



Programme:

What TV offers

- 18.15 Children's television worldwide:
Gender representation**
An analysis of 24 countries children's TV
Dr. Maya Götz (IZI, Germany)
- 18.25 Not prevalent but provocative**
Females in American TV and film
Prof. Dr. Stacy Smith
(USC Los Angeles, USA)
- 18.35 It's gonna be all white!**
Global texts and local contexts
Prof. Dr. Jeanne Prinsloo
(Rhodes University, South Africa)
- 18.45 Cute, childlike and sexualised**
Characters in Japanese animation
Damien Spry
(University of Sydney, Australia)
- 18.55 Representations of diversity**
From Black and White to Latina/os
and others
Prof. Dr. Angharad N. Valdivia
(University of Illinois, USA)

What girls and boys want

- 19.05 Romance, action and a lot more**
Watching TV from girls' and boys'
perspective
Dr. Maya Götz (IZI, Germany)

- 19.15 Cool heroes and funny freaks**
Why boys go for it
Dr. Reinhard Winter (SOWIT, Germany)

- 19.25 Kids' and young people's messages
to producers**
Prof. Dr. Norma Pecora
(Ohio University, USA)
Margit Herche (IZI, Germany)

What producers could do

- 19.35 What does gender mean?**
Prix Jeunesse producers share their ideas
Prof. Dr. Dafna Lemish
(Tel Aviv University, Israel)
- 19.45 Summary: Guidelines for more
gender sensibility**

Discussion - Panel:

Putting into practice: changes and challenges

Moderation: Firdoze Bulbulia
(South Africa, CBFA)

Linda Simensky (USA, PBS)
Naila Bhatti (Pakistan, Wikkid Plus)
Preben Vridstoft (Denmark, TV2)
Aldana Duhalde (Argentina)
Jan Willem Bult (Netherlands, KRO)