Abstract

Introduction. This article presents the partial results of an interdisciplinary research study that is part of a wider innovation project funded by the University of Salamanca. Objectives. The main objectives of the study are to identify the gender roles represented in the Spanish television programmes produced during the 1960s, 1980s and 2000s in order to detect the social changes that have occurred throughout these periods. Method. The study is based on a mixed method: a survey questionnaire administered to students and professors from different postgraduate degree programmes to detect the social paradigms represented on television during the aforementioned periods, as well as the values and stereotypes that underpin them. To analyse the social changes in the different periods we performed repeated measures anovas and the post-hoc test (Bonferroni correction) to the quantitative response variables of the survey questionnaire and nonparametric tests (Cochran’s Q test and McNemar’s Test) to the dichotomous categorical response variables. Conclusion. There has been a paradigm shift in the representation of gender roles in Spain, but this evolution has been uneven. The mistreatment of women is represented in the audiovisual texts and these representations seem to be based on the loss of the traditional identity.

Keywords

Gender roles; audiovisual texts; Spanish television; social evolution.