

# Representation of men and women on tv

Psychology



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Representation of men and women on TV During the several TV shows I watched while gathering data, most of them did not make conspicuous effort towards displaying ethnic knowledge to the viewers. The record of males and females following out any activity or chore includes men going to work (W), making breakfast for themselves and for the significant other (C), getting grocery for himself and family (F), hanging out with friends to spend quality time (Q), eating out dinners on work days (D), exercising to remain fit and healthy (E) and several other similar to the ones mentioned. While men could do all that, women are multi-tasking most of the times. A female is often displayed as a soccer-mom that is she has to drive her kids to school (K), go to work (W), make several calls if the house calls for maintenance (M), take a quiet walk or jog outside sometimes to put herself together to think clearly (T), spending time in spas to restore her balance of beauty which is her special time (S), prepare food for family (F), paying utility bills (U), and going out for a date night (D) be it single women or a single mom who has been separated. When it comes to social circle of both the genders, they get along well, and there is not much difference in there that could show a significant difference in the social involvement of both.

Another pattern of the voice-overs, in advertisements along with the TV shows, the count of that of males, is a little higher than that of females. If there are 3 shows or advertisements that have female voice over, then there are 4 shows and 7 advertisements in which male voice over are heard in the background. However, when it comes to the face of the advert, it has certainly females representing them mostly. They are more functional and have a central and significant role in advertisements even if the ad is of any male product (Limpinnian, 2002).

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In my opinion, there is not much stereotyping involved anywhere except for the fact that females play the central role in adverts to increase the attractiveness of it which would in turn result in the sale of product. The rest is pure examples of non-stereotypical roles of both in the society.

#### References

Limpinnian, D. (2002). The Portrayal of Men and Women in TV Ads. Retrieved December 10, 2012, from <http://www.aber.ac.uk/media/Students/del0001.html>