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THE EFFECTS OF GENDER STEREOTYPING ON TELEVISION TOWARDS CHILDREN

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ABSTRACT

The aim of this study is to identify The Effects of Gender Stereotyping on Television towards Children. Effects are things that is caused or produced by something else and can also be defined as consequences or outcomes. Meanwhile, the definitions of gender requires us to ensure that health policy, programmes, services and delivery models are responsive to the needs of women, men, girls and boys in all their diversity. Next is stereotype, stereotype is grouping races or individuals together and make a judgment about them without knowing them. Racial remarks, sexual remarks, and gender remarks are the biggest stereotypes. Next is television, television is a device with a screen that can receive the signal. Television often shows many news, cartoon and films. Last but not least, children can be described as cycle of human life which starts from a children phase then growing up and getting older.

Keywords: Effects, Gender, Stereotyping, Television, Children

CHAPTER 1
INTRODUCTION

1.1 Background of Study

In general, gender stereotyping is the practice of ascribing to an individual woman or man specific attributes, characteristics or roles on the sole basis of her or his membership of the social group of women or men (European Institute for Gender Equality, 2017). In cultural norms, gender stereotypes can be something good to society or bad because gender stereotypes is not something new in our life, society needs to develops deeper knowledge about it and start to be open minded, thus changing the mindset of the traditional gender roles.

Gender stereotyping can be categorized as the men are usually more dominant in male-female interactions. Also, men on television are often portrayed as rational, ambitious, smart, competitive, powerful, and tolerant, while women are sensitive, romantic, attractive, happy, warm, sociable, peaceful, and fair. Gender stereotyping can be seen clearly in media especially in television. The media machine played a great role in creating gender stereotypes. In fact, to reach out to more audiences and viewers, to become universal, mass media has played the gender stereotype card more than often (non.bullying.com, 2016).

As the researchers are going to focus on the children age 5 to 8 years old, it is noted that between the ages of 3 and 5 years, children develop their gender identity and begin to understand what it means to be male or female. In addition, almost immediately after becoming gender aware, children begin developing stereotypes which they apply to themselves and others, in an attempt to give meaning to and gain understanding about their own identity. These stereotypes are fairly well developed and become rigidly defined between 5 and 7 years of age (Aina & Cameron, 2011), making the preschool years a crucial period to deal with gender stereotypes.

It can be seen that influence of television has served to perpetuate notions that boys have more value than girls. Gender stereotypes riddle in movies, TV shows, online videos and games, telling boys that it is normal to use aggression to solve problems and girls that their self-worth is tied to their appearance. These images are so deeply ingrained and pervasive that many of the society do not even notice the bias, making it more insidious because they do not even realize that they are exposing their children to it (Atwater & Nelson, 2017).