

## Gender Portrayals in Sport-Related Advertising:

Print, Point-of-Purchase, and World Wide Web Versions of Women in Sport

In 1965,  
University of Southern California  
Professor Eleanor Metheny  
observed that society  
forces females  
into "gender appropriate"  
types of sport activities.



What kinds of  
associations  
between  
women and sport  
have prevailed  
in the  
nineties?



A Talk  
by  
ICS Fellow  
and  
Associate Professor of Sport Management

Jacquelyn Cuneen, Ed. D.

3:30 pm  
October 4, 1999  
Alumni Room, Student Union



This presentation will examine ads appearing in the *Sports Illustrated for Kids* magazine, "in-store" advertising, and the World Wide Web. Questions to be addressed include: Which gender is featured most prominently in print, in-store, and WWW sport-related ads? Does the interactive WWW present sport visuals differently from traditional ad forms? Which kinds of ads still stress the stereotype of female competitive weakness in sports?



**ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC**

For further information, call  
The Institute for the Study of Culture and Society  
at (419) 372-0585