

Lifestyle

CRTC REPORT

The portrayal of gender

OTTAWA - Men make up 70 per cent of Canada's population. Housework and raising children are women's activities. Most experts are men.

If you've been watching Canadian television lately, those are some of the implicit messages you've received about the roles of men and women in society, a recent study has found.

And if you have children, they are likely getting the same view of the world from sitting in front of the Saturday morning cartoons while you sleep in.

If you're concerned about it, the Canadian Radio-Television and Telecommunications Commission wants to hear from you.

The report, The Portrayal of Gender in Canadian Broadcasting, is based on an examination of television and radio programming in 1988. Released in late December, it is the latest step in the CRTC's efforts to promote a more "positive and realistic" treatment of women on Canadian airwaves.

The CRTC is now asking for public comments on the subject as part of a review it will conduct this year of its policies on sex-role stereotyping on television and radio.

Those policies are currently based on voluntary guidelines adopted by broadcasters and advertisers in the early 1980s and recently updated. In 1986, however, the commission said the initial experience with self-regulation has been "only partially successful and that further action is necessary."

INDUSTRY RESPONSE

One response from broadcasters was to create the Canadian Broadcast Standards Council, which will begin working this year to monitor adherence to a range of industry codes. The council is composed of several regional branches, each with equal representation from broadcasters and the public.

The recently released study is a follow-up to a 1985 report, done by the same consultants, which examined sex roles in Canadian broadcasting in 1984. The aim was to see if much had changed, and it concludes that most trends



Paul Bagnall

Ottawa
Thomson News
Service

seen in 1984 were still evident in 1988.

"The four-year period is characterized much more by stability than by change," the authors conclude.

The only area in which women had a consistently greater presence in 1988 was in news programming.

For instance, appearances by female news announcers made up 39 per cent of the total on English-language television in 1988, compared to 31 per cent in 1984.

But men still dominated as "experts" interviewed for their knowledge of particular topics - only 15 per cent of such experts were women - and as reporters covering national or international stories.

In television advertising, 85 per cent of the voiceovers were by male announcers. Yet women actors were more often seen wearing revealing attire than men were. And in ads that showed food being prepared or served, women more often than not were doing it.

SOCIAL ROLES

The study also found Canadian English-language drama programs to include far fewer female characters than similar shows from the United States. Only 30 per cent of the characters on Canadian programs were women - up from 26 per cent in 1984 - while the figure was 40 per cent on American shows.

Moreover, the social roles in which female characters outnumbered males were all traditionally associated with women: taking care of children, maintaining a home and dealing with family matters. Male actors were

used most often in roles involving paid employment.

The same patterns were seen in children's cartoons, where more than three-quarters of all characters were male.

The CRTC has set March 15 as the deadline for written suggestions on ways to ensure a more balanced picture. If the last round of public discussion is any guide, however, the commission isn't likely to be flooded with submissions. In 1986, only 16 individuals bothered to comment.

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Black Creek Village open on weekends

Toronto - Both the Visitors Centre and Half Way House at Black Creek Pioneer Village will remain open, weekends only, from Saturday, Jan. 12, to Sunday, Mar. 3, 10 a.m. to 4:30 p.m.

Visitors can walk through the Village in wintertime, then warm up at the Half Way House with some mulled apple cider and freshly baked cookies. The Half Way House dining room will also offer a winter menu throughout this period of time. Upstairs in the Half Way House ballroom they can view a special 19th-century fashion exhibit called "Changing Shape of Fashion in the 19th Century."

A good way to wrap up the day

is by enjoying a horse-drawn sleigh ride, weather permitting, or an old-fashioned wagon ride. Individual and group rides are available during regular operating hours. All group rides are by reservation only.

This winter there will be no skating in the Village. General admission during the winter season is \$1 for adults and \$.50 for children from five to 15 years of age.



AFTER FIVE

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PLACES TO GO

The McGibbon Hotel

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KATE REID narrating Peter & The Wolf
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Saturday, January 19, 1991

John Elliott Theatre

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GEORGETOWN CINEMAS

235 GUELPH STREET — 873-1999

CINEMA 1

LAST 2 DAYS

"...THIS IS A CHRISTMAS MOVIE ONLY
A GRINCH COULD HATE."

— Richard Corhss, TIME MAGAZINE

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THEATRE PRESENTS

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THE FAMILY

MATINEES

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CINEMA 2

6TH GREAT WEEK

"THE FUNNIEST MOVIE OF 1990!"

Jim Whaley, CBS CINEMA SHOWCASE



"IT'S THE FUNNIEST HOLIDAY MOVIE IN YEARS...
HAPPY AND HYSTERICALLY FUNNY...
THERE'S NO PLACE LIKE 'HOME ALONE' FOR THE HOLIDAYS!"
— Pat Collins, WWOR-TV

"'HOME ALONE' IS HILARIOUS,
TOUCHING AND EMOTIONALLY ENTERTAINING.
YOU AND YOUR KIDS WILL LOVE IT!"
— Jeffrey Lane, WPIX-TV

"FIVE STARS OUT OF FIVE!"
— Jerry Rubin, MTV

HOME ALONE
A FAMILY COMEDY WITHOUT THE FAMILY.

PARENTAL GUIDANCE

Evenings 7:00 & 9:15 p.m.

CINEMA 3

LAST 2 DAYS



PARENTAL GUIDANCE

WARNING

Mature Theme

Language May Offend

Evenings 7:00 & 9:15 p.m.

COMING THIS FRIDAY

"THE BEST ROMANTIC
COMEDY OF THE YEAR."

— Daphne Davis, AMERICAN WOMAN

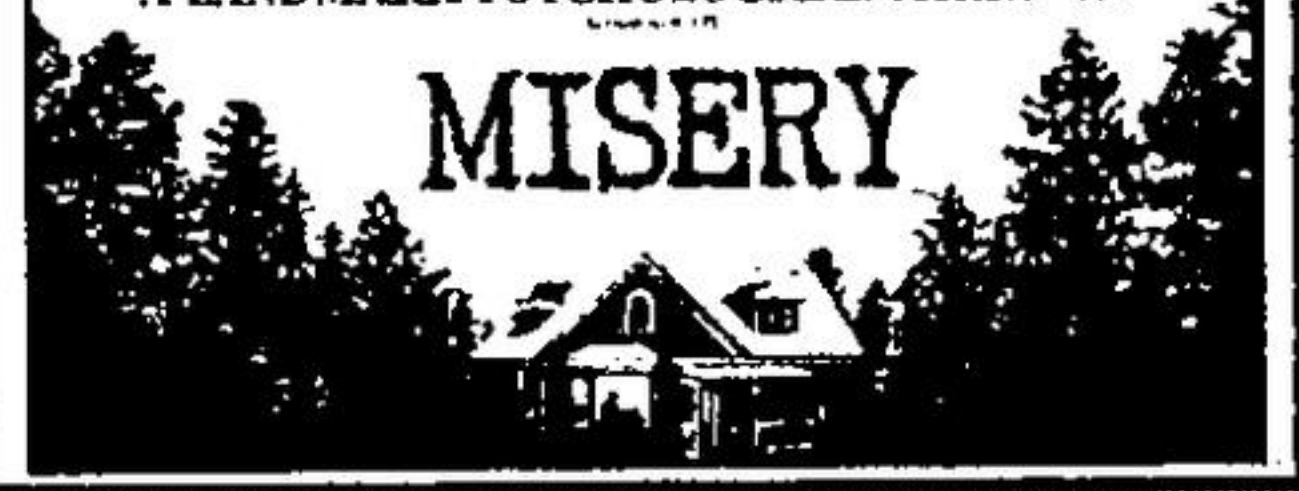
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— Joanna Langfield, CBS NETWORK

MERMAIDS

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THIS WEEK'S PASSWORD: "MERMAIDS"