
Contents

<i>List of figures</i>	ix
<i>Acknowledgements</i>	x
<i>Preface: The Journey</i>	xii
1 Gender Representations and Their Socializing Role: What Do We Already Know?	1
<i>Features of Gender Representations in Children's Visual Media</i>	1
<i>Theoretical Conceptualization and Framing</i>	7
<i>Construction of Gendered Identities and Roles</i>	15
<i>Asking New Questions</i>	18
2 Studying Producers of Quality Television Around the Globe: Methodological Issues	20
<i>Quality Television for Children</i>	20
<i>The Events</i>	22
<i>The Interviewees</i>	26
<i>The Interview</i>	33
<i>Presentation of Results</i>	37
3 What Does Gender Mean?: Understanding Gender in Cultural Context	39
<i>Introduction</i>	39
<i>Gender Between a Rock and a Hard Place: The Local and the Global</i>	40
<i>Local Cultural Perspectives of Gender</i>	49
<i>Concluding Notes</i>	68
4 The Big No-No: Sex and Sexualities	71
<i>Sex and the Media</i>	71
<i>Discussing Sex and Sexualities</i>	78

	<i>Sex on Television as a Taboo</i>	78
	<i>Homo/Lesbian Sexualities</i>	87
	<i>Sexual Abuse</i>	91
	<i>Girls: An Integrated Case Study in the Representation of Sex</i>	93
	<i>Concluding Notes</i>	97
5	The Segregated Workplace and the Implied Audience	102
	<i>Gendered Workplace</i>	102
	<i>The Implied Audience</i>	106
	<i>Concluding Notes</i>	120
6	Gender Representations in Children's Television: Eight Working Principles for Change	124
	<i>Equality</i>	125
	<i>Diversity</i>	133
	<i>Complexity</i>	139
	<i>Similarity</i>	142
	<i>Unity</i>	148
	<i>Family</i>	151
	<i>Authenticity</i>	156
	<i>Voicing</i>	164
7	Beyond The Principles: Concluding Notes on Changing Gender Representations	170
	<i>Toward Gender Equity in Children's Television</i>	171
	<i>The Power of Imagination</i>	174
	<i>Glossary of Programs</i>	178
	<i>Notes</i>	187
	<i>Bibliography</i>	202
	<i>Index</i>	214