

## MOMS RULE AND DADS DROOL: PORTRAYALS OF MOTHERS AND FATHERS IN TELEVISION SITCOMS AND TEEN SHOWS

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Previous studies have examined the impact television has on beliefs and attitudes of viewers, especially for children and teens. While there have been studies indicating differences in the willingness of children to seek and follow parental advice, there have been many studies on the portrayal of parental guidance on television. The current study represents a content analysis of 110 television shows, including 2 different program types (sitcoms vs. teen shows) that were shown on television in three different decades (1990s, 2000s and 2010s) recorded by the Center for Research on the Effects of Television (CRETV) archive at Ithaca College. Programs were selected for analysis if they contained one or more interactions between parents or caregivers (including step-parents and grandparents) and their children (who were 18 or younger). The interactions were coded for type of parental advice or behavior (e.g., discipline, support/reassurance, problem-solving, enticing bad behavior) and the child's response (e.g., ask for advice, distress, obey, argue, optimism, sass). This analysis explores how those interactions and the child's responses differed by gender of the parent/caregiver and by gender of the child. Results showed that while both maternal and paternal figures were likely to provide similar advice (especially support/reassurance), paternal figures were more likely to discipline the child or use humor emphasized by laugh track, while maternal figures were more likely to approach conflict with sarcasm.