

DIFFERENCES IN REPRESENTATION OF MALE AND FEMALE ROLES IN
TELEVISION ADVERTISING

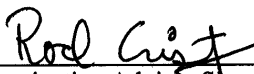
By

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more than the number of females in this study who are represented in roles in which they are hit, kicked, or physical aggression is imposed upon them.

3. Determine whether the number of males in this study who are represented in roles in which they use unintelligible language will be more than the number of females in this study who are represented in roles in which they use unintelligible language.
4. Determine whether the number of males in this study who are represented as being lazy will be more than the number of females in this study who are represented in roles as being lazy.
5. Determine whether the number of males in this study who are represented as being animals or as being with animals, will be more than the number of females in this study who are represented in roles as being animals or as being with animals.

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CHAPTER ONE

Introduction

A woman thinking to herself that her husband never asks for a second cup of her coffee. A man telling viewers that four out of five dentists surveyed recommended a certain popular brand of toothpaste to improve check ups. Nearly from the very beginnings of television advertising, men have been represented as authorities, while women have been represented as subservient. After many years of struggle, women are now being depicted in a wide variety of roles in television commercials. With the strengthening of the female persona, a corollary negative persona has evolved for men. Garrison Keillor refers to men as "once one of the world's great sexes" (2001). Mr. Keillor seems to be saying this tongue-in-cheek but if you question whether or not he is making a joke, a review of recent television advertising may confirm his fears. "Television is the most popular medium for advertising. Over 98% of American households have at least one television set, the average household has a television turned on for over 30 hours each week, and about one fifth of every broadcast hour consists of commercials" (Bretl & Cantor, 1988, p.596).

Some of our unwritten societal rules state that in a relationship between a man and a woman, if a pregnancy results, the only legal responsibility that a woman has is to make the father of the child aware of the pregnancy. Men have limited input on abortion, adoption, or their child's pre-natal health and welfare. Yet men are expected to assume the majority of financial responsibility for their children. How about the plethora of domestic abuse laws, which target men as perpetrators and women as victims? These

laws leave virtually no room for the possibility that domestic violence is a societal issue, rather than a defect in male character.

From the bias against men and their parental rights, to the stereotype that the male sex is solely responsible for each and every occurrence of domestic violence, men are often thought of as morally deficient, intellectually lacking, undesirable beings. Meanwhile, women are thought of as morally superior, intellectually sound, desirable beings. Nowhere has this pervasive attitude seemed to have permeated more than television commercials. Consider a recent advertisement: a group of men sitting around eating tacos, placing first one and then the other elbow on the table, and then taking a bite out of said taco, and simultaneously chanting the rock and roll opera by the band Queen, "we will, we will, rock you!" After a couple of chants of this, and on the third chorus when these guys sing "we will, we will..." an attractive young woman who happens to be sitting near by chimes in with "stop doing that" replacing the lyric "rock you" as she looks at the men disdainfully. The men, of course, somewhat shamefully stop.

Another example of a television commercial that portrays men as inferior beings is the well-known "whaz-up" ads for a well-known beer company. Here we have a group of men communicating with one another via cell phone and intercom by yelling "whaz-up" to each other in a nearly undecipherable enunciation and tone. In one of the several versions of this commercial, these men sit around in a restaurant yelling "whaz-up" to each other, until one of their female companions angrily kicks him under the table, in order to make the entire group stop. The obvious message to women here is that if a man irritates or annoys you, physical violence is justified. The message to men seems to be don't irritate or annoy women, even if you think that you're being funny or you will get

kicked. "The frequent portrayal of aggression as a successful method of resolving conflict may reduce inhibitions against behaving aggressively, and this may have been coupled with desensitization, that is, increased tolerance for violence and verbal abuse on the part of both children and adults" (Williams, 1986; p.402). It seems as though females are being portrayed more and more as persons who do indeed use aggression as a successful means of conflict resolution.

More recently, there has been an advertisement for a major fast food restaurant with a young, overweight, boy making an attempt at jumping over a hurdle while running on a track. He promptly trips and falls, but he doesn't get discouraged because he knows that with a few more hamburgers, he can do anything. With obesity being one of the top health issues as well as a leading cause of death in our country today, it begs the question whether the advertising agency ever considered using an "overweight little girl" for this commercial.

There is also a relatively new commercial for a soft drink depicts a man butting heads with a mountain goat. After winning this ridiculous contest, the man returns to his buddies who ask, "Hey man, how are you feeling?" He then replies, "not ba-a-a-d", apparently portraying them as animals. Not only is this actor portrayed with an animal, but as an animal as well. This soft drink company has used this same group of males in numerous, similar advertisements. Once again, the question arises, did the advertisers ever considered using females as animals?

These are just a few examples of men being portrayed as clowns, buffoons, animals, and beings that possess less intelligence than normal. In the interest of taking women out of the stereotypical role of subservient, homemaker, the portrayal of men's

roles has suffered tremendously. According to Astrachan (1986), some (advertisers) think it's enough to show men being stupid about a consumer product instead of women being stupid about a consumer product. This is the age-old, ineffective, two-wrongs-make-a-right approach to equal rights that is of growing concern today. Male as well as female youths in America are finding their role models blasted at them through television advertising on a daily basis. These role models are sending a very different message than we've heard before. Females are still portrayed as beautiful, but now they are also stronger, more confident, witty, more athletic, and intelligent. Men on the other hand, are portrayed as lazy, overweight, unemployed, less intelligent beings, who engage in fights with animals and are physically assaulted when they do something unacceptable to women.

Statement of the Problem

The purpose of this study is to examine the differences in television advertising representation of male and female roles. Data will be collected on television commercials during primetime viewing hours (7:00 pm-10:00 pm), Monday thru Friday, on NBC's television station, from 4/8/02 until 5/3/02. The broadcasts were recorded and later viewed and critiqued based on the following research hypothesis.

Research Hypothesis

The main objective for this research is to determine whether sex bias occurs in television advertising's representation of male and female roles. The following results are hypothesized:

1. The number of males represented in a role in which they engage in silly or foolish behavior will be more than the number of females represented in a role in which they engage in silly or foolish behavior.

2. The number of males represented in a role in which they are hit, kicked, or physical aggression is imposed upon them will be more than the number of females represented in a role in which they are being hit, kicked, or physical aggression is imposed upon them.

3. The number of males represented in role's in which unintelligible language is used will be more than the number of females represented in role's in which unintelligible language is used.

4. The number of males represented in roles as being lazy will be more than the number of females represented in roles as being lazy.

5. The number of males represented as being animals or being with animals will be more than the number of females being represented as being animals or being with animals.

Definition of Terms

The following is a list of definitions for terms that will be used in this study:

Kick: For the purpose of this study, the term kick will refer to the act of striking a blow or coming against or sending something against with force.

Hit: For the purpose of this study, this term will refer to the act of striking a blow or coming against or sending something against with force.

Physical aggression: For the purpose of this study, this term will refer to a hostile act toward someone's body.

Lazy: For the purpose of this study, this term will refer to a state of being unmotivated to work or complete chores or tasks.

Animals: For the purpose of this study, this term will refer to any such living thing other than humans, plants, or bacterium.

Silly or foolish role: For the purpose of this study, this term will refer to the insinuation of a person having less than normal common sense as viewed by societal norms.

Unintelligible language: For the purpose of this study, this term will refer to mumbling or yelling something other than words.

Assumptions and Limitations

1. Since there was only one individual collector of the data, beliefs, values, and the suggested research hypothesis may be skewed by perceptions.

2. There were only four weeks of television advertisements recorded. This may not provide an accurate perception of the commercial programming for the year.

3. NBC may not be representative of the total television advertising broadcasting.

4. Silly or foolish behavior is an individual's own perception.

CHAPTER TWO

Literature Review

Introduction

This chapter will delineate the importance of advertising in our society and the impact it has on the perpetuation of gender roles. The chapter explores the institutionalization of television in our society, and its influence on our roles as men, women and children. It will also discuss the effects that television advertising has on children. It will further describe how men and women are represented in this important realm of American culture.

Advertising is also examined specific to its role in the perpetuation of stereotyped gender roles. Television commercials' representation of men has a large effect on the norm setting of our culture. Through television, we learn what to think, how to feel, as well as what behaviors are acceptable or unacceptable. Our values and our belief systems are influenced in part by television. The relationship between the inequality of male and female representation in television advertising and social gender role is defined.

History of television advertising

In the United States, researchers have been interested in the representation of men and women in television advertising for nearly three decades. One of the first content-analytic studies of the portrayal of men and women in television commercials was published by McArthur and Resko in 1975. This study has been a blueprint for several studies specific to gender equality since then. After reviewing eight such studies in 1988, Bretl and Cantor came to the conclusion that "American advertisements seemed to be

presenting a less sexist and more equal view of roles of men and women in society" (p. 607).

The topic of sexism in general can be very controversial. Depending upon the study, as well as what the thrust of the research may be, results may vary. In 1989, Lovdal replicated a study by O'Donnell and O'Donnell . Contrary to the above, she found no significant differences on nearly all of the coding categories examined and came to the conclusion that "conventional sex-role stereotypes persist in television commercials" (Lovdal, 1989, p.723).

Sexism of men in television advertising has not been studied nearly as extensively as sexism in the portrayal of women in television advertising. Women are more often portrayed as young and physically attractive than their male counterparts (Ford, Vooli, Honeycutt, & Casey 1998; Gilly, 1988; Lysonski, 1985; Mazzella, Durkin, Cerini, & Buralli, 1992). Males seem to be more often to be portrayed as persons who are there for no other reason than to be poked fun at while the more intelligent women tell us which products are the best. By focusing on these along with many other insights, this paper will explore how television advertising represents men in a negative manner.

Gender Stereotypes in Advertising

Television advertising has made great strides in leveling the playing field in gender equality. But how does that field lay in our society today? Some of the research suggests that the pendulum may be swinging the other way. "Although far from conclusive, evidence suggests that vestiges of sexism remain" (Ford & La Tour, 1993, p. 44). Even though sexism is still present in advertising, this author believes that ever increasing improvements in gender equality, as well as the increasing representation of

women in positive roles, has led to women being represented in advertising with more appropriate, respectful roles. However, it is also the belief of this author that men have been represented in more inappropriate, less respectful roles.

The representation of women in television advertising has been studied a great deal. The research specific to television advertising's representation of men has been limited mainly to men as authorities, men as main characters in television commercials, male voice-overs or narrators in advertising, as well as a depiction of men working out of the home and fathers being uninvolved with their children.

The Effects of Advertising on Public Perception

The messages that companies send to television viewers through television advertising are profound and long lasting. "Often the goal of commercials is to get viewers to be like the people in the commercials and therefore to want the product" (Kaufman, 1999, p.441). The representation of men in advertising is becoming more and more negative. To avoid the imagery presented by television commercials would be nearly impossible. Most seek to sell some portion of the American Dream in an artistic style that Goffman (1979) labels "commercial realism" and Schudson (1984) calls "capitalist realism." Advertisers attempt to manipulate potential buyers into mentally placing themselves in the imaginary world of the commercial. The advertisers then create a world of beautiful, happy, energetic people using their products. In the typical advertising image of romance--purposely fuzzy around the edges--beautiful people effortlessly fall in love and fulfill their deepest romantic longings. By vicariously enjoying such images, viewers step into a fantasy emotional experience and ostensibly ignore the sales pitch behind it (Illouz, 1998).

Men's family roles

In our society, the traditional role of men has been to be a provider for the family. This traditional role reaches as far back as the industrial revolution, when men were first brought out of their homes to join the growing work force. After many years of this "men go to work and women stay at home" philosophy, society began to exhibit a number of changes. The structure of the family, including increases in age at marriage, decreases of children, and increases in divorce, has changed dramatically in recent years (Cherlin, 1992). "Along with these changes, there has been a tremendous increase in female employment, especially among mothers" (Levitan, Belous, & Gallo, 1988, p.99). "By the mid 1980's, only 10% of families were traditional families in which the father worked while the mother stayed home to take care of the children" (Levitan, Belous, and Gallo 1988, p.99). With these continually changing roles, people may look to other sources for role modeling. With the tremendous amount of television children view everyday, a logical place to look for these role models is television.

Children are especially vulnerable to the influences of television advertising. With the increase in households that have both parents working, many children may be left to supervise themselves; thereby watching more television. "In addition, attitudes in children of gender role stereotyping may increase due to television viewing" (Kimball, 1986, p.266). In the past, men have been portrayed as incompetent husbands and fathers on television. Signs that support for fathering is increasing are that there is more support for fathers' involvement, increasing advice for fathers in the media, increasing prenatal classes where fathers are involved, and increasing support for involvement of fathers in the birth process (Parke & Stearns, 1993). In an article entitled "Better dead than wed,"

Pollner (1982) discusses the negative portrayal of married men as compared to single men on television. Married men were seen as vulnerable and trapped, relying on wives to tell them what to do. Single men were portrayed positively as being free, happy, and leading exciting lives. The implication for young boys was clear: be like the bachelors (Pollner, 1982).

Violence in Advertising:

Violence in television has been studied a great deal in the past, with a majority of evidence indicating that males are the perpetrators, while females are the victims. The personalities of women and men on television also reflect cultural stereotypes. “Although women are less likely to be bad or aggressive on television, they are more likely to be victims” (Kimball, 1986, p.271).

This seemed to be the way that women were represented on television programs in the past, but what about television commercials? It is this author’s contention that the stereotypical roles which women in television advertising were seemingly pigeon-holed into in the past, have changed quite dramatically. While women in television advertising were once almost exclusively limited to being portrayed as emotional, predictable, clean, good, nonviolent, sexually attractive, interesting and warm (Williams, 1986); they are now being portrayed as physically aggressive, controlling, strong, tough, sexually attractive, dominant beings.

Men’s roles are now being subtly switched to that of an unemotional, dishonest, immoral, bad, incompetent, being who needs to be hit, kicked, or verbally reprimanded by women in order to adhere to basic societal behavioral standards from the historical

representation of men in television advertising as unemotional, dishonest, immoral, bad and competent.

Conclusion:

Gender equality in advertising has been studied a great deal over the past several years. Most recently, gender equality in women's roles has been making steady progress. Each researcher has contributed to this progress. Studies specific to the representation of men in advertising and gender equality have not been as abundant. The approach of this study is to examine the equality or inequality of the representation of men's roles and women's roles in advertising.

CHAPTER THREE

Methodology

Introduction

This chapter will describe the conditions under which the information was obtained, the subjects under study, and how they were selected for this study. In addition, this chapter will describe the instruments being used to collect information. Data collection and analysis procedures will also be included. This chapter will conclude with some of the methodological limitations.

Description of Subjects:

The subjects for this study consisted of 287 males, 254 females. The subjects were collected by viewing television commercials during prime time viewing hours (7:00 pm-10:00 pm), Monday through Friday from 4/8/02 until 5/3/02. The broadcasts were recorded, coded, and later viewed and critiqued based on the previously mentioned research objectives.

Coding Procedures:

There were a total of 1178 commercials recorded. All commercial were transferred in chronological order onto one, six-hour tape. Every seventeenth commercial was then selected and utilized in the study. A total of nine commercials were intentionally deleted due to the presence of only inanimate objects.

Description of Selection of Television Commercials:

This study looked at four weeks of television commercials on NBC television during primetime hours (7:00 pm- 10:00 pm), Monday thru Friday. NBC was chosen randomly from the four major television networks (NBC, ABC, CBS, and FOX). All

commercials in the time period were recorded and sixty of the commercials were chosen randomly by coding them.

Instrumentation:

The following criteria was looked at:

1. The number of males represented in a role in which they engage in silly or foolish behavior will be more than the number of females represented in a role in which they engage in silly or foolish behavior.

2. The number of males represented in a role in which they are hit, kicked, or physical aggression is imposed upon them, will be more than the number of females represented in a role in which they are hit, kicked, or physical aggression is imposed upon them.

3. The number of males represented in roles in which they use unintelligible language will be more than the number of females represented in roles in which they use unintelligible language.

4. The number of males being represented as lazy will be more than the number of females represented as lazy.

5. The number of males represented as being animals or as being with animals will be more than the number of females represented as being animals or as being with animals.

Data Collection:

This researcher was the sole collector of data. The data was taped, evaluated, and each television commercial was recorded on a separate grid. The five criteria were listed on the side. As the commercials were viewed, tally marks were recorded under the criteria that applied.

Methodological Limitations:

The limitations to this data collection are the following:

1. Since there was only one individual collector of the data, beliefs, values, and the suggested research hypothesis may be skewed by perceptions.
2. There were only 4 weeks of television advertisements recorded. This does not provide an accurate perception of the commercial programming for the year.
3. NBC may not be representative of the total television advertising broadcasting.

CHAPTER FOUR

Results

Introduction:

This chapter will present the results and findings of the television commercials viewed on NBC. The data analysis was conducted by the Computer User Support Services Department at the University of Wisconsin-Stout. The following chapter will address the demographics of data collection. In addition, this chapter will examine how the data collected corresponds to each of the research objectives.

Demographics of Data Collection:

The data generated in this study was collected by recording television commercials on video cassette. The commercials were then coded, and sixty of them were chosen randomly by choosing every seventeenth commercial. There were a total of nine commercials that featured only inanimate objects. Those commercials featuring only inanimate objects were not included in the random sample. Commercials featuring only inanimate objects were disregarded and the next commercial in sequence was chosen. The commercials were then reviewed and critiqued based on the criteria in the objectives. The commercials in the sample contained a total of 278 males and 254 females. When a behavior from the objectives occurred, a check mark was recorded under that category. Adult males, adult females, were calculated separately.

Objective 1:

To determine if the number of males in this study who are represented in a role in which they engage in silly or foolish behavior will be more than the number of females in this study who are represented in a role in which they engage in silly or foolish behavior.

The frequency rate of males in this study who are represented in a role in which they engage in silly or foolish behavior was 16.9 % (n = 47). The frequency rate of females in this study who are represented in a role in which they engage in silly or foolish behavior was 5.5 % (n = 14).

Objective 2:

To determine if the number of males in this study who are represented in roles in which they are hit, kicked, or physical aggression is imposed upon them will be more than the number of females in this study who are represented in roles in which they are hit, kicked, or physical aggression is imposed upon them. The frequency rate of males in this study who are represented in roles in which they are hit, kicked, or physical aggression is imposed upon them was 3.2 % (n = 9). The frequency rate of females in this study who are represented in roles in which they are hit, kicked, or physical aggression is imposed upon them was 0.0% (n = 0).

Objective 3:

To determine if the number of males in this study who are represented in roles in which they use unintelligible language will be more than the number of females in this study who are represented in roles in which they use unintelligible language. The frequency rate of males in this study who are represented in roles in which they use unintelligible language was 2.9 %(n= 8). The frequency rate of females in this study who are represented in roles in which they use unintelligible language was .39 % (n = 1).

Objective 4:

To determine if the number of males in this study who are represented as being lazy will be more than the number of females in this study who are represented as being

lazy. The frequency rate of males in this study who are represented as being lazy was 1.8 % (n = 5). The frequency rate of females in this study who are represented as being lazy was .39 % (n = 1).

Objective 5:

To determine if the number of males in this study who are represented as being animals will be more than the number of females in this study who are represented as being animals. The frequency rate of males in this study who are represented as being animals was 4 % (n = 11). The frequency rate of females in this study who are represented as being animals was .39 % (n = 1).

CHAPTER FIVE

Discussion, Conclusions, and Recommendations

Introduction:

This chapter will include a discussion of the results of the study and conclusions. This chapter will conclude with some recommendations for further research.

Objective 1:

According to the results of this study, 16.9% of the males in this study were represented in roles in which they were engaged in silly or foolish behavior. 5.5 % of the females in this study were represented in roles in which they engaged in silly or foolish behavior. These percentages suggest that there were more males in this study who were represented in roles in which they were engaged in silly or foolish behavior than females.

Objective 2:

According to the results of this study, 3.2 % of the males in this study were represented in roles in which they were hit, kicked, or physical aggression was imposed upon them. 0.0% of the females in this study were represented in roles in which they were hit, kicked, or physical aggression was imposed upon them. These percentages suggest that there were more males in this study who were represented in roles in which they were hit, kicked, or physical aggression was imposed upon them than there were females.

Objective 3:

According to the results of this study, 2.9 % of the males in this study were represented in roles in which they used unintelligible language. .39 % of the females in this study were represented in roles in which they used unintelligible language. These

percentages suggest that there were more males in this study who were represented in roles in which they used unintelligible language than there were females.

Objective 4:

According to the results of this study, 1.8% of the males in this study were represented in roles as being lazy. .72 % of the females in this study were represented in roles as being lazy. These percentages suggest that there were more males in this study who were represented in roles as being lazy than there were females.

Objective 5:

According to the results of this study, 4 % of the males in this study were represented in roles as animals or as being with animals. 1.4 % of the females in this study were represented in roles as animals or as being with animals. These percentages suggest that there were more males represented in roles as animals or as being with animals than there were females.

Conclusions:

Overall, the results of this study indicate that males are much more often represented in roles in which they engage in silly or foolish behavior, with 16.9 % of the males in this study, and only 5.5 % of the females in this study represented in such a role. A difference of 11.4 % indicates a significant discrepancy. The research findings concurred with those of Astrachan (1986), who said that some (advertisers) think it's enough to show a man being stupid about a consumer product instead of women being stupid about a consumer product.

There were 0.0 % of the females in this study represented in roles in which they were hit, kicked, or physical aggression was imposed upon them, with 3.2 % of the males

in this study represented in a similar role. This indicates the intent of television advertisers to portray males in such a role, and a lack of intent to portray females in the same manner. The research findings did not concur with those of Williams, who claimed that while women in television advertising were once almost exclusively limited to being portrayed as emotional predictable, clean, good nonviolent, sexually attractive, interesting and warm (1977).

According to the results of this study, males were represented in roles in which they used unintelligible language 3.9 % of the time, while females were represented in roles in which they used unintelligible language on only one occasion. This indicates that females are more intelligent, more sophisticated, and in better command of spoken language than males.

The results of objective number four were much closer. Males were found to be represented in roles as being lazy 1.8 % of the time, while females were found to be represented in roles as being lazy .72 % of the time. This indicates that males are represented in roles as being lazy slightly more than females are.

Recommendations for Further Research:

Several suggestions are offered for further research:

1. Replication of this study using a larger sample.
2. Use subjects who possess a variety of human characteristics such as age, race, and ethnicity.
3. Use television commercials from differing broadcasting times such as weekends, daytime weekdays, or late nights.
4. Use television commercials from different channels such as Lifetime or ESPN.

5.Replication of this study using more than one or several different researchers.

6.Replication of this study comparing male and female children, as well as male and female adults.

7.Replication of this study using different types of television commercials such as separating advertisements for consumer products from advertisements for up coming television programs and movie trailers.

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APPENDIX A

DATA COLLECTION INSTRUMENT

Objective 1 Criteria: Silly or foolish role.

Commercials	Males	Females	Commercials	Males	Females
1			31		
2			32		
3			33		
4			34		
5			35		
6			36		
7			37		
8			38		
9			39		
10			40		
11			41		
12			42		
13			43		
14			44		
15			45		
16			46		
17			47		
18			48		
19			49		
20			50		
21			51		
22			52		
23			53		
24			54		
25			55		
26			56		
27			57		
28			58		
29			59		
30			60		

APPENDIX B

DATA COLLECTION INSTRUMENT

Objective 2 Criteria: Hit, kicked, or physical aggression imposed.

Commercials	Males	Females	Commercials	Males	Females
1			31		
2			32		
3			33		
4			34		
5			35		
6			36		
7			37		
8			38		
9			39		
10			40		
11			41		
12			42		
13			43		
14			44		
15			45		
16			46		
17			47		
18			48		
19			49		
20			50		
21			51		
22			52		
23			53		
24			54		
25			55		
26			56		
27			57		
28			58		
29			59		
30			60		

APPENDIX C

DATA COLLECTION INSTRUMENT

Objective 3 Criteria: Unintelligible language.

Commercials	Males	Females	Commercials	Males	Females
1			31		
2			32		
3			33		
4			34		
5			35		
6			36		
7			37		
8			38		
9			39		
10			40		
11			41		
12			42		
13			43		
14			44		
15			45		
16			46		
17			47		
18			48		
19			49		
20			50		
21			51		
22			52		
23			53		
24			54		
25			55		
26			56		
27			57		
28			58		
29			59		
30			60		

APPENDIX D

DATA COLLECTION INSTRUMENT

Objective 4 Criteria: Lazy.

Commercials	Males	Females	Commercials	Males	Females
1			31		
2			32		
3			33		
4			34		
5			35		
6			36		
7			37		
8			38		
9			39		
10			40		
11			41		
12			42		
13			43		
14			44		
15			45		
16			46		
17			47		
18			48		
19			49		
20			50		
21			51		
22			52		
23			53		
24			54		
25			55		
26			56		
27			57		
28			58		
29			59		
30			60		

APPENDIX E

DATA COLLECTION INSTRUMENT

Objective 5 Criteria: As animals or with animals.

Commercials	Males	Females	Commercials	Males	Females
1			31		
2			32		
3			33		
4			34		
5			35		
6			36		
7			37		
8			38		
9			39		
10			40		
11			41		
12			42		
13			43		
14			44		
15			45		
16			46		
17			47		
18			48		
19			49		
20			50		
21			51		
22			52		
23			53		
24			54		
25			55		
26			56		
27			57		
28			58		
29			59		
30			60		