



Screening Gender on Children's Television: The Views of Producers around the World

Dafna Lemish

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Screening Gender on Children's Television offers readers insights into the transformations taking place in the presentation of gender portrayals in television productions aimed at younger audiences. It goes far beyond a critical analysis of the existing portrayals of gender and culture by sharing media professionals' action-oriented recommendations for change that would promote gender equity, social diversity and the wellbeing of children.

Incorporating the author's interviews with 135 producers of children's television from 65 countries, this book discusses the role television plays in the lives of young people and, more specifically, in developing gender identity. It examines how gender images presented to children on television are intertwined with important existential and cultural concerns that occupy the social agenda worldwide, including the promotion of education for girls, prevention of HIV/AIDS and domestic violence and caring for 'neglected' boys who lack healthy masculine role models, as well as confronting the pressures of the beauty myth.

Screening Gender on Children's Television also explores how children's television producers struggle to portray issues such as sex/sexuality and the preservation of local cultures in a profit-driven market which continually strives to reinforce gender segregation. The author documents pro-active attempts by producers to advance social change, illustrating how television can serve to provide positive, empowering images for children around the world.

Screening Gender on Children's Television is an accessible text which will appeal to a wide audience of media practitioners as well as students and scholars. It will be useful on a range of courses, including popular culture, gender, television and media studies. Researchers will also be interested in the breadth of this cross-cultural study and its interviewing methodology.



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