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## GENDER ROLES IN THE MEDIA: A STUDY OF THEIR CONTENT

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### ABSTRACT

*Sex Roles has a remark on quantitative content assessments of gender roles in media. The broad range of data provided reveals a few patterns and several key takeaways. It's no secret that women are underrepresented in a variety of fields, from sports to the arts to the workforce in general. To make matters worse, women are often shown in a limited, unfavorable light. For the most part, women are specified by depicting them in lewd or sexually suggestive poses. Face expressions, bodily postures, and other variables show how women are treated as second-class citizens. Finally, they are portrayed in stereotypically feminine roles. Women are often depicted as stay-at-home moms, spouses, or mothers, as well as sexual gatekeepers. Despite the fact that most research back up these claims, several intriguing moderating variables including race have been discovered. Next stages should include the development of theory and a body of data on the consequences of exposure to under-representation of women. There is also a scarcity of information on the impact of sexualized or stereotyped representations on young audiences. It is also suggested that in the future, content assessments be conducted on new media, including those produced and disseminated by users. Conclusion: While expanding the presence of women in media may be beneficial, the way in which they are depicted must also be taken into account to prevent growing negative or stereotyped portrayals that may be especially detrimental to viewers. Conclusion.*

**KEYWORDS:** *Content Analysis, Gender Roles, Homosexual, Media, Sex, Sports.*

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