This source discusses how what we view in media is considered to be reality, albeit an unspoken reality. The article mentions that television (a medium) has been a consistent source that affects some viewer’s actions, and gender is a performance, not a biological fact. It is further discussed how television is able to shape our beliefs because we do not watch with a media literate eye, however we are passive consumers in the media game. The article then discusses Cultivation Theory, a theory which examines the long-term effects of television. Later, it is discussed how viewers may have a choice as to the particular programming they wish to consume, however they do not get a choice as to which advertisements they consume, leading to the repetitive exposure of gender stereotypical images. These stereotypes are discussed as women playing a passive role while men are portrayed dominantly. It is also discussed how women may limit their ambitions as a result of the stereotypes they are exposed to in media. The article then examines a study that was performed, it discusses the procedure that was used in the study, the coding that was used, an analysis of the data which was obtained, and discusses the results of the study. The article then briefly discusses how the data shows that there is a slight closing of the gap between how men and women are depicted in advertisements. The authors of the article then offer a solution to the problem.

This will prove to be a useful source to back other research that will be used to support my argument regarding gender stereotypes in media. It will be useful because it is another source that shows that gender stereotypes are portrayed in advertising, one of the sources of media that is consumed without much of a choice. The information from this source is reliable as it is a scholarly, peer-reviewed, journal article which was found in the Cameron University Academic Search Premier.

This article assists the argument of gender stereotypes in media. This article is important as it further discusses how we are passive consumers of media, an important aspect of the continuation of gender stereotypes. “Watching Each Other: Portrayals of Gender and Ethnicity in Television Advertisements” will help shape a well-formed argument. This is a new article which was published in 2013. This article supports other knowledge that I have gained regarding gender stereotypes.