

Treatment of the gender variable in advertising that is broadcast on the public owned media

This study deals with quantitative and qualitative research methodology and contrasts the hypothesis of the existence of a differential and unequal treatment of the gender variable in the marketing communication media of public ownership. It concludes that there is an illusion of equality where sexism still exists, though less obvious, covered by supposedly modern speeches and humoristic strategies. No explicit violence, but symbolic violence is found. It provides recommendations, one of them aimed to promote greater self-critique of the audience to what they think they see and what they actually see (stereotypes, unequal roles and use of public/private spaces,...).

Key information on trends and challenges on women and the media:

Situation analysis that takes into consideration the key points of previous research.

Key stakeholders mentioned:

media industry, audience (citizenship)

Bibliographic Citation:

Instituto dela Mujer. Tratamiento de la variable género en la publicidad que se emite en los medios de titularidad pública. Colección Observatorio nr 14. 2009

Format: 230 p.; 24 cm

Weblinks

[PDF](#)



Metadata

TYPE: Publication

CREATOR/AUTHOR: Instituto de la Mujer (Women's Institute)

CONTRIBUTOR: RED2RED Consultores S.I.

PUBLISHER: Madrid: Instituto de la Mujer (Women's Institute)

IDENTIFIER: NIPO: 803-09-093-6

RIGHTS: ©Instituto de la Mujer, 2009

LANGUAGE: Spanish

COVERAGE: Spain

KEYWORDS: [public media](#)