

Gender Role Stereotyping in Advertising on Two British Radio Stations

The portrayal of men and women in two different samples of British radio Advertising was examined....One hundred Advertising from each of two London based radio stations were content analyzed in to eight categories referring to the central figure of the commercial; credibility, role, location, arguments, reward, product, accent and narrator. On both radio stations women were significantly more likely to be portrayed promoting products for self-enhancement and with bodily health and domestic products, and food. There was only one significant difference in portrayal between the two stations, suggesting some generalizability of these findings. The results are discussed in terms of development and maintenance of gender role stereotyping in different aspects of the media.

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