runs a line of Scotland’s unofficial national anthem Flower of Scotland, “and be the nation again” who defeated the English King Edward II in 1314 at the Battle of Bannockburn. These short lines tell us much about the concept of the nation. Firstly, the pronoun of the nation is “we”. Secondly, nationhood remains aspirational for some, while it is entirely taken-for-granted for others. Thirdly, nations often trace their origins back to an implausibly dim and distant past. Finally, it points to the fundamentally discursive nature of the nation: the nation appears not as something which simply is, but as something which can be, called into existence through talk, official documents, official and unofficial national anthems, ceremonies and parades, monuments and statuary, press coverage and, increasingly, television. This book, which arose out of a conference held in Tarragona in 2007, focuses on the complex discourses of the nation to be found in the television systems of twelve different countries, examining how these circulate in fiction, in news and documentary (including re-enactment formats), and in entertainment programmes, adverts and the coverage of large-scale sporting events. The nation which emerges is everywhere and nowhere, talked about endlessly but never finally grasped, repeatedly staged and re-enacted but lacking a foundational script. In short, it is a site of struggle. The

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stakes are high, since the nation when mobilised is a force to be reckoned with, and the on-going attempts to define it are many, varied and often highly creative. This book details many such events, from the high drama of war reporting to the self-mocking irony of ten-second commercial spots. Product information not available.

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 a 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

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portrayal 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 alarmingly dangerous tendency of far-reaching problems like sexual coercion.

An international survey of all types of literature on women and mass communications in the 1990s.

This book examines the social, psychological, legal, and ethical impact — perceived or proven — that may result from advertising in the booming Chinese market. The book provides readers with an understanding of the two-way relationship between advertising and Chinese society. Major issues addressed include rising consumerism, consumers' attitudes towards advertising and reactions to advertising appeals, cultural messages conveyed in advertisements, gender representations, sex appeal, offensive advertising, advertising law and regulation, advertising to children and adolescents, symbolic meanings of advertisements, public service advertising, and new media advertising and its social impact. Advertising and Chinese Society resorts to a variety of research techniques including content analysis, survey, experiment, semiotic analysis, and secondary data analysis. The book will enhance the sensitivity of scholars and practitioners interested in Chinese advertising and its social ramifications.

Scholars analyze the emergence of youth culture in music

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and powerful trends in gender and ethnic-racial representation, sexuality, substance use, and violence in the media in this text. It shows the evolution of teen portrayal, the potential consequences, and the ways policy-makers and parents can respond.

## Textbook

Reminding us that the road to the complete empowerment of women in India is a long one, this book focuses on the globalization experiences of women from the Indian urban middle class. It covers reconstructing gender, violence, media, neo-liberal globalization, information and communication technologies, and politics.

Following a broad overview that defines stereotypes, the book addresses how they are formed and developed in chapters that cover the social psychology of stereotypes, the impact of physical appearance on their formation, and methods of assessing their accuracy. Internationally renowned authors consider the function and use of stereotypes, exploring their complex interrelationship with linguistic biases, prejudice and discrimination, and intergroup and interpersonal perception.

Chapters then discuss how stereotypes can be undermined, detailing social psychological interventions to improve intergroup relations and examining ways that individual targets of stereotyping might motivate others to change. A concluding chapter takes a historical view of

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stereotype research, tracing the evolution of the field and evaluating current theories and methodologies Consumption research is burgeoning across a wide range of disciplines. The Routledge Handbook on Consumption gathers experts from around the world to provide a nuanced overview of the latest scholarship in this expanding field. At once ambitious and timely, the volume provides an ideal map for those looking to position their work, find new analytic insights and identify research gaps. With an intuitive thematic structure and resolutely international outlook, it engages with theory and methodology; markets and businesses; policies, politics and the state; and culture and everyday life. It will be essential reading for students and scholars across the social and economic sciences.

On gender stereotyping on television.

To what extent does gender influence our behavior, thoughts, and feelings? How do "nature" and "nurture" interact to shape our identities as female or male? And what are the effects of gender on the ways we are perceived and treated by others? The second edition of this important text and reference confronts the central questions pertaining to gender differences and similarities across the lifespan.

Rather than focusing on a particular viewpoint, the volume is carefully designed to foster comparison among different lines of psychological research and provide a broad survey of cutting-edge work in the

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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.

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

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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.

This edited textbook brings together broad and cutting-edge

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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 volume includes the full proceedings from the 1993 Academy of Marketing Science (AMS) Annual Conference held in Miami Beach, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, business-to-business marketing, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field.

Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. In psychology there has been an explosion of interest in what has come to be called social cognition. How do people categorise and conceptualise social situations, obligations and relationships? And what are the implications of their categorisations and conceptualisations for behaviour? Developmental and social psychologists are currently converging on the developmental roots of social cognitive

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abilities. This timely 1983 book offers a useful overview of research and theory concerning social cognition and social behaviour in children at the time of this book's publication. A full range of theoretical approaches is represented, key problems are systematically reviewed, and research programmes and perspectives of leading psychologists in the field are summarised.

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).

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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

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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 familism, 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 disaster 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 signally helped to produce the health crisis.

Role Portrayal and Stereotyping on Television  
An Annotated Bibliography of Studies Relating to Women, Minorities, Aging,

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Sexual Behavior, Health, and Handicaps Greenwood

This book critically analyzes the portrayals of Black women in current reality television. Audiences are presented with a multitude of images of Black women fighting, arguing, and cursing at one another in this manufactured world of reality television. This perpetuation of negative, insidious racial and gender stereotypes influences how the U.S. views Black women. This stereotyping disrupts the process in which people are able to appreciate cultural and gender difference. Instead of celebrating the diverse symbols and meaning making that accompanies Black women's discourse and identities, reality television scripts an artificial or plastic image of Black women that reinforces extant stereotypes. This collection's contributors seek to uncover examples in reality television shows where instantiations of Black women's gendered, racial, and cultural difference is signified and made sinister.

A stereotype is a commonly held public belief about specific social groups or types of individuals. This book presents current research in the study of stereotypes, including speech pathologists stereotyping stutterers; stereotype formation in children; the social neuroscience research applied to the study of stereotypes; Western societies' ageism stereotyping in the workforce; gender relationship portrayal in sport advertisements perpetuate sexist stereotyping; the psychological implications of stereotyping American Indians through the use of native-themed mascots, nicknames and logos; as well as when stereotypes become life-threatening. 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

