

An introduction to gender equality issues in the marketing and design of goods for children

The report identifies how discourse and marketing technique contribute to notions of masculinity and femininity, encouraging gendered behavior in young children. It cautions against the possibility of constructing masculinity and femininity in narrow terms.

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

Stereotyping

Key stakeholders mentioned:

Equality Authority

Bibliographic Citation:

Independent Report, Equality Authority

Format: pdf

Weblinks

PDF



Source

Is Part Of: Equality Authority Report

Metadata

TYPE: Publication

CREATOR/AUTHOR: Valiulis, Maryanne; O Driscoll, Aiofe; Redmond, Jennifer

CONTRIBUTOR: Equality Authority Press Release

PUBLISHER: Equality Authority

RIGHTS: Equality Authority

LANGUAGE: English

COVERAGE: Ireland

KEYWORDS: advertising, gender portrayal, gender stereotypes