

Children's Television Worldwide: Gender Representation

in



Cuba

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Children's Television Worldwide:

Gender Representation in Cuban Children' Television

Children's Television in Cuba

Television begins in Cuba in 1950. After the victory of the Revolution in 1959 began a process of transformation in the country. Since November, 1960 Television is controlled by the State and the Cuban Institute of Radio and Television (ICRT) was found. At the ICRT there are a Redaction of Infantile and Juvenile Programs, in charge of the national production for children and young people.

Nowadays there exist 4 national channels of Television and 20 provincial channels. The content of all of them is controlled by a programming policy that has the objective to promote the social and psychological development of children and pretend be in correspondence with the Cuban social process. Since the 90's, because of the crisis that have been taken place in the country, ICRT have had a lot of economic problems that affect all the programming, include children TV. In order to promote the recuperation of quality and the national production for children, in the present are planed actions and lines of work with other institution that works for children.

Sample selection:

The sample is based on the following Cuban television networks: Cubavisión and Tele Rebelde. For these channels the children's programme of the country was recorded in the agreed upon time frame and subsequently categorized and measured.

Dates of recording: 14.05.2007 – 24.06.2007.

The sample analysed here consists of 86 hours of explicit children's television, 69 hours of fictional shows, 364 programmes (290 fictional shows), 836 characters (fiction) and 246 human characters.

Children's Television Worldwide:

Gender Representation in Cuban Children' Television

What is offered to children - Results at show level:

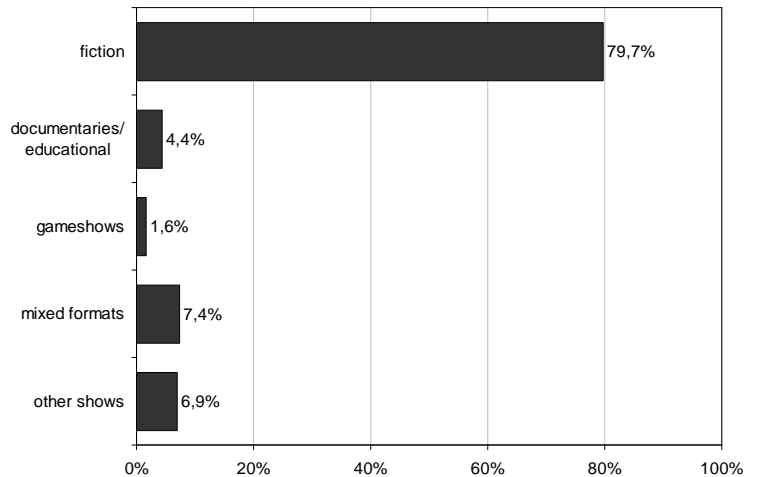
More fictional or a more non-fictional programmes?

We coded every show/piece of programme of our sample. Advertisements and trailers are coded in block (e.g. there are 6 different commercials between two shows they are coded as one block). A show begins with the opening and normally ends with the credits (it is possible that one show consists of 2 episodes like in SpongeBob but they are still one show).

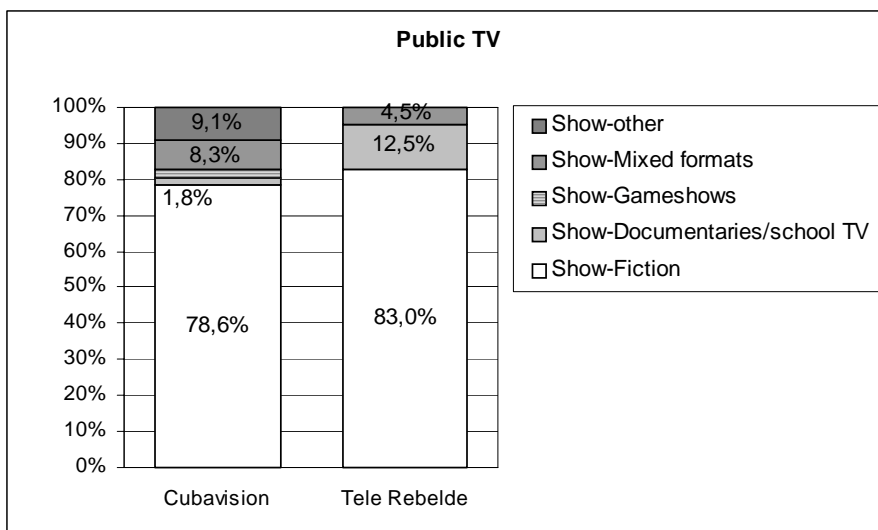
The sample comprises altogether 364 shows that can be categorised into different programme types. 290 shows or 79.7% can be referred to as fiction, 16 shows (4.4%) were documentaries, 6 were game shows (1.6%) and 27 mixed formats (7.4%).

Of interest for the further analysis of the children's programmes are only the 290 fictional shows that were coded. Those are in 94.5% of the cases animation shows and in 2.8% of the cases shows with real people (n=8). Then there is 1 puppet show (0.3%) and 7 mixed formats (2.4%).

Differentiation between fiction and non-fiction



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 86 h children's programme



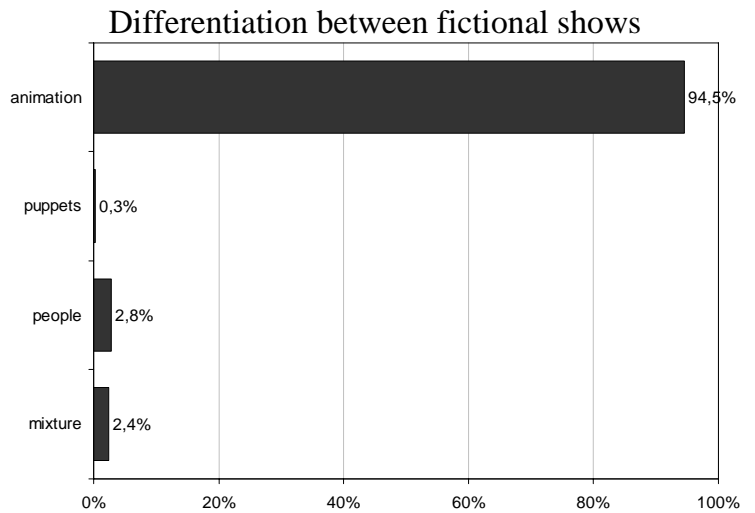
Both public TV stations broadcast most of the time show-fiction programs (Cubavision: 78.6%; Tele Rebelde: 83.0%).

Children's Television Worldwide: Gender Representation in Cuban Children' Television

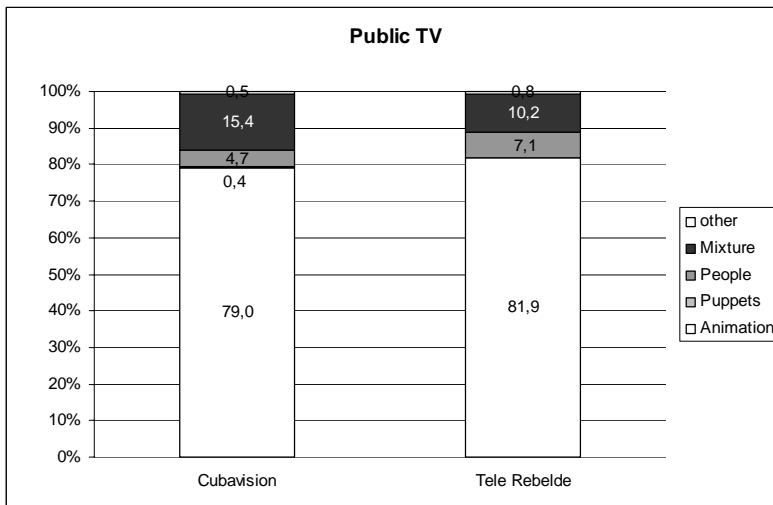
What type of fictional programme could be found? A lot of animation!

We coded the general type/genre of show. Is it an animation or a puppet show? Or mixed?

Among the 290 recorded fiction shows were 274 (94.5%) animation shows; in 8 shows (2.8%) real people are the actors/actresses and 1 (0.3%) was a puppet show. 7 shows (2.4%) were mixtures of several of these categories.



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme



Both public TV stations broadcast most of the time animated programs (Cubavision: 79.0%; Tele Rebelde: 81.9%).

Children's Television Worldwide: Gender Representation in Cuban Children' Television

	Animation	Puppets	People	Mixture	other
Slovenia	96,5%	0,9%	1,9%	0,7%	0,0%
China	96,4%	0,7%	2,9%	0,0%	0,0%
Canada	95,9%	0,7%	0,7%	2,0%	0,7%
Egypt	95,3%	0,0%	2,6%	2,1%	0,0%
Cuba	94,5%	0,3%	2,8%	2,4%	0,0%
Syria	93,5%	0,0%	3,2%	0,0%	3,2%
Kenya	90,6%	0,7%	8,1%	0,7%	0,0%
Netherlands	90,0%	0,8%	9,2%	0,0%	0,0%
Germany	88,8%	1,8%	7,0%	2,4%	0,0%
Austria	88,3%	2,6%	6,4%	2,6%	0,0%
Hong Kong	85,8%	3,6%	8,9%	1,8%	0,0%
Hungary	85,8%	12,1%	0,7%	1,4%	0,0%
South Africa	85,3%	3,9%	8,3%	2,5%	0,0%
USA	84,8%	1,3%	8,5%	5,5%	0,0%
Norway	84,6%	2,6%	10,3%	2,6%	0,0%
Brazil	84,2%	1,1%	12,6%	2,1%	0,0%
India	81,0%	0,0%	19,0%	0,0%	0,0%
New Zealand	80,6%	0,0%	13,9%	5,5%	0,0%
Australia	80,4%	1,1%	11,0%	2,8%	4,6%
Israel	74,7%	0,8%	21,4%	3,1%	0,0%
Malaysia	72,4%	0,0%	13,8%	13,8%	0,0%
Argentina	58,8%	17,6%	17,6%	5,9%	0,0%
UK	55,0%	10,8%	12,3%	20,8%	1,2%
Belgium	54,8%	4,3%	18,7%	21,8%	0,4%
total	83,9%	2,4%	8,9%	4,5%	0,3%

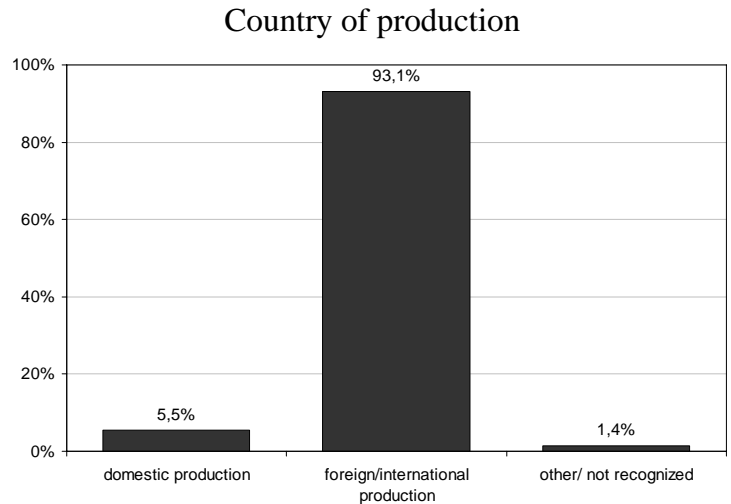
With a percentage of 94.5% animated programs, Cuba is 10% above the international average.

Children's Television Worldwide: Gender Representation in Cuban Children' Television

Where are the shows produced?

We coded where/by which company the show is produced (as far as can be seen from credits, programme magazine or other sources). Is it a company or broadcaster from one's own country or from a foreign country or an international co-production?

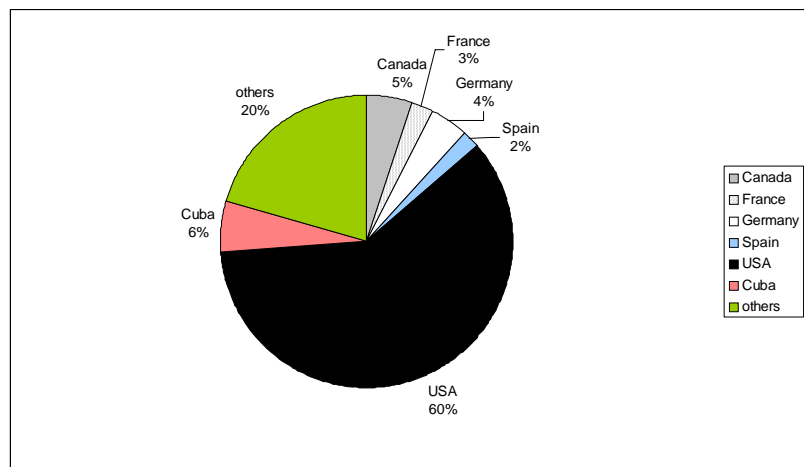
The fiction shows are in 93.1% of the cases productions of another country (n=270) and in 5.5% produced in their own country (n=16). 4 shows (1.4%) could not be classified into any category.



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme

domestic prod.	
Malaysia	82,8%
USA	82,7%
UK	67,7%
China	53,4%
Canada	44,2%
Belgium	39,8%
Germany	17,3%
India	15,8%
Hungary	13,2%
Israel	13,1%
Australia	11,1%
Norway	9,0%
Egypt	8,9%
Netherlands	7,3%
South Africa	6,4%
Brazil	6,3%
Argentina	5,9%
Cuba	5,5%
Syria	3,2%
Slovenia	2,3%
Austria	0,8%
Hong Kong	0,6%
New Zealand	0,5%
Kenya	0,0%
total	22,6%

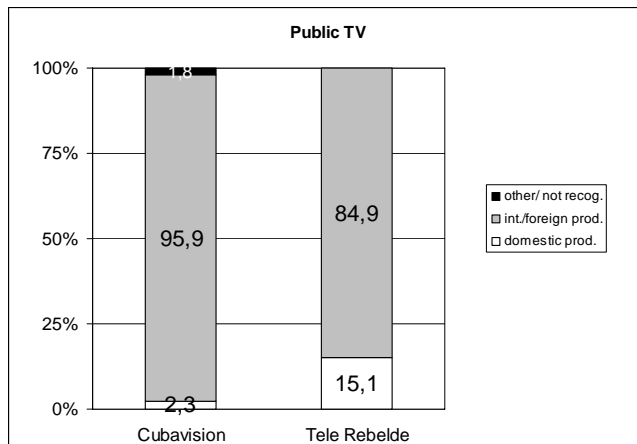
With a percentage of only 5.5% domestically produced shows, Cuba is way below the international comparison



Most foreign programs are produced in the USA (60%) and Canada (5%). Only about 6% is domestically produced.

Shouldn't there be more domestically produced shows, to show the children their own culture?

Children's Television Worldwide: Gender Representation in Cuban Children' Television

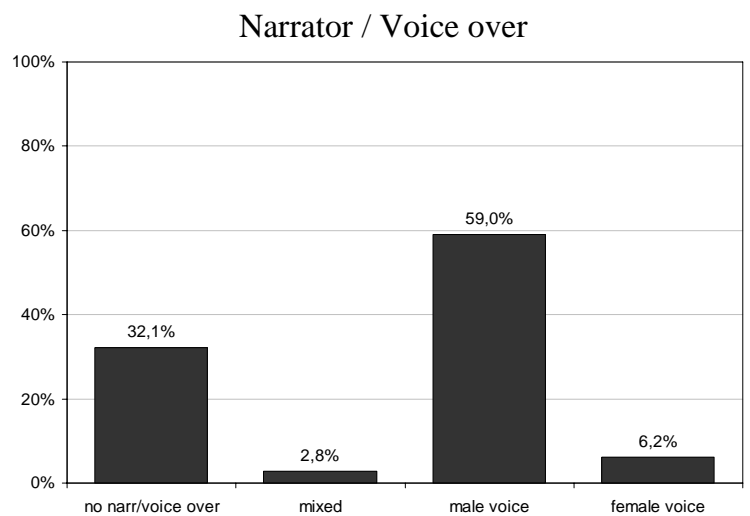


Both public TV stations broadcast most of the time foreign produced programs (Cubavision: 95.9%; Tele Rebelde: 84.9%).

Who speaks? Narrator / Voice over

We coded if there is a narrator or voice over (which means you can hear a voice but do not necessarily see the person) - is it a male or a female voice? In 171 shows (59.0%) there was a male narrator, in 93 (32.1%) fiction shows there was no narrator, in 18 shows (6.2%) there was a female narrator, and in 8 shows (2.8%) the narrators were mixed.

Children in Cuba listen almost 10 times more often to a male voice, than to a female voice!



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme

Children's Television Worldwide: Gender Representation in Cuban Children' Television

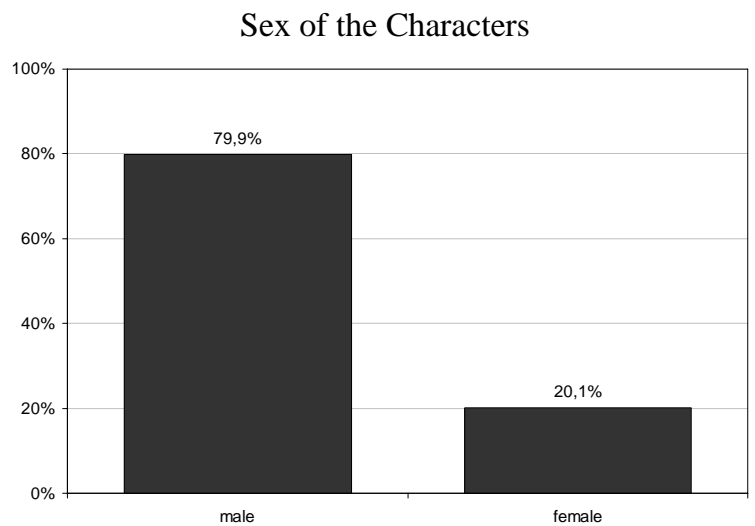
Who are the main characters? Results at character level¹

In this study we focused on the main characters of the show, which we defined as the characters that can be seen on screen at least 50% of the time of the duration of the episode. In the first step we analysed which sex it is based on grammatical terms, name of character, voice, easily identifiable sexual characteristics.

In terms of characters, in the 290 fiction shows 654 were identified as main characters.

Gender perspective: Men and boys are the heroes

The characters of the fictional shows in Cuban children's television were in 20.1% of the cases female and in 79.9% male.



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 838 fict. characters

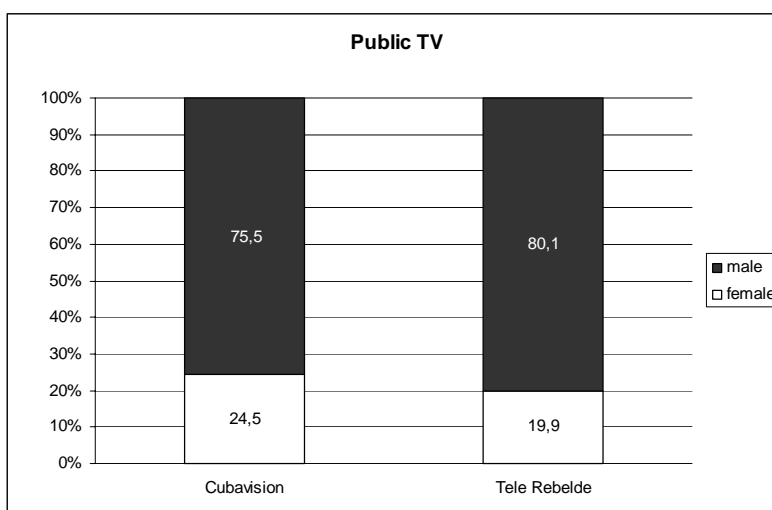
¹ Please note: The quantity of cases varies because of a different number of missings. In the gloss the max. number of cases is accounted.

Children's Television Worldwide: Gender Representation in Cuban Children' Television

female		male	
Norway	41,6%	Argentina	81,5%
Syria	38,9%	Cuba	79,9%
Israel	37,4%	Malaysia	77,2%
UK	37,3%	Egypt	71,4%
India	36,1%	Slovenia	71,2%
New Zealand	35,2%	South Africa	70,3%
Canada	35,1%	Austria	69,4%
Hong Kong	34,9%	China	69,1%
Belgium	34,5%	Germany	69,0%
Kenya	33,2%	Australia	68,5%
USA	33,1%	Brazil	68,5%
Hungary	32,6%	Netherlands	68,4%
Netherlands	31,6%	Hungary	67,4%
Brazil	31,5%	USA	66,9%
Australia	31,5%	Kenya	66,8%
Germany	31,0%	Belgium	65,5%
China	30,9%	Hong Kong	65,1%
Austria	30,6%	Canada	64,9%
South Africa	29,7%	New Zealand	64,8%
Slovenia	28,8%	India	63,9%
Egypt	28,6%	UK	62,7%
Malaysia	22,8%	Israel	62,6%
Cuba	20,1%	Syria	61,1%
Argentina	18,5%	Norway	58,4%
total	32,1%	total	67,9%

20.1% of the characters in Cuba's Children's TV are female which puts Cuba on second to last in the international comparison.

Shouldn't there be more gender equality?



In their children's program on Cubavision 24.5% of the characters are female, while on Tele Rebelde only 19.9% are female.

Children's Television Worldwide: Gender Representation in Cuban Children' Television

Is the main character a human - animal – monster – object – machine etc.?

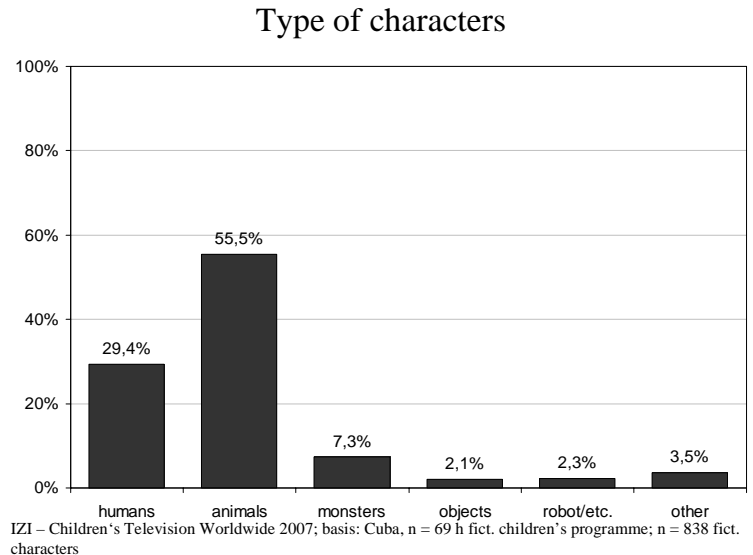
We coded generally what the nature of the character is. Is it a human, an animal, an object, a machine etc.

466 characters of the recorded were animals, which accords to a percentage of 55.5%. Part of this group is, for example, Morgana of *Wondrous Myth & Legends in 'The Brave Knights of Camelot'*. 246 of the characters (29.4%) are humans.

The monsters and mythical creatures

appear as the third largest group. 61 characters (7.3%) can be assigned to this group. Furthermore, 29 other characters (3.5%), 19 robots or machines (2.3%) and 18 plants or objects (2.1%) were recorded.

Of the animals 57 (12.3%) were female and 399 (86.2%) male. For 7 (1.5%) characters the gender was not identifiable. Of the humans 84 (34.1%) were female and 161 (65.4%) were male. 1 (0.4%) characters could not be identified. Among the plants, one was female (5.6%), 15 (83.3%) were male and 2 neutral (11.1%). Of the machines and robots which were counted, 5 (26.3%) were female and 14 (73.7%) were male. Of the monsters which were counted, 9 (14.8%) were female, 46 (75.4%) were male and 6 (9.8%) were not identifiable.



Children's Television Worldwide: Gender Representation in Cuban Children' Television

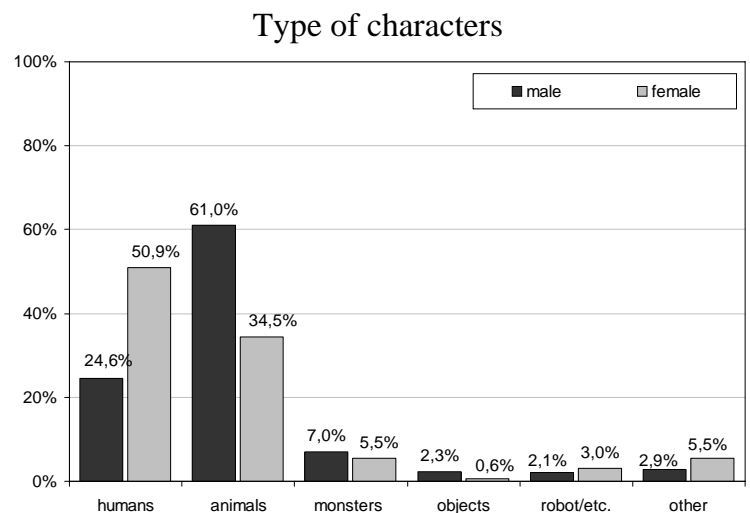
	Animal	Human	Monster/ etc.	Plant/ Object	Robot/ etc.	other
Kenya	12,8%	77,0%	9,2%	0,3%	0,6%	0,1%
South Africa	12,6%	74,3%	1,5%	0,1%	11,1%	0,5%
Malaysia	6,4%	72,8%	4,6%	16,2%	0,0%	0,0%
Slovenia	17,9%	70,9%	4,9%	0,5%	4,4%	1,4%
Egypt	21,7%	70,0%	3,2%	0,3%	4,3%	0,4%
Israel	26,8%	66,9%	3,1%	1,6%	1,5%	0,1%
Netherlands	19,7%	65,2%	10,4%	3,7%	1,0%	0,0%
New Zealand	23,5%	64,5%	4,1%	4,1%	2,8%	1,1%
Syria	23,1%	62,7%	11,9%	0,0%	0,0%	2,2%
Hong Kong	22,8%	62,0%	8,5%	0,4%	2,0%	4,3%
Canada	26,7%	60,5%	5,8%	0,8%	2,4%	3,8%
Norway	25,8%	60,1%	2,8%	5,5%	2,8%	3,0%
China	32,7%	59,2%	0,4%	1,6%	4,5%	1,6%
Brazil	22,8%	59,0%	6,2%	6,1%	1,0%	4,9%
Australia	26,0%	58,8%	4,1%	5,4%	5,7%	0,0%
Belgium	20,2%	57,8%	8,9%	2,3%	4,8%	6,0%
Hungary	35,2%	54,9%	3,8%	2,2%	2,7%	1,1%
Germany	30,7%	54,8%	4,2%	8,0%	1,2%	1,1%
UK	27,8%	54,3%	0,8%	0,0%	6,0%	11,2%
Austria	31,7%	53,6%	4,7%	7,7%	1,2%	1,1%
India	22,2%	50,6%	1,5%	8,9%	2,5%	14,3%
USA	34,2%	47,3%	6,0%	3,7%	2,2%	6,6%
Argentina	30,0%	45,5%	10,0%	13,6%	0,9%	0,0%
Cuba	55,5%	29,4%	7,3%	2,1%	2,3%	3,5%
total	26,3%	59,1%	5,0%	3,5%	3,1%	3,1%

Considering its number of human characters, CTV in Cuba is the last on an international scale. It tells most of its stories with animal characters.

Gender Perspective: Males are mostly animals, females are humans

Of the female characters 84 (50.9%) were humans and 57 (34.5%) animals. 9 (5.5%) were recorded as monsters or mythical creatures, 9 (5.5%) as others, 5 (3.0%) as robots or machines and one (0.6%) as plant or object.

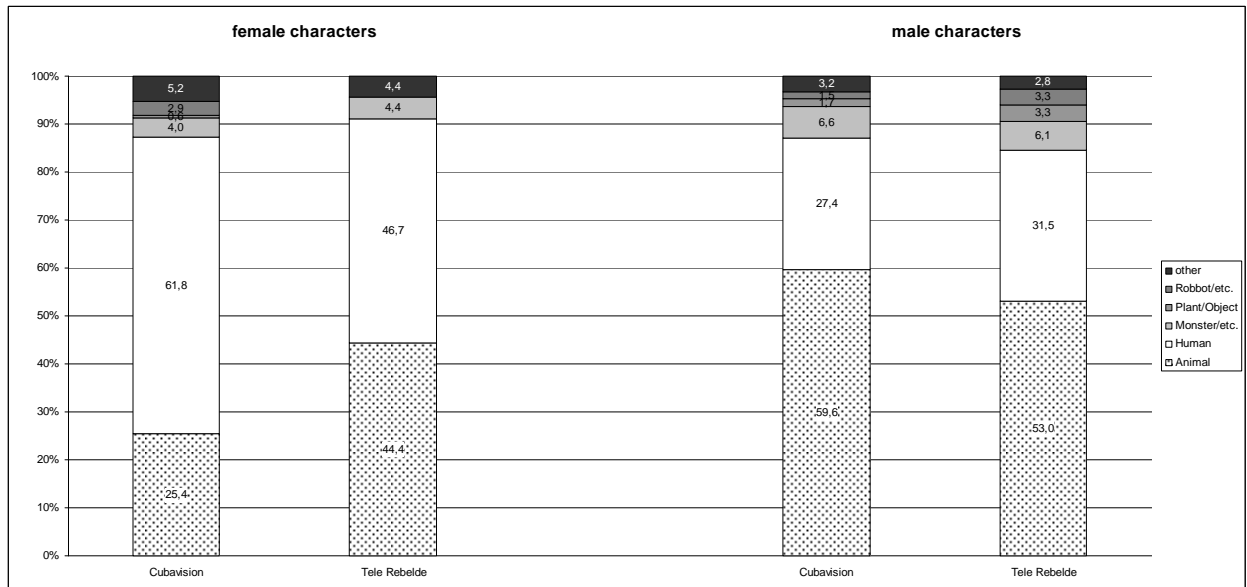
The male characters are represented in 161 cases (24.6%) as humans and in 399 (61.0%) cases as animals. Monsters and mythical creatures with male gender were found in 46 characters (7.0%), 14 (2.1%) were



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 838 fict. characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television

part of the plot as robots, and 15 male plants or objects (2.3%) could be counted. 19 male characters (2.9%) could not be assigned to any of the groups above.



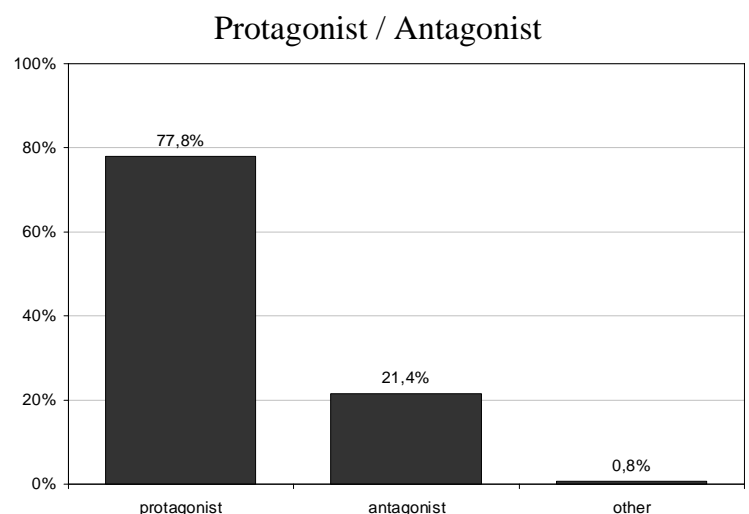
The highest percentage of female animals was found on Tele Rebelde (44.4%), while the highest share of female humans was counted on Cubavision (61.8%).

The highest share of male animals was found on Cubavision (59.6%), while the highest percentage of male humans was found on Tele Rebelde (31.5%).

What is the general role in the story: Protagonist or Antagonist?

We coded the “general part” of the character in the narration of the story – is it the good main character or the bad and evil guy/girl?

652 of the characters in Cuban children's television were identified as protagonists. This corresponds to a relative part of 77.8%. On the other hand, there are 179 antagonists that constitute 21.4% of the characters. 7 characters could be ascribed to neither type (0.8%).

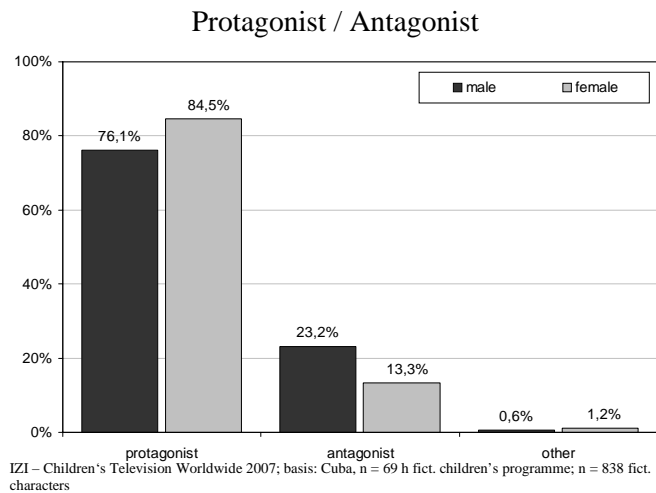


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Children's Television Worldwide: Gender Representation in Cuban Children' Television

	Protagonist	Antagonist
UK	38,6%	28,8%
Australia	61,5%	27,3%
South Africa	74,5%	23,5%
Cuba	77,8%	21,4%
China	81,1%	18,8%
Malaysia	82,1%	17,9%
Brazil	34,3%	15,9%
Norway	78,6%	15,7%
Argentina	83,6%	15,5%
Netherlands	83,1%	15,4%
India	80,6%	15,3%
Egypt	83,7%	15,0%
Kenya	82,5%	15,0%
Syria	85,1%	14,9%
Hungary	85,7%	13,6%
Slovenia	64,6%	12,8%
Canada	35,1%	11,9%
New Zealand	88,1%	11,7%
USA	78,6%	10,3%
Austria	87,1%	9,5%
Germany	87,9%	8,8%
Hong Kong	93,5%	6,5%
Belgium	93,6%	6,4%
Israel	95,5%	4,5%
total	77,0%	13,7%

With a percentage of 21.4% antagonists, Cuba is on 4th place and way above the international average.



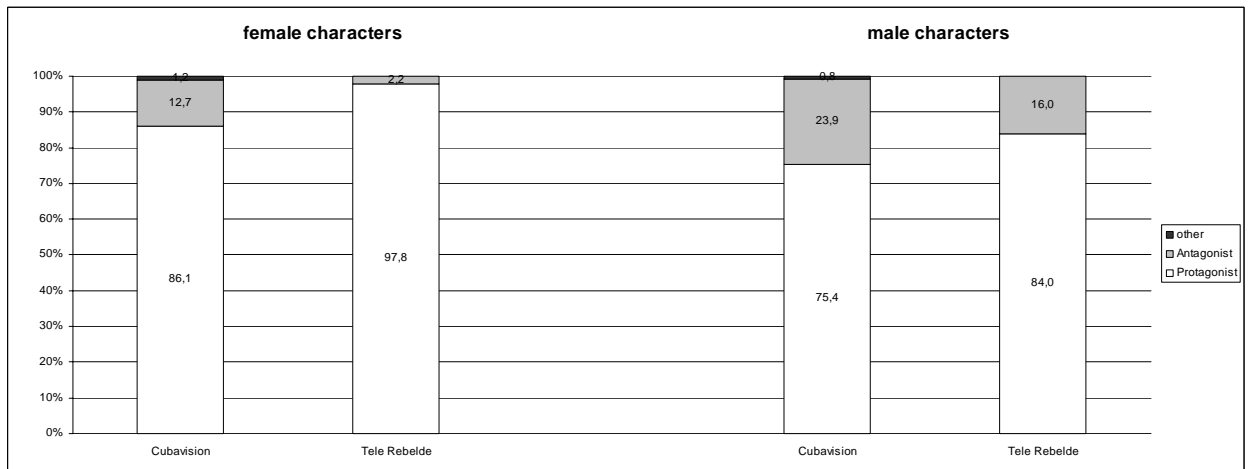
Gender Perspective: Men and Boys are more often the bad guys

652 of the characters in Cuban children's television were identified as protagonists. This corresponds to a relative part of 77.8%. On the other hand, there are 179 antagonists that constitute 21.4% of the characters. 7 characters could be ascribed to neither type (0.8%).

Among the female characters, 141 (84.5%) appear as protagonists. 22 (13.3%) of the female characters are antagonists. 2 (1.2%) were not identifiable.

With regard to boys' or men's characters, there are 498 (76.1%) protagonists. 152 (23.2%) men characters appear as antagonists, while 4 (0.6%) of the total cannot be identified.

Children's Television Worldwide: Gender Representation in Cuban Children' Television



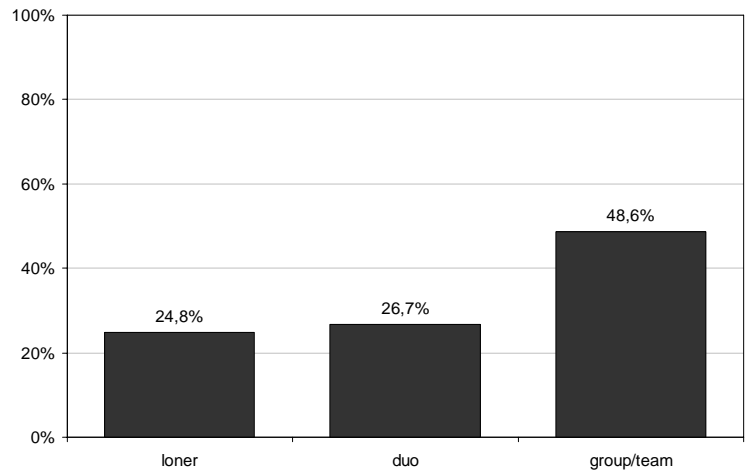
Most female (12.7%) and male (23.9%) antagonists appear on Cubavision.

In what kind of relation is the character?

We coded in what kind of constellation the main character is acting. Does he/she work alone, in a group or a duo?

207 of the characters (24.8%) are integrated into the plot as loners. 223 of the coded characters in this category are part of a duo (26.7%). 406 (48.6%) and thus the majority of the characters are part of a group or a team, respectively.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 838 fict. characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television

	loner	duo	group / team
China	14,3%	10,1%	75,7%
USA	9,4%	14,1%	74,5%
Belgium	7,6%	7,2%	72,8%
Syria	15,7%	14,2%	70,1%
Canada	9,1%	24,8%	65,3%
Malaysia	9,2%	25,4%	64,7%
South Africa	17,5%	20,3%	59,5%
Australia	14,2%	25,6%	58,3%
Egypt	16,8%	24,6%	57,6%
New Zealand	19,0%	20,9%	56,5%
UK	17,9%	22,7%	56,4%
Slovenia	27,5%	16,2%	55,6%
India	31,3%	14,4%	54,2%
Germany	18,7%	26,4%	54,0%
Austria	19,3%	26,4%	53,3%
Kenya	20,8%	26,1%	51,9%
Norway	20,6%	24,2%	50,1%
Cuba	24,8%	26,7%	48,6%
Hong Kong	25,1%	27,1%	46,8%
Hungary	22,4%	32,3%	45,2%
Israel	23,9%	31,4%	44,0%
Argentina	30,0%	29,1%	40,9%
Netherlands	34,8%	27,2%	37,8%
Brazil	67,9%	6,5%	25,0%
total	20,3%	21,1%	56,5%

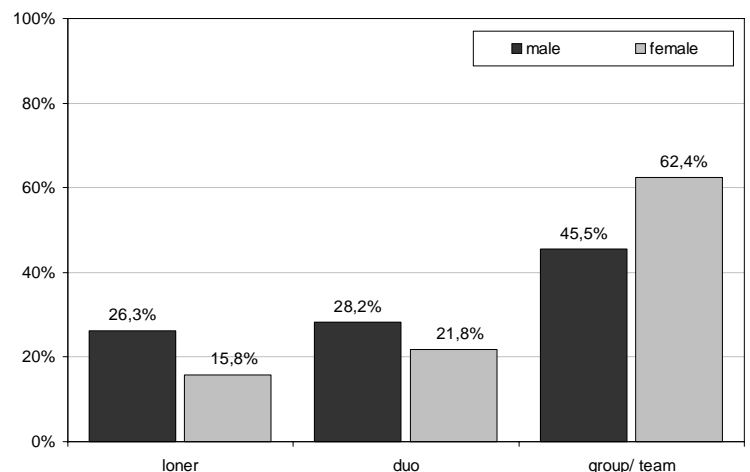
With a percentage of 48.6% of characters appearing in groups, Cuba is below the international average.

Gender Perspective: Males as loners and in duos, females in groups

Of the female characters 26 (15.8%) are loner, 36 (21.8%) are duos and 103 (62.4%) are a part of a group.

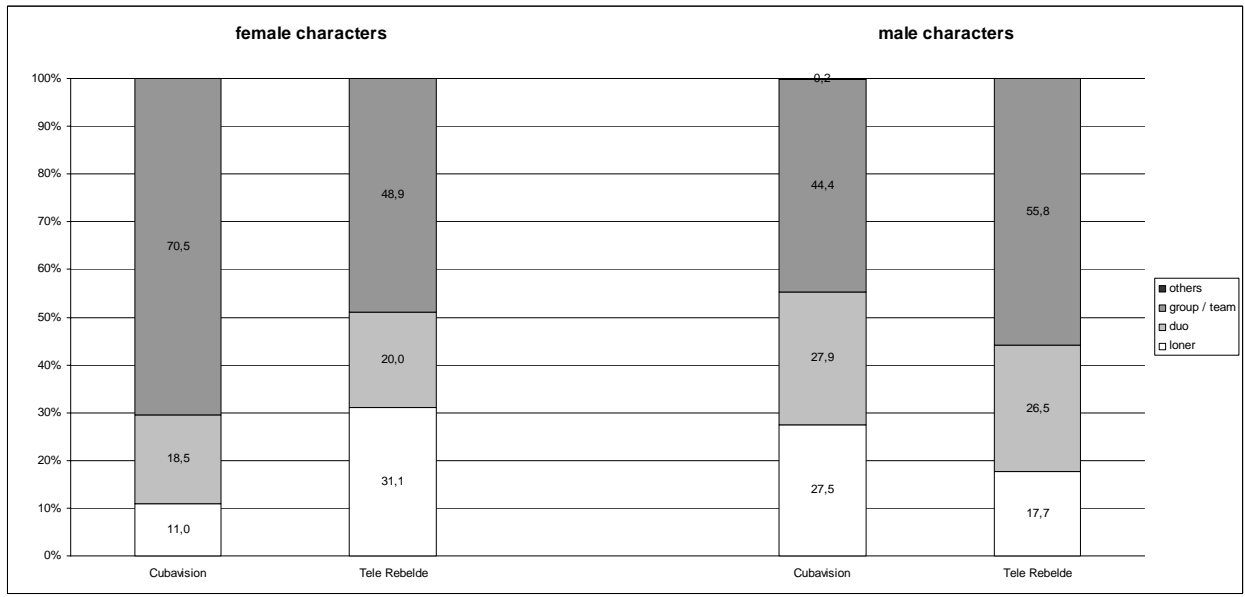
The male characters are with 172 (26.3%) loners, 184 (28.2%) duos and with 297 (45.5%) a part of a group.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, 69 h fict. children's prog.; 297 fict. shows; 842 human characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television



The highest percentage of female loners (31.1%) and also the highest share of females in duos (20%) were found on Tele Rebelde, while the highest percentage of females in groups was found on Cubavision (70.5%).

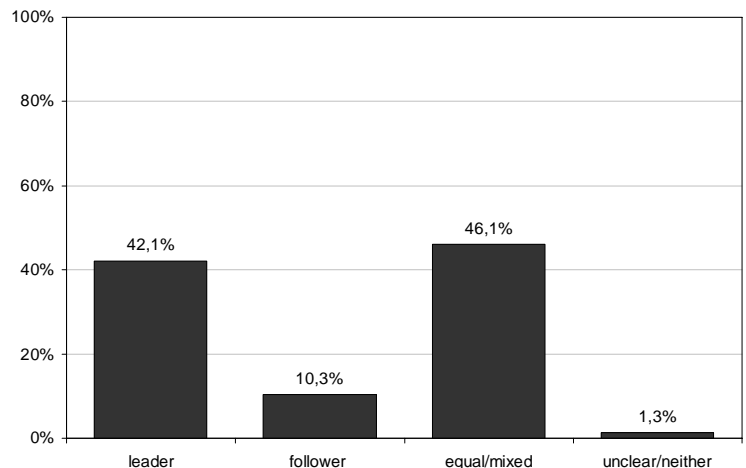
The highest percentage of male loners (27.5%) and also the highest percentage of males in duos (27.9%) appeared on Cubavision, while the highest share of males appearing in groups was found on Tele Rebelde (55.8%).

Which hierarchical position does the character assume in the show?

We coded the role in the social context. Who is dominant in the relationship and responsible for the solution of the problem? Is there a clear leading character?

385 (46.1%) of the characters appear as equals regarding hierarchical positions. 352 (42.1%) are leaders. 86 (10.3%) are part of a following, and for 11 (1.3%) characters the position was not clearly identifiable.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 838 fict. characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television

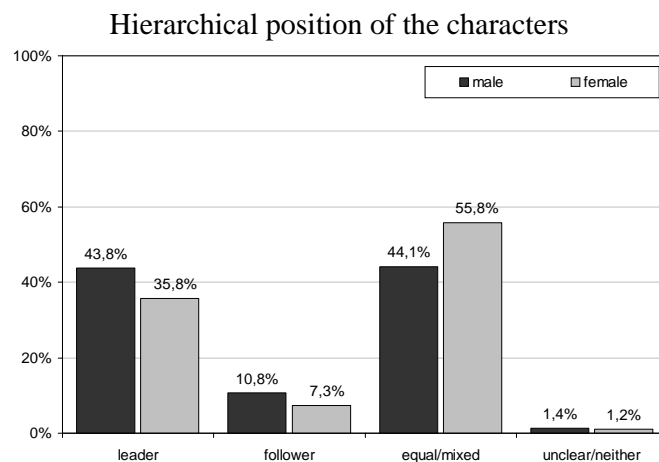
	Leader		Follower		equal or mixed
Argentina	47,3%	Australia	34,6%	Malaysia	67,1%
Cuba	42,1%	New Zealand	32,7%	Belgium	65,9%
India	40,2%	UK	30,1%	Brazil	62,9%
China	30,8%	India	26,9%	Hungary	61,4%
Norway	28,4%	Egypt	20,7%	USA	61,2%
Syria	28,2%	Norway	19,8%	Kenya	56,7%
South Africa	28,2%	South Africa	19,5%	Slovenia	54,8%
Slovenia	27,3%	Syria	16,8%	Hong Kong	53,5%
Australia	27,1%	Hungary	16,6%	Syria	53,4%
Kenya	26,7%	Canada	15,0%	Germany	47,9%
UK	26,1%	Malaysia	14,1%	Austria	47,7%
Germany	24,0%	Germany	14,0%	Cuba	46,1%
Austria	23,8%	Argentina	13,6%	Netherlands	45,9%
Egypt	23,3%	Austria	13,6%	Israel	45,5%
Hungary	18,5%	Kenya	12,1%	China	45,0%
Brazil	13,8%	Israel	10,3%	South Africa	42,9%
Israel	13,5%	Cuba	10,3%	Egypt	40,2%
USA	13,0%	USA	10,2%	Argentina	39,1%
Belgium	11,4%	Netherlands	10,1%	Norway	36,5%
New Zealand	11,0%	Slovenia	9,0%	New Zealand	33,5%
Canada	9,9%	Brazil	8,8%	India	30,7%
Malaysia	8,2%	China	8,6%	Australia	29,4%
Hong Kong	6,7%	Belgium	8,6%	UK	28,3%
Netherlands	6,4%	Hong Kong	6,9%	Canada	26,3%
total	20,5%	total	15,5%	total	47,7%

Regarding its percentage of leaders, Cuba is on second place, but below the average regarding its followers and about the average considering the percentage of characters in equal positions.

Gender Perspective: Males are mostly the leaders and followers, females equals

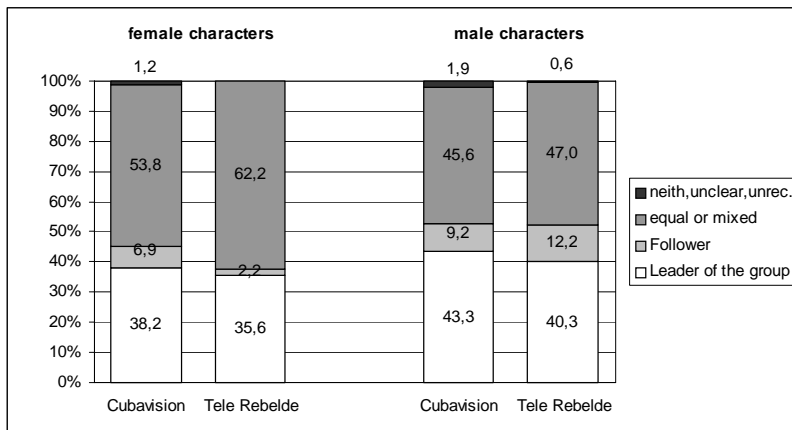
The female characters are in 92 (55.8%) of the cases equal or mixed. 59 female characters (35.8%) appear as leaders and 12 (7.3%) as followers. For 2 characters (1.2%) the constellation was not identifiable.

Among the boy and man characters 287 (44.1%) are equal or mixed and in 285 (43.8%) cases leader of a group. 70 (10.8%) are part of the following and for 9 characters (1.4%) the classification was not possible.



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 838 fict. characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television



The highest percentage of female leaders (38.2%) and also of female followers (6.9%) appeared on Cubavision. The highest share of females in equal positions was found on Tele Rebelde (62.2%).

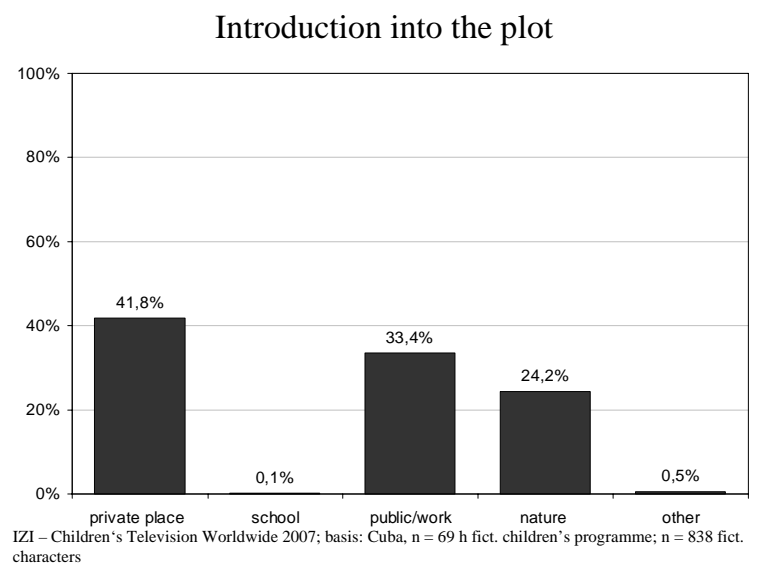
The highest percentage of male leaders was counted on Cubavision (43.3%), while the highest share of male followers (12.2%) and of males in equal positions (47%) appeared on Tele Rebelde.

At which location is the character introduced into the plot?

We coded where the character is located in its first appearance in the show (not the opening song).

The most common location at which the character is introduced into the plot is the private space. 349 (41.8%) of the recorded characters of this category appear here for the first time. Public spaces or work, respectively, rank second. Here, 279 characters (33.4%) of the characters are introduced for the first time.

202 characters are in nature in their introduction scene (24.2%), one character (0.1%) is in school, and 4 are at other locations (0.5%).



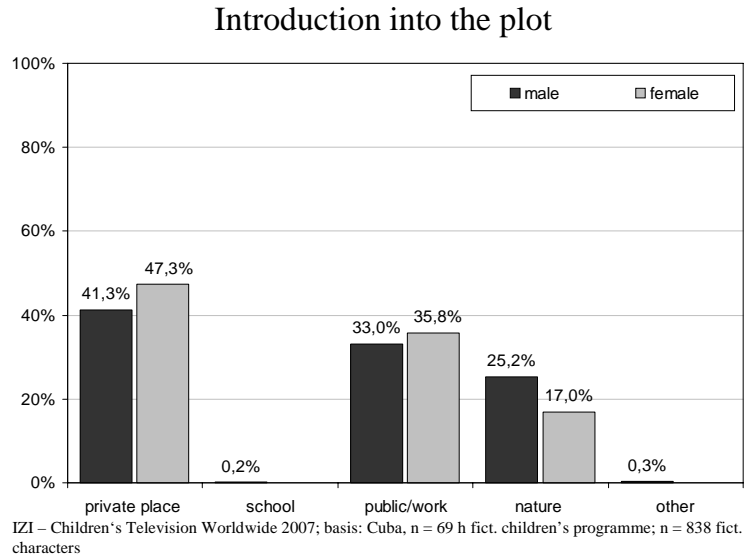
Children's Television Worldwide: Gender Representation in Cuban Children' Television

Gender Perspective: Females appear more often in private place and work sphere, males in nature

78 (47.3%) of the female characters in the sample are introduced into the plot in private settings. 59 (35.8%) of the characters are introduced in public spaces or at work. 28 (17.0%) characters appear for the first time in nature.

269 (41.3%) of the male characters are first introduced in private settings. 215 (33.0%) are presented in public or at work.

At third position are nature locations with 164 characters (25.2%) and finally school where one character (0.2%) is introduced. 3 male characters are introduced in other locations (0.5%).



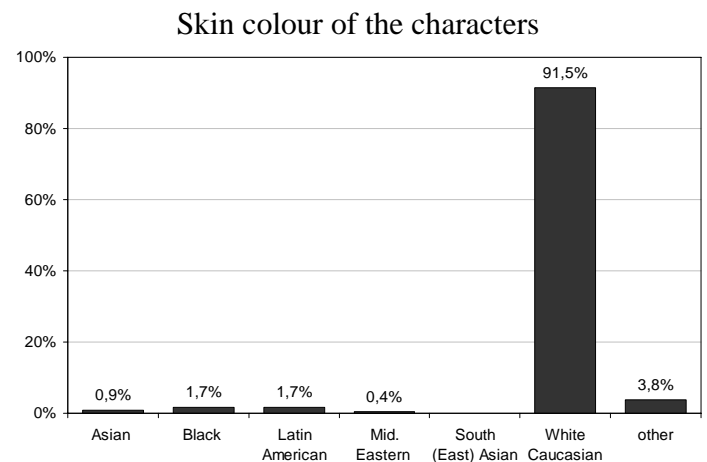
The analysis of the Human Characters

The characters which were coded as humans were furthermore coded according to their skin colour, hair colour, their age, and their physique as well as eventually existing disabilities.

What skin colour or general ethnic affiliation can we see?

We code as far as possible the skin colour or ethnicity of the main human characters and distinguished by shape of eyes, by dark or tanned skin etc.

2 (0.9%) of the human characters have shown Asian physical traits. Black characters were found in 4 (1.7%) characters of the sample. 4 (1.7%) were classified as Latin-American and 1 (0.4%) as Arab. The majority, with 214 characters (91.5%), were white Caucasian. All in all, 9 characters were classified as Other or were not identifiable.



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 246 fict. human characters

Children's Television Worldwide: Gender Representation in Cuban Children' Television

Asian		Black		Latin-American		White Caucasian	
Hong Kong	65,0%	UK	15,1%	Australia	10,6%	Cuba	91,5%
China	64,4%	USA	12,2%	USA	7,1%	Argentina	90,0%
Egypt	41,5%	New Zealand	10,6%	Israel	4,6%	Belgium	86,7%
Syria	26,2%	Germany	9,0%	Brazil	4,4%	Slovenia	86,5%
Hungary	18,6%	Austria	8,8%	Hong Kong	4,0%	South Africa	80,8%
Kenya	11,0%	South Africa	8,7%	Syria	3,6%	Canada	80,0%
USA	10,2%	Syria	8,3%	Kenya	3,5%	Netherlands	78,5%
Germany	9,2%	Brazil	7,9%	Canada	3,4%	Brazil	78,3%
Austria	9,0%	Kenya	7,0%	Netherlands	3,1%	Hungary	78,2%
Israel	7,5%	Belgium	6,6%	New Zealand	2,9%	Germany	77,5%
Netherlands	6,4%	Canada	6,6%	South Africa	2,7%	Austria	77,5%
New Zealand	6,3%	Argentina	6,0%	UK	1,9%	Norway	76,7%
India	6,3%	Israel	5,1%	Cuba	1,7%	Israel	76,4%
Brazil	5,9%	Australia	4,2%	Egypt	1,4%	Australia	74,9%
South Africa	5,7%	Netherlands	4,2%	Austria	1,4%	UK	72,8%
Canada	4,8%	Norway	3,7%	India	1,4%	New Zealand	72,6%
Belgium	4,3%	Slovenia	3,0%	Germany	1,4%	Kenya	68,9%
Slovenia	4,2%	Egypt	2,6%	Norway	0,9%	USA	67,8%
Norway	4,2%	China	2,0%	Belgium	0,9%	India	60,3%
Australia	3,2%	Cuba	1,7%	Hungary	0,9%	Syria	52,4%
UK	1,9%	India	1,6%	China	0,2%	Egypt	45,4%
Cuba	0,9%	Hungary	1,5%	Slovenia	0,1%	Hong Kong	30,3%
Argentina	0,0%	Hong Kong	0,4%	Argentina	0,0%	China	14,8%
Malaysia	0,0%	Malaysia	0,0%	Malaysia	0,0%	Malaysia	12,7%
Total	11,7%	total	6,4%	total	2,6%	total	72,2%

Considering its percentage of Asian characters, Cuba is third to last and way below the international average, also considering its black characters and the Latin-Americans. When it comes to white Caucasian characters, Cuba is on first place and way above the international average. Why aren't there more Latin-Americans in Cuban children's television?

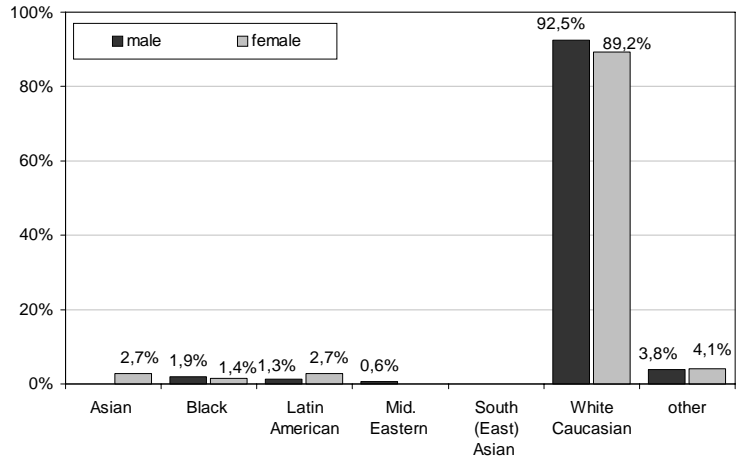
Children's Television Worldwide: Gender Representation in Cuban Children' Television

Gender Perspective: Males are more often Black and Caucasian, females more often Asian and Latin-Americans

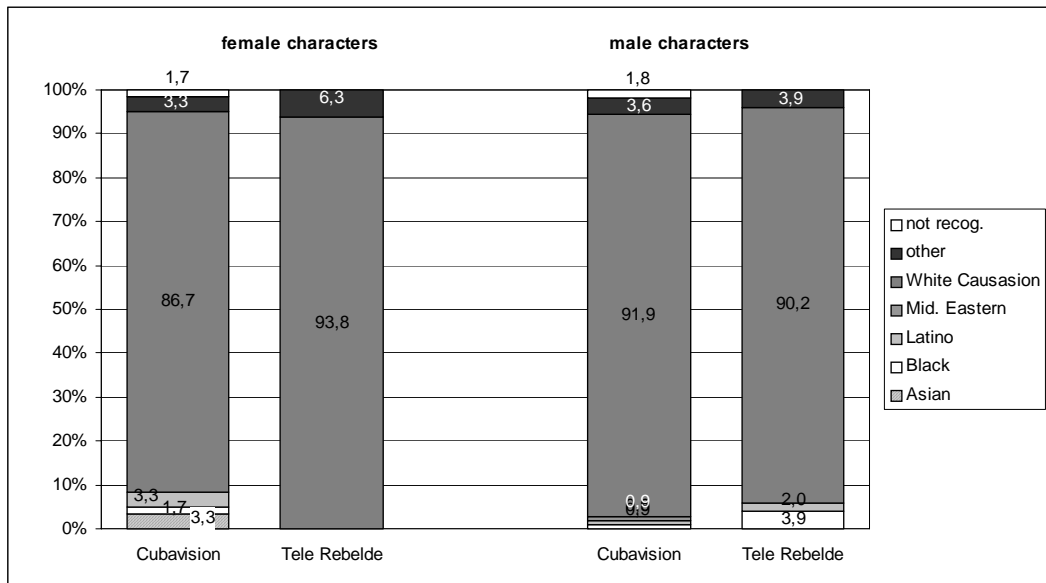
Out of the 74 female characters 66 (89.2%) are white Caucasians, 2 (2.7%) Asians, 1 (1.4%) Black and 2 (2.7%) Latin-Americans.

The 159 male characters are with 147 (92.5%) Caucasian, 3 (1.9%) Blacks, 2 (1.3%) Latin-Americans and with 1 (0.6%) Middle East.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 246 fict. human characters



The only Asian (3.3%), Black (1.7%) and Latin-American (3.3%) females were found on Cubavision, while the most white Caucasians appeared on Tele Rebelde (93.8%).

No Asian males at all appear on Tele Rebelde. Also the most Blacks (3.9%) and the most Latin-Americans (2%) were found on Tele Rebelde. The most white Caucasians were counted on Cubavision (91.9%). Shouldn't there be more ethnic variety in children's television?

Children's Television Worldwide:

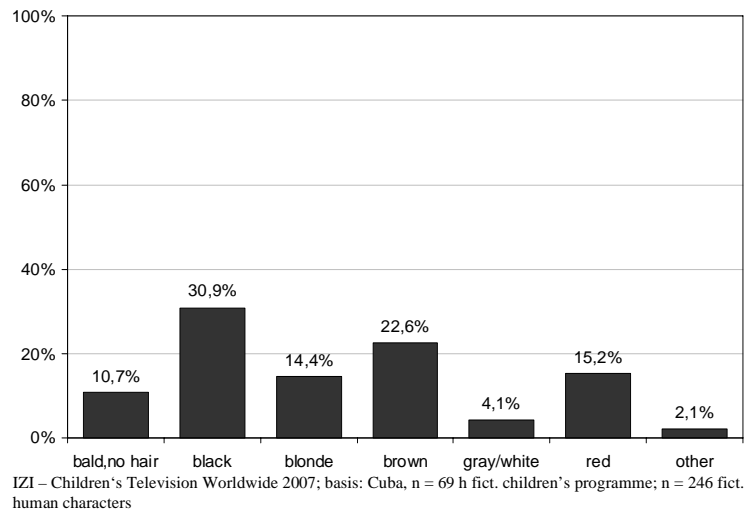
Gender Representation in Cuban Children' Television

Hair colour of protagonists

We coded what the hair looks mostly look like.

26 (10.7%) characters did not have any hair, 75 (30.9%) characters had black hair and 55 (22.6%) characters had brown hair. 35 characters were blonde (14.4%), the hair of 10 people was grey or white (4.1%), and that of 37 red (15.2%). 5 people were categorized in the category Other (2.1%).

Hair colour of the characters

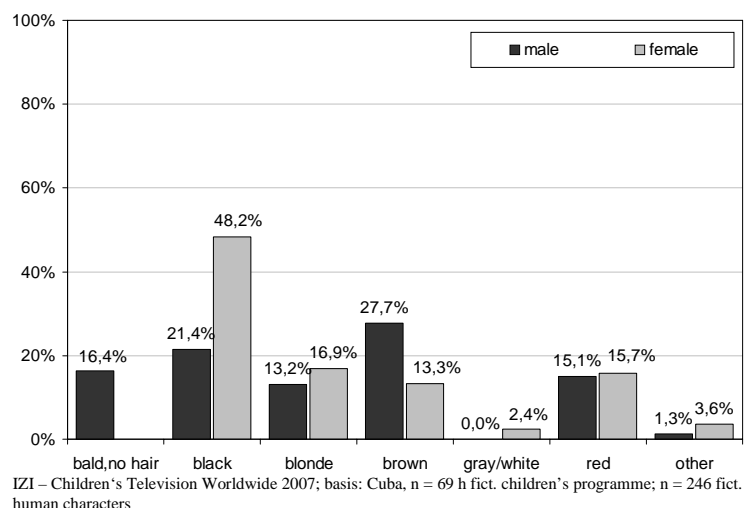


Gender Perspective: Males are bold and brown-haired, females black-haired and gray

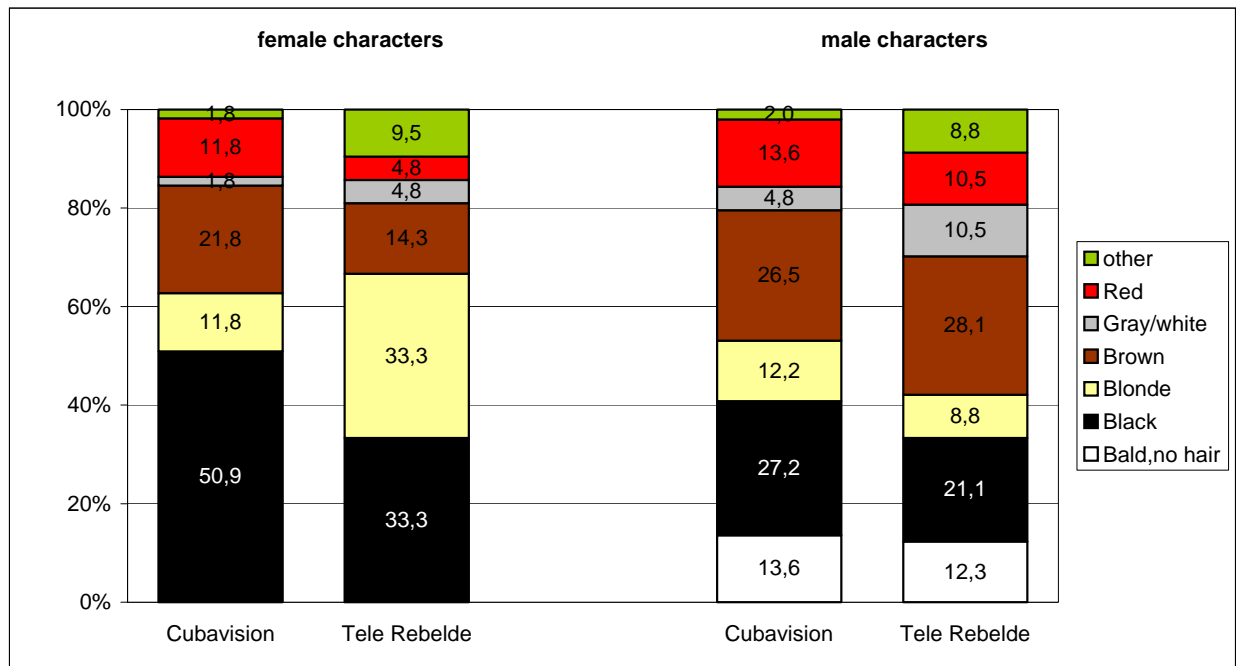
Out of the female characters 40 (48.2%) have black hair, 14 (16.9%) blonde hair, 11 (13.3%) have brown hair, 2 (2.4%) have gray or white hair and 13 (15.7%) have red hair.

The male characters are with 26 (16.4%) without hair, 34 (21.4%) black-haired, 21 (13.2%) blonde hair, 44 (27.7%) have brown hair, 8 (5.0%) have gray or white hair and 24 (15.1%) have red hair.

Hair colour of the characters



Children's Television Worldwide: Gender Representation in Cuban Children' Television



The highest percentage of black-haired females (50.9%), of brown-haired (21.8%) and of red-haired characters (11.8%) was found on Cubavision, while the highest share of blonde characters was counted on Tele Rebelde (33.3%).

The highest share of bald males (13.6%) also of blondes (12.2%) and of red-haired males (13.5%) was found on Cubavision, while the highest percentage of brown-haired appeared on Tele Rebelde (28.1%).

Children's Television Worldwide:

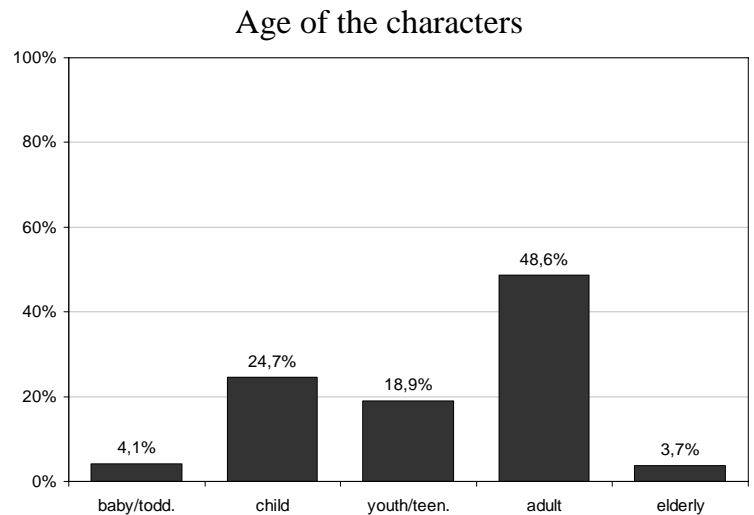
Gender Representation in Cuban Children' Television

What age are the protagonists?

We coded the age as far as visible or clear from the content. Adult if they have the recognisable characteristics such as acquisition of earnings, role of mother/father, etc. or elderly if there are recognisable traits such as role of grandma/grandpa, walks with cane, etc.

60 (24.7%) of the characters are children and 118 (48.6%) are adults. Only 10 (4.1%) are babies, 46 (18.9%) teenagers, and 9 (3.7%) seniors.

Adults are the heroes of Cuban children's television!



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 246 fict. human characters

Baby/ Toddler		Child		Youth/ Teenager		Adult		Elderly	
Egypt	8,7%	Malaysia	64,3%	Hungary	58,1%	Argentina	62,0%	Argentina	12,0%
Kenya	6,7%	China	52,5%	Netherlands	42,9%	Brazil	54,9%	Norway	9,3%
Netherlands	6,1%	New Zealand	49,2%	Israel	41,6%	Cuba	48,6%	Brazil	8,8%
Cuba	4,1%	Germany	44,5%	Australia	40,3%	Egypt	47,7%	Canada	7,1%
UK	3,0%	Austria	44,1%	USA	37,8%	UK	46,7%	Syria	6,0%
China	1,8%	Hong Kong	43,7%	South Africa	36,7%	Belgium	42,9%	Kenya	5,7%
Israel	1,6%	Kenya	40,4%	India	36,4%	Canada	42,8%	Slovenia	5,4%
Germany	1,1%	Syria	36,1%	Slovenia	35,1%	India	37,1%	Egypt	5,0%
Austria	1,1%	Slovenia	34,1%	Hong Kong	31,8%	Norway	34,0%	Germany	4,9%
Canada	1,0%	Netherlands	32,2%	Norway	27,9%	Kenya	32,2%	Austria	4,9%
New Zealand	0,5%	USA	31,2%	Syria	26,5%	Syria	31,3%	South Africa	4,5%
South Africa	0,5%	Canada	29,8%	Belgium	24,9%	Australia	30,4%	China	4,2%
Norway	0,5%	UK	29,5%	Germany	24,7%	Malaysia	30,2%	Belgium	4,2%
USA	0,3%	South Africa	29,5%	Austria	24,6%	South Africa	28,7%	Cuba	3,7%
Brazil	0,2%	Norway	27,0%	New Zealand	24,0%	USA	28,4%	Hungary	3,4%
Belgium	0,1%	Israel	26,8%	China	22,1%	Israel	25,9%	Malaysia	3,2%
Slovenia	0,1%	Belgium	26,6%	Brazil	19,6%	New Zealand	25,9%	Australia	3,1%
Argentina	0,0%	Australia	26,0%	Canada	19,2%	Slovenia	25,3%	Netherlands	3,1%
Australia	0,0%	Egypt	25,5%	Cuba	18,9%	Austria	24,6%	Israel	2,8%
Hong Kong	0,0%	Cuba	24,7%	UK	18,5%	Germany	24,1%	India	2,5%
Hungary	0,0%	India	23,9%	Argentina	18,0%	Hungary	23,1%	UK	2,3%
India	0,0%	Brazil	15,9%	Kenya	15,0%	Hong Kong	22,7%	Hong Kong	1,8%
Malaysia	0,0%	Hungary	15,2%	Egypt	13,2%	China	19,3%	USA	1,8%
Syria	0,0%	Argentina	8,0%	Malaysia	2,4%	Netherlands	15,6%	New Zealand	0,4%
total	1,6%	total	33,9%	total	29,3%	total	30,6%	total	4,1%

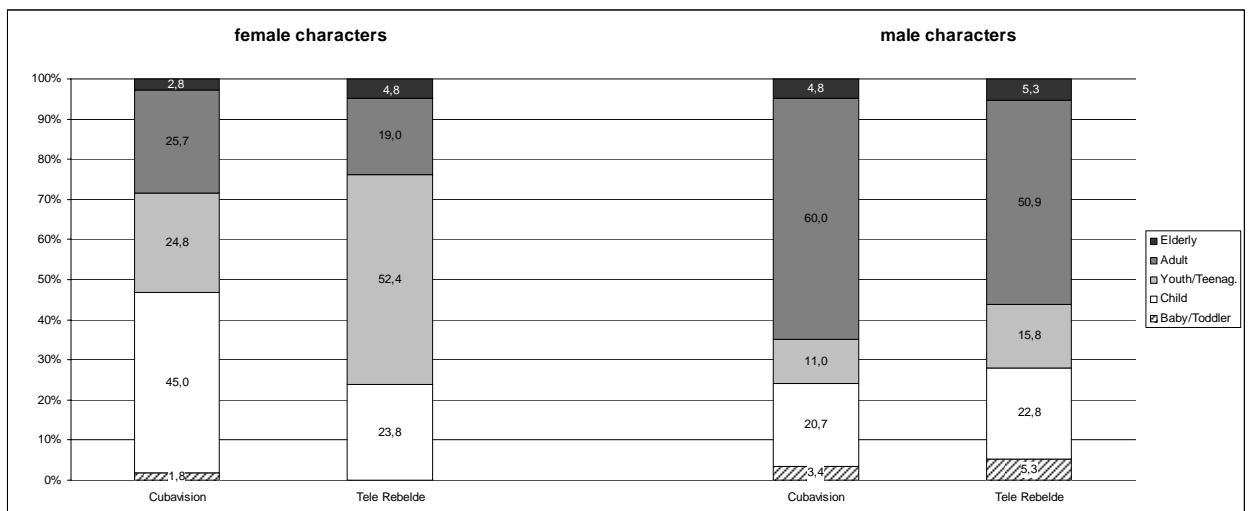
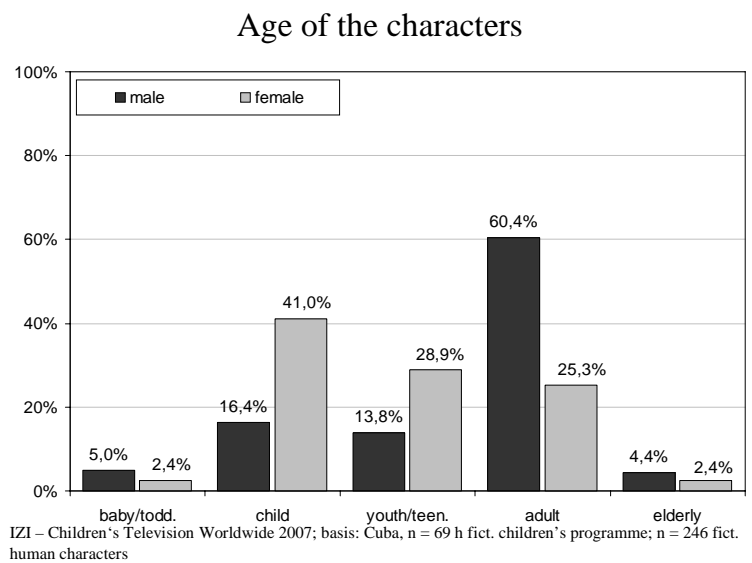
Children's Television Worldwide: Gender Representation in Cuban Children' Television

Cuba is way above the international average considering the percentage of babies (4.1%) and adults (48.6%), but below average considering the percentage of children, teens and elderly characters.

Why aren't there more children in CTV in Cuba? Children deserve to see themselves in TV.

Gender Perspective: Children and teens are mostly females, Adults mostly males

Out of the female characters 2 (2.4%) are Babies or Toddler, 34 (41.0%) are children, 24 (28.9%) teens, 21 (25.3%) adults and 2 (2.4%) seniors. The male characters 8 (5.0%) are Babies or Toddler, 26 (16.4%) are children, 22 (13.8%) teens, 96 (60.4%) adults and 7 (4.4%) seniors.



The only female babies appear on Cubavision (1.8%), they also have the highest share of female children (45%) and of adults (25.7%), while the highest percentage of teens can be found on Tele Rebelde (52.4%), also of elderly females (4.8%).

The highest share of male babies (5.3%) and of children (22.8%) and teens (15.8%) appears on Tele Rebelde, while the highest percentage of male adults can be found on Cubavision (60%).

Children's Television Worldwide: Gender Representation in Cuban Children' Television

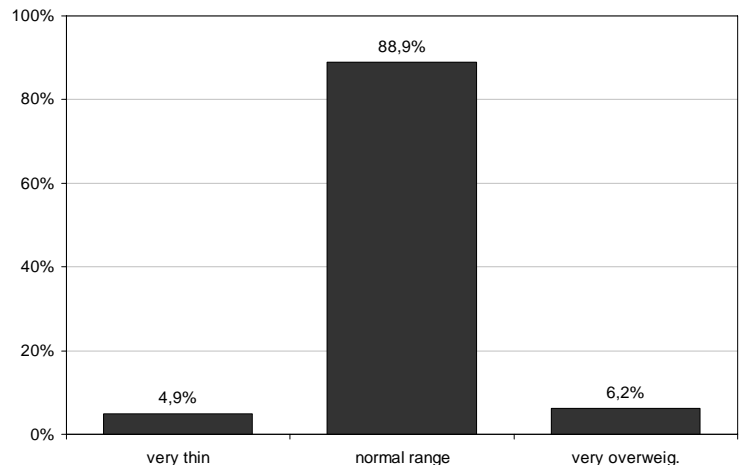
Physique of characters

What weight or shape does the main character have?

We coded, if the body of the main character is in the normal range or the authors want to make clear that here is an overweight or very thin body.

218 (88.9%) of the sample are of average weight. 12 (4.9%) of the characters were very thin, and 15 (6.2%) very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 246 fict. human characters

very thin		normal range		very overweight	
Australia	27,5%	Israel	97,7%	Argentina	14,0%
UK	27,4%	Hong Kong	97,1%	Kenya	12,7%
Norway	18,6%	Hungary	94,2%	Germany	11,1%
New Zealand	18,1%	South Africa	92,7%	Belgium	10,9%
Syria	17,9%	Netherlands	92,6%	Austria	10,9%
Germany	14,0%	Brazil	91,2%	Canada	10,7%
Austria	13,9%	USA	91,1%	UK	8,9%
Egypt	11,7%	Malaysia	90,5%	China	7,9%
Slovenia	11,3%	Cuba	88,9%	Norway	7,4%
Kenya	10,2%	India	88,8%	Malaysia	7,1%
China	8,1%	Slovenia	88,2%	USA	7,1%
India	6,1%	Canada	86,5%	Egypt	7,1%
Cuba	4,9%	Belgium	86,3%	New Zealand	6,5%
Brazil	4,2%	China	84,1%	Cuba	6,2%
Argentina	4,0%	Argentina	82,0%	Netherlands	5,9%
Canada	2,8%	Egypt	81,2%	South Africa	5,4%
Belgium	2,7%	Syria	78,6%	India	5,1%
Malaysia	2,4%	Kenya	77,1%	Brazil	4,7%
Hungary	2,4%	New Zealand	75,4%	Australia	3,7%
South Africa	2,0%	Austria	75,2%	Syria	3,6%
USA	1,9%	Germany	75,0%	Hungary	3,4%
Netherlands	1,5%	Norway	74,0%	Hong Kong	2,5%
Israel	0,6%	Australia	68,8%	Israel	1,7%
Hong Kong	0,4%	UK	63,7%	Slovenia	0,5%
total	9,1%	total	84,1%	total	6,8%

Cuba has less thin characters than the international average and a bit less overweight characters, while it lies above the average considering the normal sized characters.

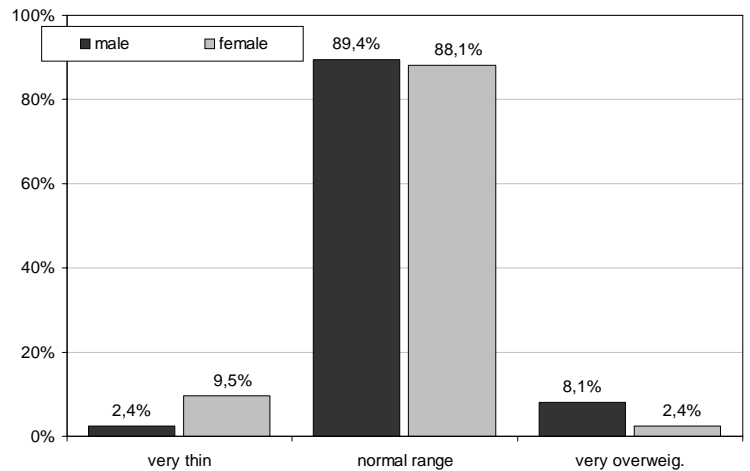
Children's Television Worldwide: Gender Representation in Cuban Children' Television

Gender Perspective: Thin females, overweight males

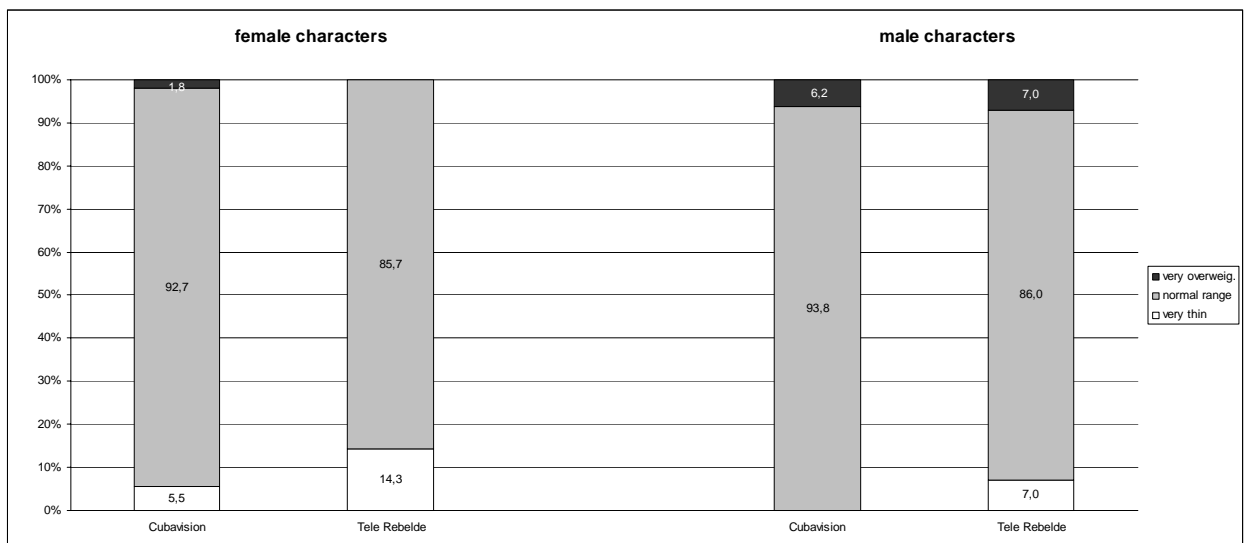
Out of the female characters 74 (88.1%) are in the normal range, 8 (9.5%) are very thin and 2 (2.4%) are very overweight.

143 male characters (89.4%) are in the normal range, 4 (2.4%) are very thin and 13 (8.1%) are very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Cuba, n = 69 h fict. children's programme; n = 246 fict. human characters



The highest share of thin females appeared on Tele Rebelde (14.3%), while the highest share of normal sized (92.7%) and the only overweight females were found on Cubavision (1.8%).

The only thin males (7%) and the highest percentage of overweight males (7%) was found on Tele Rebelde, while the highest share of normal sized males can be found on Cubavision (93.8%).

Children's Television Worldwide: Gender Representation in Cuban Children' Television

Disabilities of main characters: Nearly not there!

We coded, if the character has a clearly identifiable disability or serious chronicle illness (HIV/AIDS, cancer, diabetes etc.) which can be seen obviously or is an important part of the story of character construction.

1 disabled character is among the recorded and coded characters of the Kenyan sample. And this disabled person is female. 99.6% of all characters are without any recognizable disability.

Children's Television Worldwide:

Gender Representation in Cuban Children' Television

GENERAL CONSIDERATIONS

The sample analysed here consists of 86 hours of explicit children's television, 69 hours of fictional shows, 364 programmes (290 fictional shows), 836 characters (fiction) and 246 human characters.

In international comparison a lot of tendencies in Cuba's Television are close to the average of the other 23 analysed countries, e.g. with a very high percentage of animation, the integration of the main character in the plot and social context etc. At some points the Cuba's children's television was outstanding in international comparison; hence we want to highlight some of the results to promote quality.

- With a percentage of 94.5% animated programs, Cuba is way above the international average.
- With a percentage of only 5.5% domestically produced shows, Cuba is way below the international comparison. Most foreign programs are produced in the USA (60%) and Canada (5%).
- 20% of the characters in Cuba's Children's TV are **female** which puts **Cuba on second to last** in the international comparison.
- Considering its number of **human characters**, Cuba is **the last on an international scale**. Males are mostly animals, females are humans
- With a percentage of **21.4% antagonists**, Cuba is **on 4th place** and way above the international average. Men and Boys are more often the bad guys
- Regarding its **percentage of leaders**, **Cuba is on second place**, but below the average regarding its followers and about the average considering the percentage of characters in equal positions. Males are mostly the leaders and followers, females mostly equals
- **Almost no characters are introduced at school**
- Considering its percentage of Asian characters, Cuba is third to last and way below the international average, also considering its black characters and the Latinos. When it comes to white characters, Cuba is on first place and way above the international average. Males are more often Black and white Caucasian, females more often Asian and Latin-Americans. We would like to stress that quality in children's television means that children see themselves also in their ethnic diversity.
- **Cuba is way above the international average considering the percentage of babies (4.1%) and adults (48.6%)**, but below average considering the percentage of children, teens and elderly characters. Children are mostly females, Adults mostly males. We would like to stress that quality in children's television means that children see themselves in television.
- **Cuba has less thin characters than the international average** and a bit less overweight characters, while it lies above the average considering the normal sized characters. Thin females, overweight males.