

Youngsters and sexism on television

This study analyses how young people integrate sexist messages and images conveyed through audiovisual, and particularly television, programmes. To approach the complex relationships that exist between representations, television consumption and programme content the study combines class room animations to apprehend youngsters' awareness concerning sexist stereotypes and their television consumption., a content analysis of this consumption, a quantitative survey as well as interviews with target groups to discuss the results of the quantitative survey. The study in its different aspects has reached more than 1700 primary and secondary school pupils of between 8 and 18 years. The study shows that sexist stereotypes in the media are a vast phenomenon. More importantly, the preferred and most watched television programmes are also the most stereotyped and sexist. Television thus plays a role, maybe in the construction of stereotyped images in the minds of youngsters and more likely in the strengthening and confirmation of stereotypes that are transmitted to youngsters in everyday life. Youngsters are affected by these when they develop their self image and their relations with others. The youngest, girls and people with low socio-cultural capital are the most receptive and vulnerable categories when it comes to integrating sexist images and messages.

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

young people integrate sexist messages and images conveyed through audiovisual, and particularly television, programmes.

Key stakeholders mentioned:

children and adolescents, pedagogues, teachers, parents, media professionals

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