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Gender Portrayals in Sport-Related Advertising: Print, Point-of-Purchase, and World Wide Web Versions of Women in Sport

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In 1965, University of Southern California Professor Eleanor Metheny observed that society forces females into "gender appropriate" types of sport activities.

What kinds of associations between women and sport have prevailed in the nineties?

A Talk
by

ICS Fellow
and
Associate Professor of Sport Management

Jacquelyn Cuneen, Ed. D.

3:30 pm
October 4, 1999
Alumni Room, Student Union

This presentation will examine ads appearing in the *Sports Illustrated for Kids* magazine, "in-store" advertising, and the World Wide Web. Questions to be addressed include: Which gender is featured most prominently in print, in-store, and WWW sport-related ads? Does the interactive WWW present sport visuals differently from traditional ad forms? Which kinds of ads still stress the stereotype of female competitive weakness in sports?

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