

Children's Television Worldwide: Gender Representation

in



Syria

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Children's Television Worldwide:

Gender Representation in Syrian Children's Television

Sample selection:

The sample is based on the following Syrian television networks: Al Jazeera Children, MBC 3 Children, Syrian 1st TV Channel and Syrian Satellite Channel. 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: 01.05.2007 – 16.06.2007.

The sample analysed here consists of 12 hours of explicit children's television, 6 hours of fictional shows, 57 programmes (31 fictional shows), 131 characters (fiction) and 83 human characters.

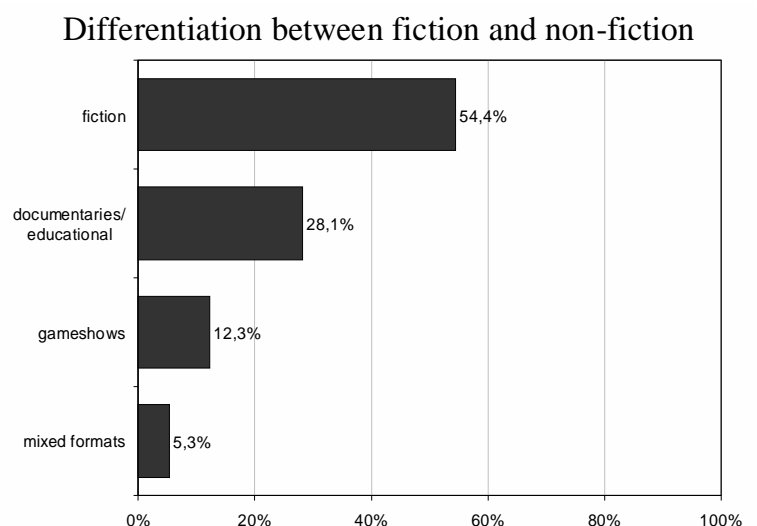
Please keep in mind: It is a very small sample which is owed to the small number of explicit children's TV per week which is offered for free.

What is offered to children - Results at show level:

More fictional or a more non-fictional programs?

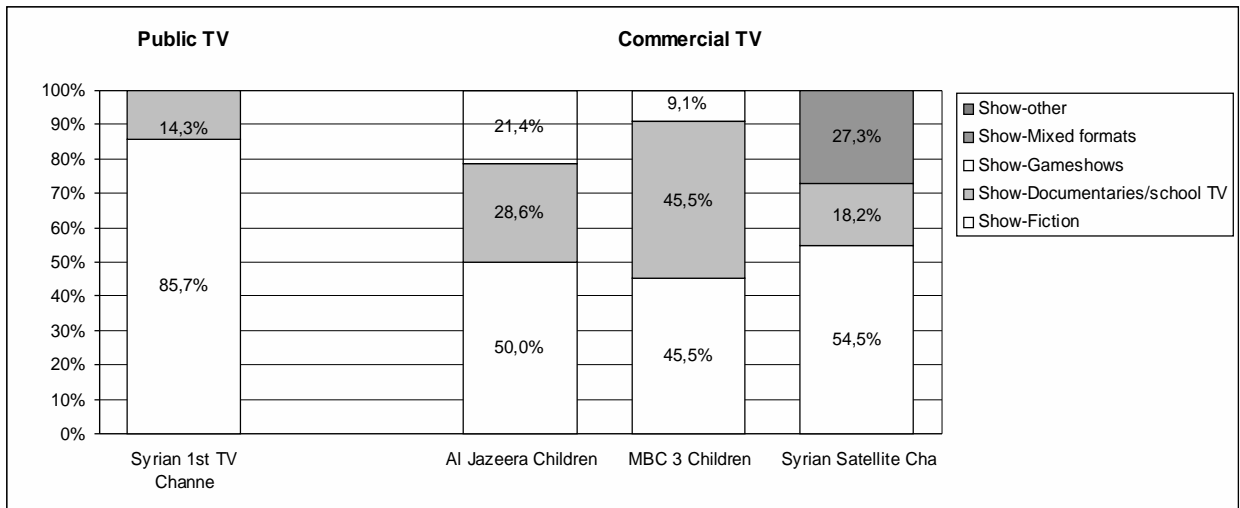
We coded every show/piece of programme of our sample. Advertisements and trailers are coded in block (e.g. when there are 6 different commercials between two shows they are coded as one block). A show begins with the opening and normally ends with the credits (it might be that one show consists of 2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

The sample comprises altogether 57 shows that can be categorized into different programme types. 31 shows or 54.4% can be referred to as fiction, 16 shows (28.1%) were documentaries, 7 were game shows (12.3%) and 3 mixed formats (5.3%). Of interest for the further analysis of the children's programmes are only the 31 fictional shows that were coded. Those are in 93.5% of the cases animation shows and in 3.2% of the cases shows with real people (n=1).



IZI – Children's Television Worldwide 2007; basis: Syria, n = 12 h children's programme

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

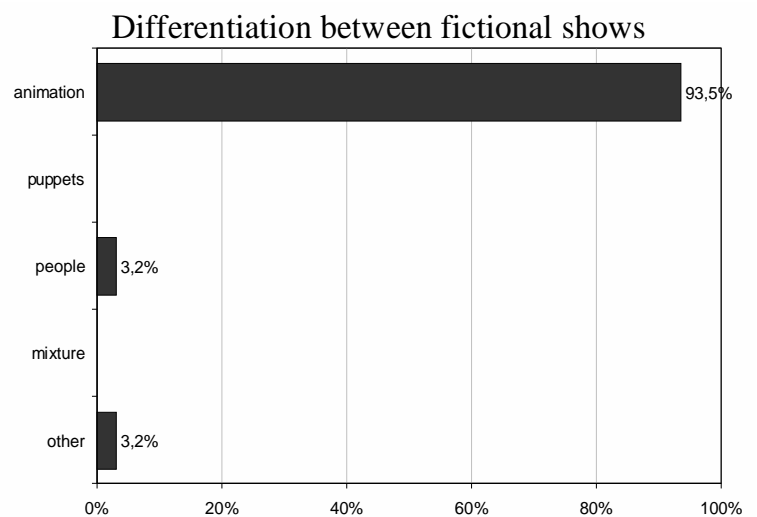


On Syrian Public TV, most of its programs are Show-Fiction (85.7%).

Also on the commercial channels Show-Fiction dominates (MBC 3 Children: 45.5%, Al Jazeera Children: 50.0% and Syria Satellite Channel: 54.5%). Next to that, the average share of Show-Documentaries/school TV on Commercial TV is higher than on Public TV.

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

We coded the general type/genre of a show. Is it an animation or a puppet show? Or mixed? Among the 31 recorded fiction shows were 29 (93.5%) animation shows, and in one show (3.2%) real people are the actors/actresses.

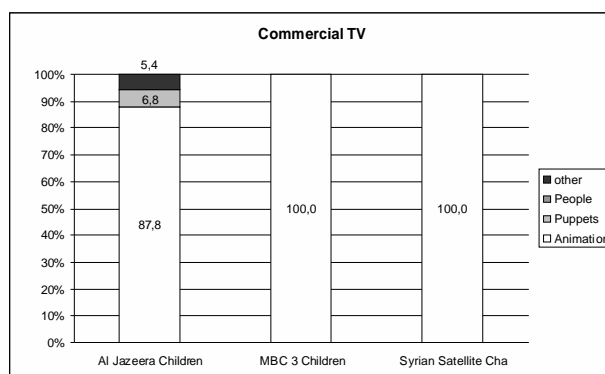
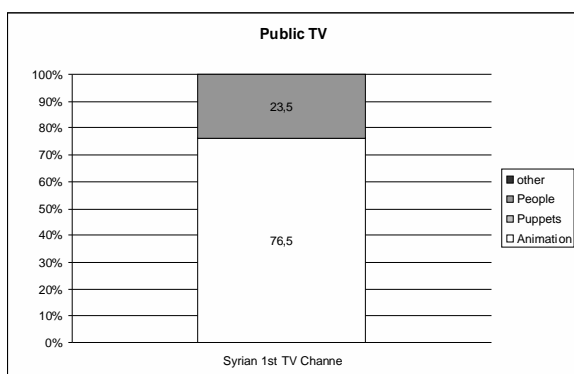


IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme

Children's Television Worldwide: Gender Representation in Syrian Children's 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%

93.5% of all the characters represented in Syrian children's TV are Animation. Here Syria ranks amongst the first third of the countries compared and is almost 10.0% above the international average. Far behind are 3.2% of People and 3.2% of others. There are no Puppets or Mixtures at all.



On Syrian Public children's TV, slightly more than three quarters of all characters represented are Animation (76.5%). People are represented with a share of 23.5%.

Two of the three Commercial TV channels in Syria show Animation for a 100% (MBC 3 Children and Syrian Satellite Channel). Only on Al Jazeera Children a small number of People (6.8%) are represented.

Children's Television Worldwide:

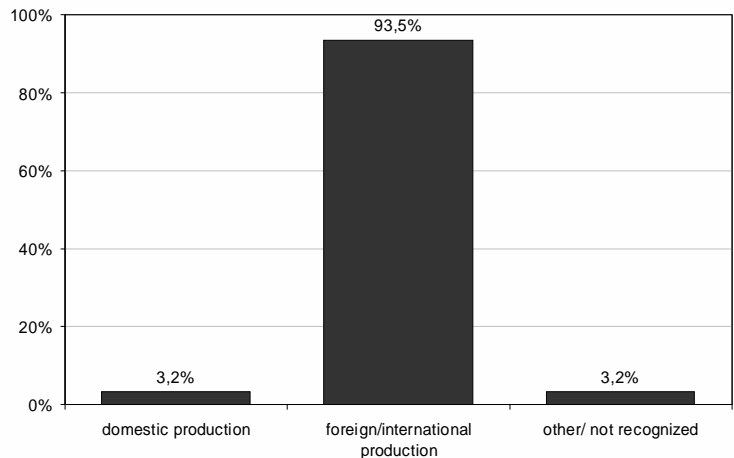
Gender Representation in Syrian Children's Television

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 93.5% of the cases productions of another country (n=29) and in 3.2% produced in their own country (n=1). 1 shows (3.2%) could not be classified into any category.

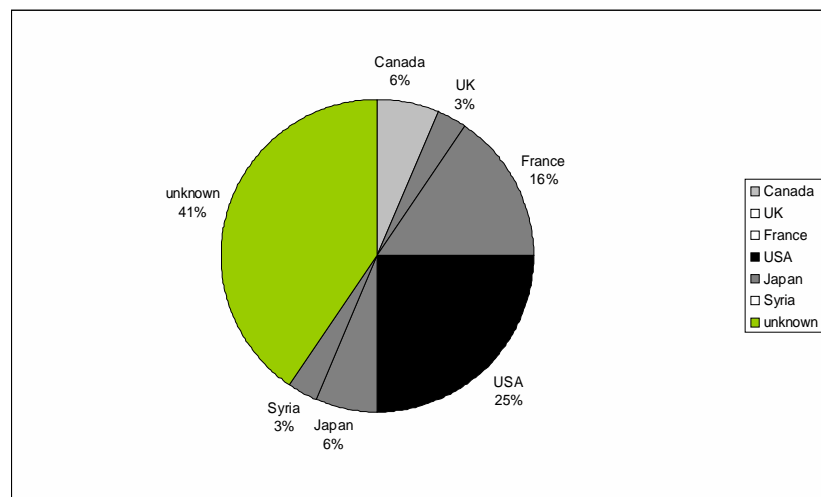
Country of production



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 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%

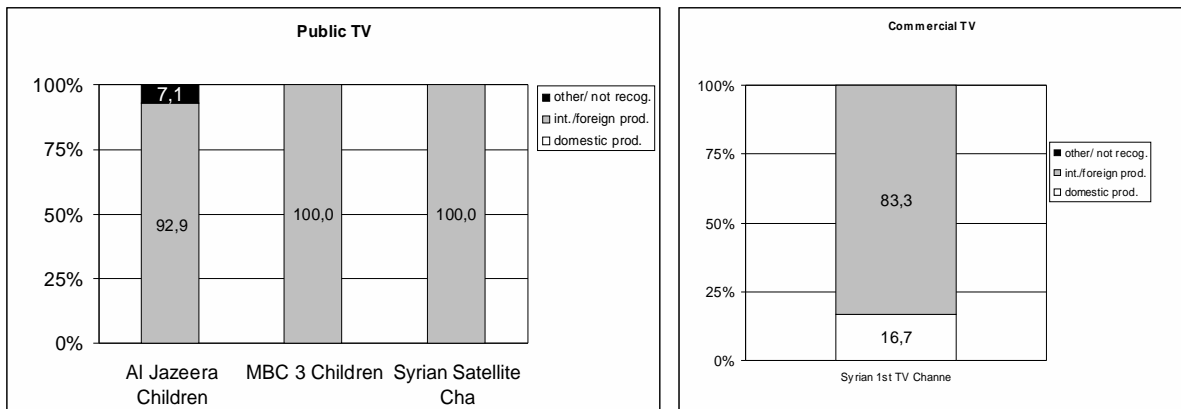
3.2% of all Syrian children's TV is domestically produced. Here the country ranks amongst the final third and is almost 20.0% below the international average.



25% of the program is produced in the USA, 16% in France, 6% in Canada and Japan, respectively, and 3.2% is domestically produced. 41% of all productions are from unknown origin.

Why are there so few domestically produced shows? It is important for the children to see their see themselves, their culture and their everyday life in the real diversity of gender, faces, shapes, ethnicity, social status etc.

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

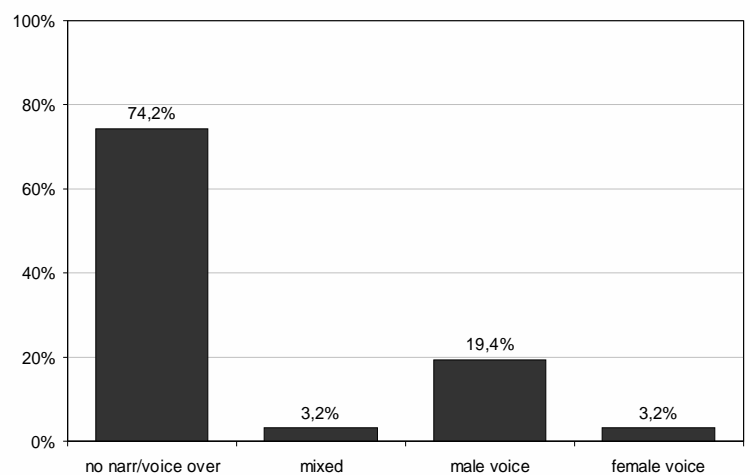


On Syrian Commercial TV there is still a share of 16.7% of domestic productions in children's TV, whereas two of the three Public stations (MBC 3 Children and Syrian Satellite Channel) show foreign or international productions for a 100%.

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 23 (74.2%) fiction shows there was no narrator and in 6 shows (19.4%) there was a male narrator. In one show (3.2%) there was a female narrator and in another one (3.2%) the narrators were mixed.



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme

Children's Television Worldwide:

Gender Representation in Syrian Children's Television

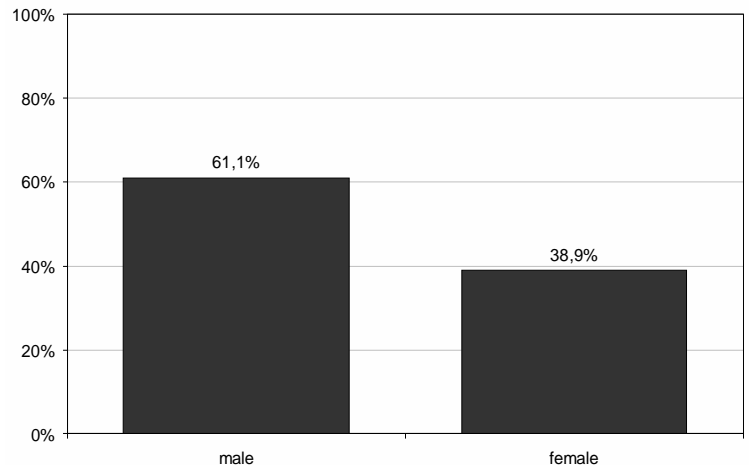
Who are the main characters? Results at character level¹

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 duration of the episode. In the first step we analysed which sex it is, based on grammatical terms, name of character, voice and easily identifiable gender characteristics.

In terms of characters, in the 31 fiction shows 131 were identified as main characters.

Sex of the Characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n= 134 fict. characters

Gender perspective

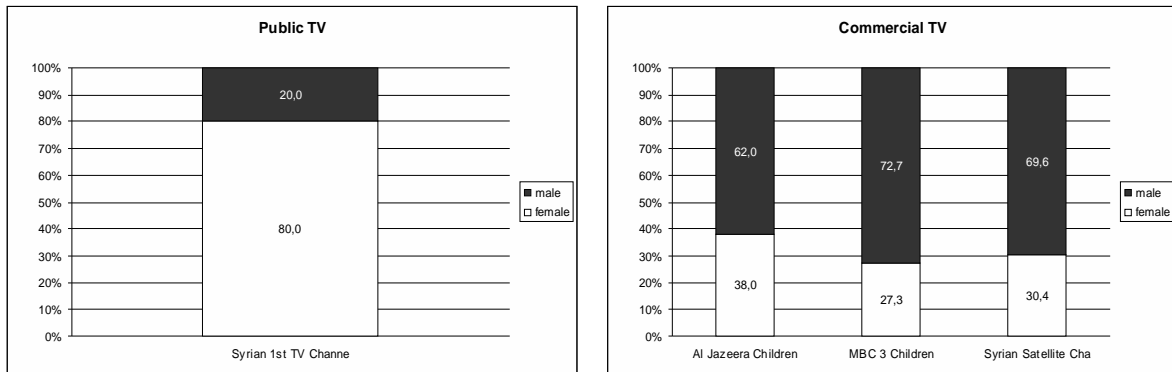
The characters of the fictional shows in Syrian children's television were in 38.9% of the cases female and in 61.1% male.

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%

Syria takes the very second place of all the countries internationally compared when it comes to the representation of 38.9% of female characters in children's TV.

¹ Please note: The quantity of cases varies because of a different number of the missing. In the glossary the maximum number of cases is accounted.

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



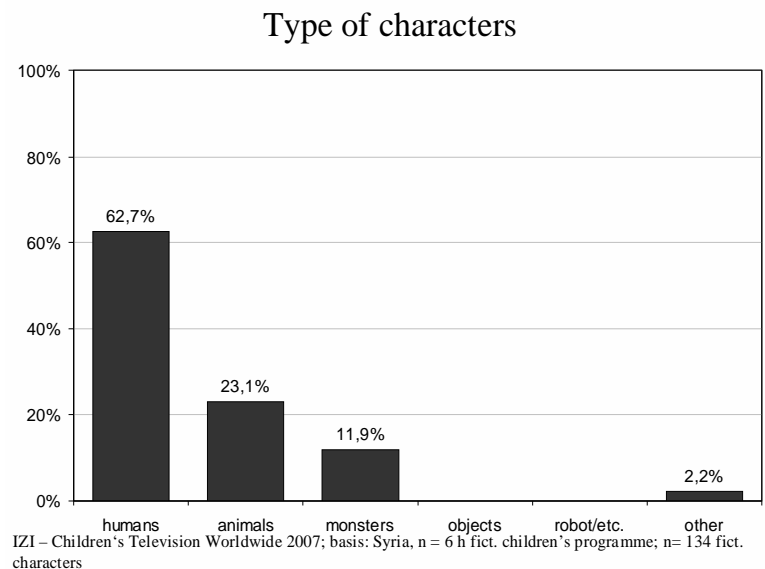
Surprisingly, 80.0% of all the characters represented in Syrian Public TV are female, and only 20.0% are male. In marked contrast to that, there are 62% of male and 38.0% of female characters on Al Jazeera Children, 72.7% of male and 27.3% of female characters on MBC 3 Children, and 69.6% of male and 31.4% of female characters on Syrian Satellite Channel. So, the gender proportion in Syria's Public children's TV is opposite to that on Commercial channels. Hence, it could be asked which general implications this unusual overrepresentation of female characters in Public TV has.

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.?

31 characters of the recorded were animals, which accords to a percentage of 23.1%. 83 of the characters (62.7%) are humans. The monsters and mythical creatures appear as the third largest group. 16 characters (11.9%) can be assigned to this group. Three other characters (2.2%) were recorded.

Of the animals 5 (16.1%) were female and 25 (80.6%) male. For 1 (3.2%) character the gender was not identifiable. Of the humans 39 (47.0%) were female and 44 (53.0%) were male. The gender of the 3 other characters were female (33.3%) and male (66.7%). Of the monsters which were counted, 4 (28.6%) were female, 6 (42.9%) were male and 4 (28.6%) were not identifiable.



Children's Television Worldwide:

Gender Representation in Syrian Children's 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%

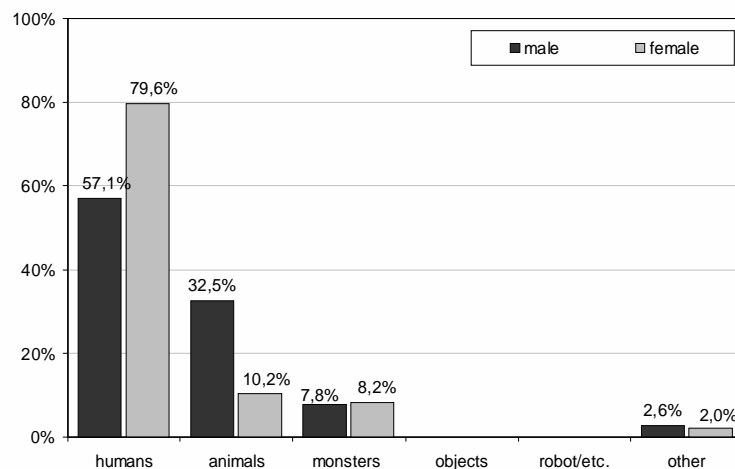
With 62.7% of Human characters that are represented in children's TV, Syria ranks amongst a broader middle field in the international comparison. The other characters were either identified as Animals (23.1%), Monsters/etc. (11.9%) or as others (2.2%). There were no characters that could be identified as Robots, Plants or Objects.

Gender Perspective: Humans are mostly female, animals are mostly male

Of the female characters 39 (79.6%) were humans and 4 (8.2%) monsters or mythical creatures and 5 female characters (10.2%) are animals. One female character was recorded as other (2.0%).

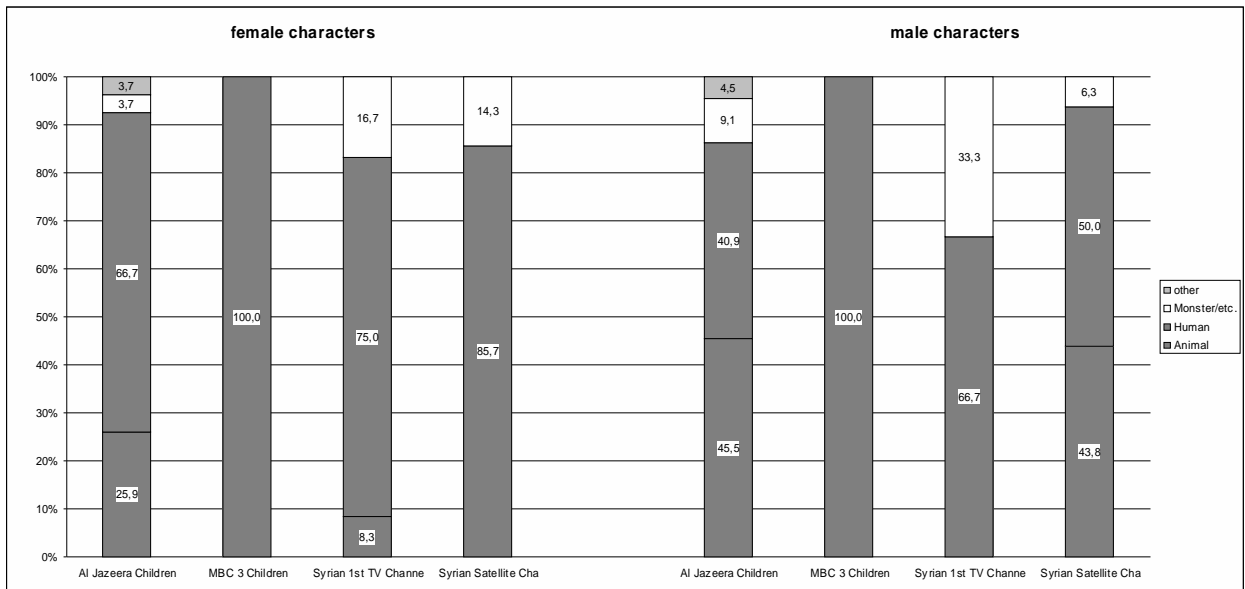
The male characters are represented in 44 cases (57.1%) as humans and in 25 (32.5%) cases as animals. Monsters and mythical creatures with male gender were found in 6 characters (7.8%) and 2 others (2.6%) could be counted.

Type of characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 134 fict. characters

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

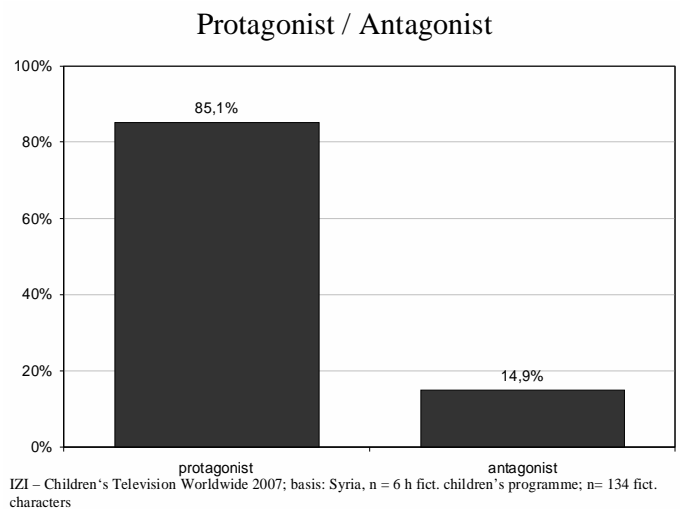


On Public Syrian 1st TV Channel, 75.0% of all the female characters, i.e. exactly $\frac{3}{4}$, are Human. On the Commercial channels, the share of female Humans in children's TV ranges from around two thirds on Al Jazeera Children (66.7%) to a 100% of female Humans on MBC 3 Children. Also among the male characters, a 100% of them are Human on MBC 3 Children. But on Al Jazeera Children, the highest male percentage of 45.5% are Animals, and there are 66.7% Human males on Syrian 1st TV Channel and only 50.0% male Humans on Syrian Satellite Channel.

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?

114 of the characters in Syrian children's television were identified as protagonists. This corresponds to a relative part of 85.1%. On the other hand, there are 20 antagonists that constitute 14.9% of the characters.



Children's Television Worldwide:

Gender Representation in Syrian Children's Television

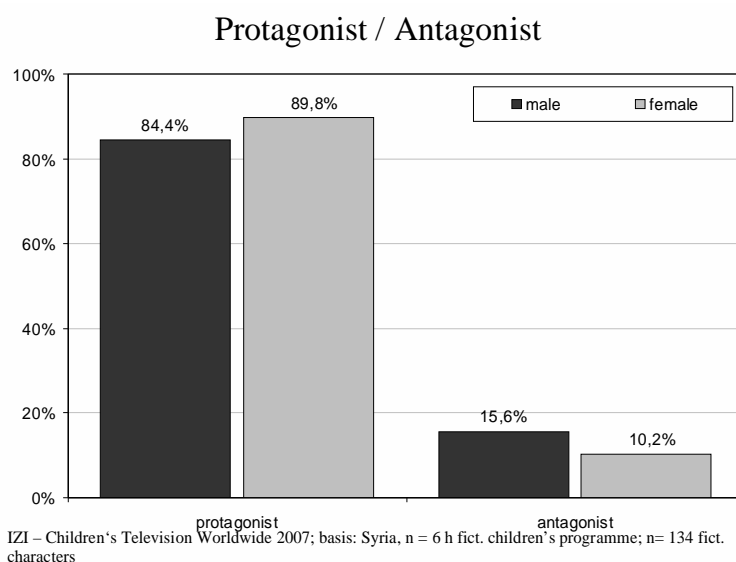
	Antagonist
UK	28,8%
Australia	27,3%
South Africa	23,5%
Cuba	21,4%
China	18,8%
Malaysia	17,9%
Brazil	15,9%
Norway	15,7%
Argentina	15,5%
Netherlands	15,4%
India	15,3%
Egypt	15,0%
Kenya	15,0%
Syria	14,9%
Hungary	13,6%
Slovenia	12,8%
Canada	11,9%
New Zealand	11,7%
USA	10,3%
Austria	9,5%
Germany	8,8%
Hong Kong	6,5%
Belgium	6,4%
Israel	4,5%
Total	13,7%

14.9% of characters in Syrian children's TV could be identified as Antagonists. Here, the country is only very slightly above the international average and clearly ranks amongst the middle field.

Gender Perspective: More male antagonists

114 of the characters in Syrian children's television were identified as protagonists. This corresponds to a relative part of 85.1%. On the other hand, there are 20 antagonists that constitute 14.9% of the characters.

Of the protagonists counted, 44 (38.9%) are female and 65 (57.5%) are male. 4 characters (3.5%) could not be identified as either. Among the antagonists there are 5 (27.8%) female characters and 12 (66.7%) male characters.



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

Among the female characters, 44 (89.8%) appear as protagonists. 5 (10.2%) of the female characters are antagonists.

With regard to boys' or men's characters, there are 65 (84.4%) protagonists. 12 (15.6%) men characters appear as antagonists.

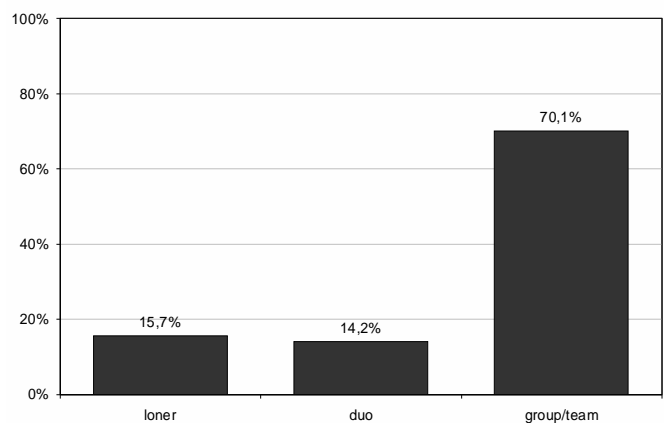
In what kind of relation is the character?

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

21 of the characters (15.7%) are integrated into the plot as loners. 19 of the coded characters in this category are part of a duo (14.2%). 94 (70.1%) and thus the majority of the characters are part of a group or a team, respectively.

	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%

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 134 fict. characters

70.1% of all characters represented in Syrian children's TV acted in groups or teams. Here the country takes the very fourth place in the international comparison and is almost 15.0% above the average. So, Syrian children's TV seems to have a tendency to include its characters in bigger collectives.

Children's Television Worldwide:

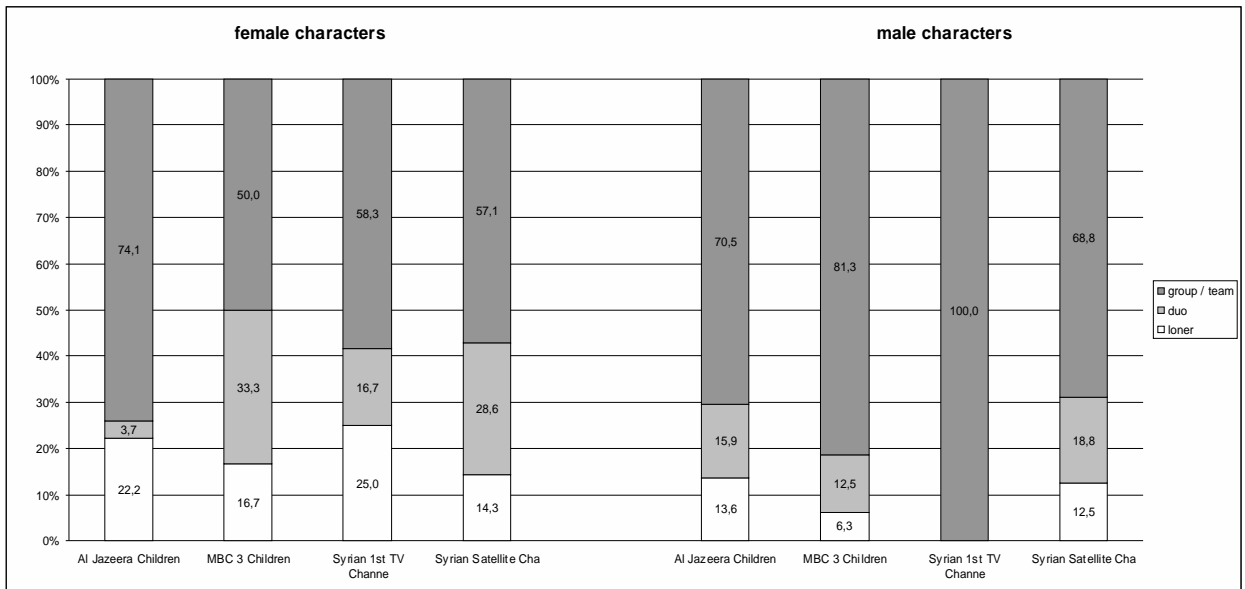
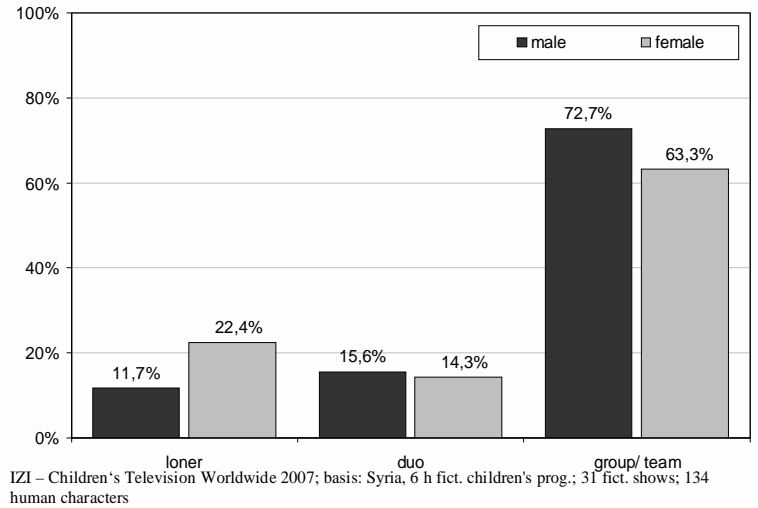
Gender Representation in Syrian Children's Television

Gender Perspective: Males more often in groups, females more often as loners

Of the female characters, 11 (22.4%) are loners, 7 (14.3%) are duos and 31 (63.3%) are a part of a group.

The male characters are with 9 (11.7%) loners, with 12 (15.6%) duos and with 56 (72.7%) a part of a group. So, in comparison to the males, there are more females as loners and less in groups/teams.

Relation of the characters



The highest percentage of female characters in groups/teams was found on Al Jazeera Children (74.1%), closely followed by the Public Syrian 1st TV Channel (58.3%). But the latter also had the highest share of female loners (25.0%). The highest percentage of female characters in duos was broadcast on MBC 3 children (33.3%). Outstanding 100% of males acted in groups/teams on the Public Syrian 1st TV Channel, followed by 81.3% of them on MBC 3 Children and by 70.5% on Al Jazeera Children. This channel also broadcast the highest share of male loners (13.6%).

Children's Television Worldwide:

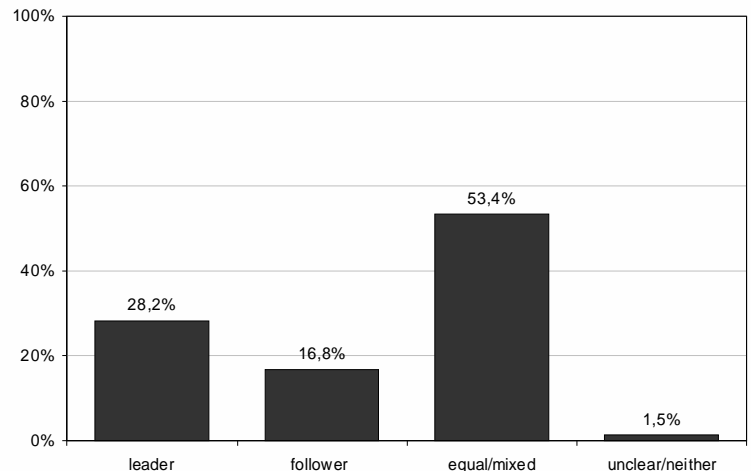
Gender Representation in Syrian Children's Television

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 solution of the problem? Is there a clear leading character?

70 (53.4%) of the characters appear as equals regarding hierarchical positions. 37 (28.2%) are leaders. 22 (16.8%) are part of a following, and for 2 (1.5%) characters the position was not clearly identifiable.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 134 fict. characters

	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%

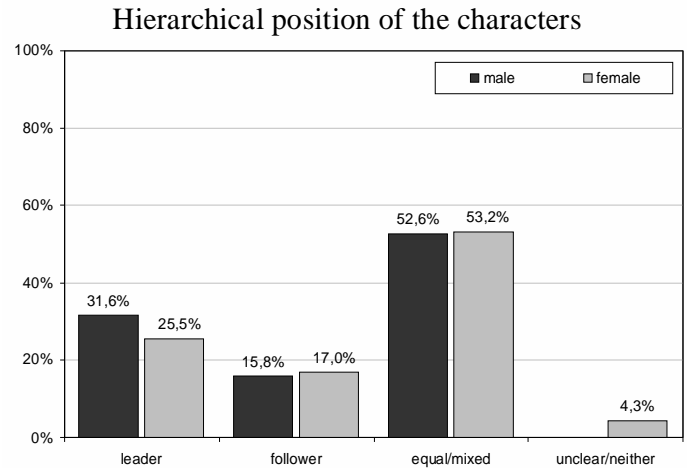
53.4% of all characters in Syrian children's TV share an equal or mixed position in social hierarchies. Here the country is a bit above the international average and very close to the first third. Nevertheless Syria is above the average when it comes to Leaders (28.2%). With 16.8% of Followers the country is about the average.

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

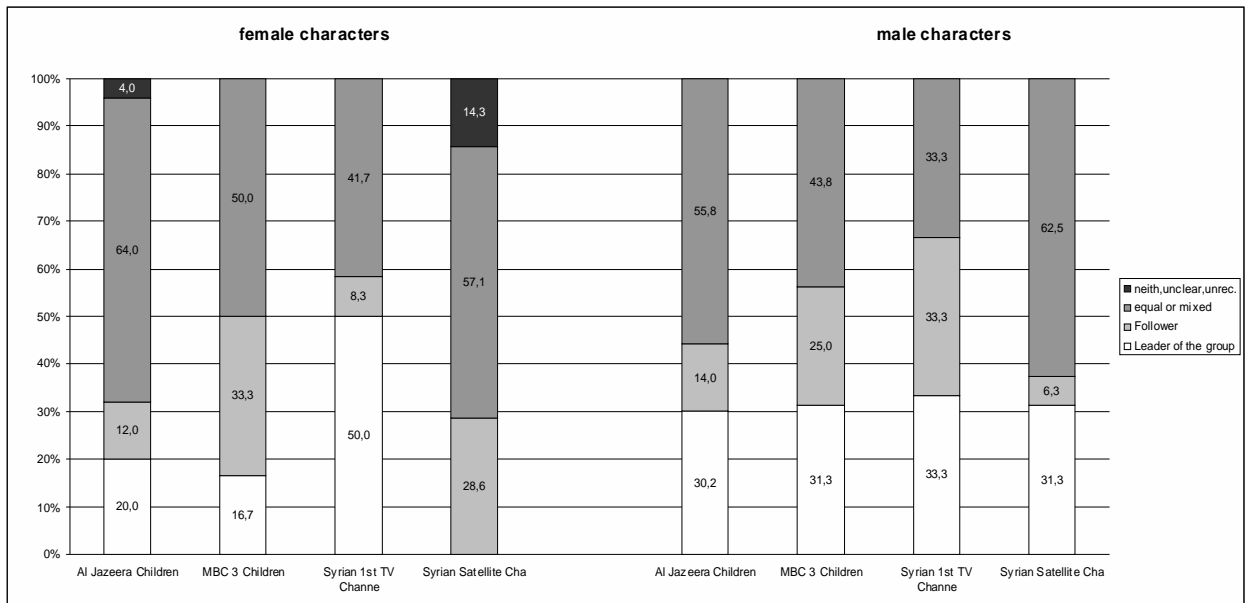
Gender Perspective: Almost gender equality

The female characters are in 25 (53.2%) of the cases equal or mixed. 12 female characters (25.5%) appear as leaders and 8 (17.0%) as followers. For 2 characters (4.3%) the constellation was not identifiable.

Among the boy and man characters 40 (52.6%) are equal or mixed and in 24 (31.6%) cases leader of a group. 12 (15.8%) are part of the following.



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 134 fict. characters



The highest percentage of females with an equal or mixed position in the hierarchy could be seen on Al Jazeera Children (64.0%), followed by 57.1% on the Syrian Satellite Channel. The highest share of female Followers had MBC 3 Children (33.3%), and the highest share of female Leaders was screened on the Public Syrian 1st TV Channel (50.0%). Among the males, the highest percentage of characters with an equal or mixed position was broadcast on Syrian Satellite Channel (62.5%), followed by Al Jazeera Children (55.8%). The highest share of male Leaders had the Public Syrian 1st TV Channel, with 33.3%, but generally the proportion between the hierarchical positions among males were exactly balanced on that Public channel (33.3%).

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

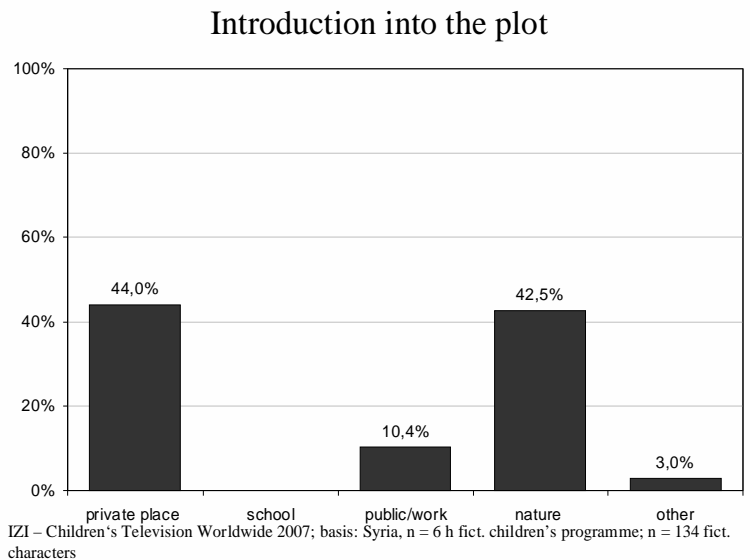
At which location is the character introduced into the plot?

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. 59 (44.0%) of the recorded characters of this category appear here for the first time. Nature ranks second. Here, 57 characters (42.5%) of the characters are introduced for the first time.

14 characters are in public spaces or at work in their introduction scene

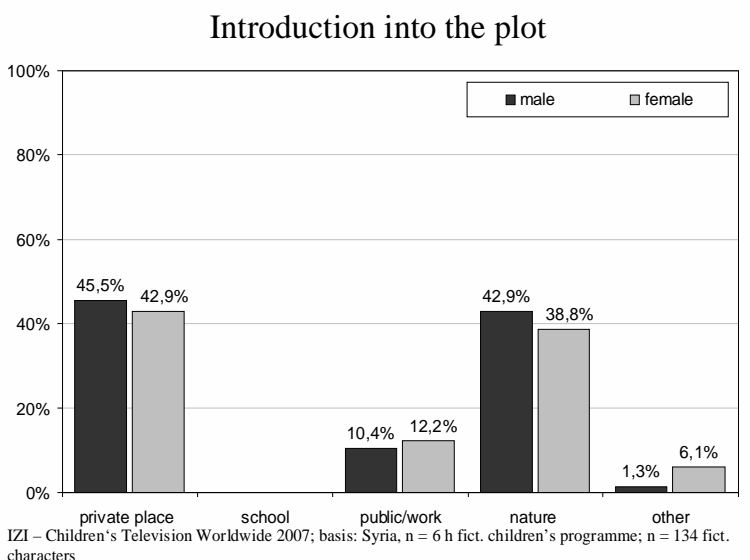
(10.4%) and 4 at other locations (3.0%). None of the characters was introduced in school!



Gender Perspective: Males appear more often in private places and in nature, females more often in public/work sphere.

21 (42.9%) of the female characters in the sample are introduced into the plot in private settings. 6 (12.2%) of the characters are introduced in public spaces or at work. 19 (38.8%) characters appear for the first time in nature, and 3 characters at locations other than these categories (6.1%).

35 (45.5%) of the male characters are first introduced in private settings. 8 (10.4%) are presented in public or at work. 33 were introduced in nature locations (42.9%) and one character (1.3%) in neither of these locations.



Children's Television Worldwide:

Gender Representation in Syrian Children's Television

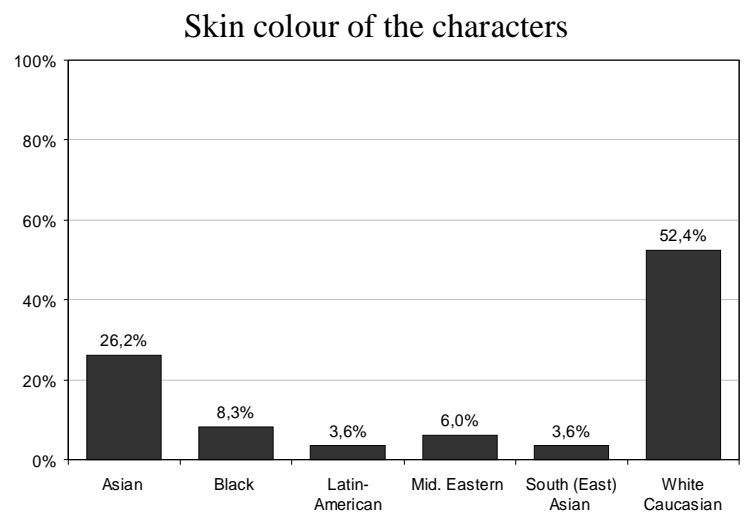
The analysis of the Human Characters

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 possibly existing disabilities.

What skin colour or general ethnic affiliation can we see?

We coded 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.

22 (26.2%) of the human characters have shown Asian physical traits. Black characters were found in 7 (8.3%) characters of the sample. 3 (3.6%) were classified as Latin-American, 3 (3.6%) as South (East) Asian and 5 (6.0%) as Arab or Middle East. The majority, with 44 characters (52.4%), were Caucasian. So, the country has at least a share of 6.0% of characters with traits typical for the Middle East.



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 84 fict. human characters

Children's Television Worldwide: Gender Representation in Syrian Children's 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%

There are only 52.4% of white Caucasian characters on Syrian children's TV. Here the country is almost 20.0% below the international average. Yet with 26.2% of Asians, Syria takes the very fourth place in the comparison, and with 8.3% of Blacks and 3.6% of Latin-Americans it ranks amongst the first third.

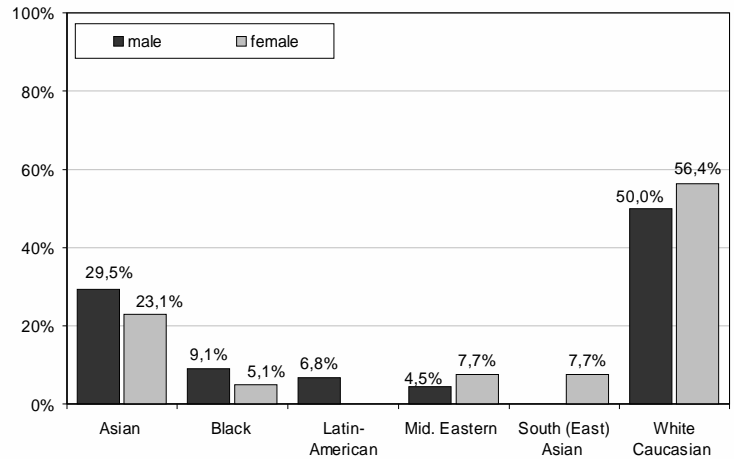
Children's Television Worldwide: Gender Representation in Syrian Children's Television

Gender Perspective: Only male Latin-Americans and female South Asians

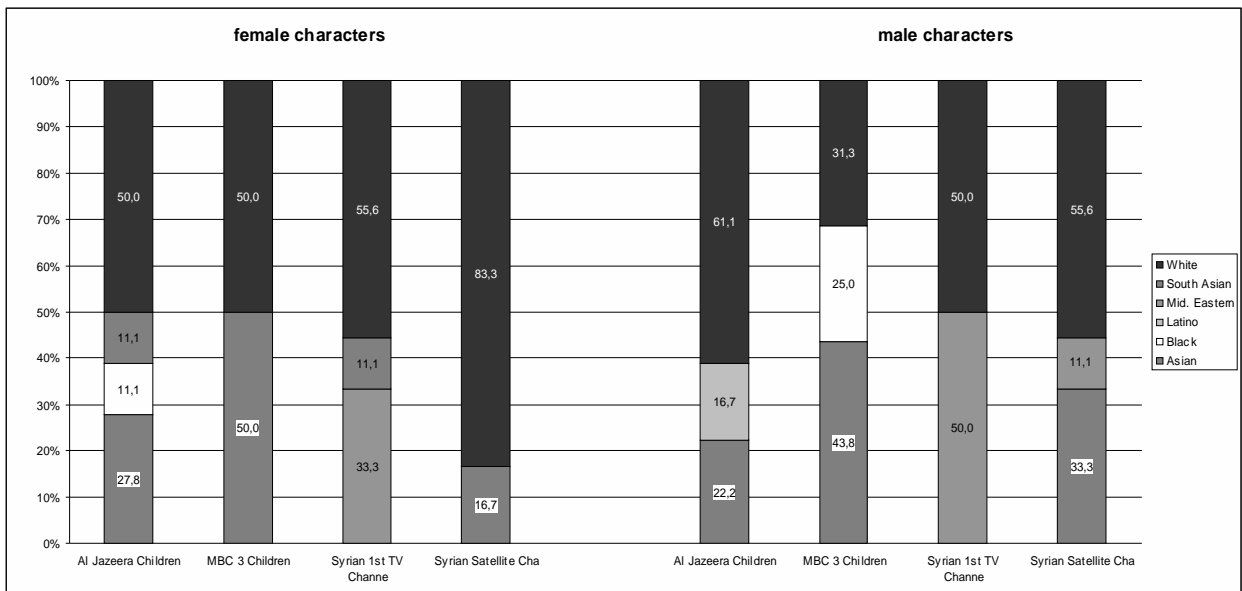
Out of the female characters 22 (56.4%) are white Caucasians, 9 (23.1%) Asians, 2 are (5.1%) Blacks and 3 are (7.7%) with typical traits of the Middle East. There are also 3 (7.7%) South (East) Asians.

The male characters are with 22 (50.0%) white Caucasians, with 13 (29.5%) Asians, with 4 (9.1%) Blacks, with 3 (6.8%) Latin-Americans and with 2 (4.5%) from the Middle East.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 84 fict. human characters



The highest percentage of female white Caucasian was broadcast on Syrian Satellite Channel (83.3%). On the other channels the share of white Caucasian females is always about 50.0%. The highest percentage of female Asians was screened on MBC 3 Children (50.0%), while on Syrian 1st TV Channel there were also 33.3% of Mid Eastern females. Among the males, there were equally 50.0% of Mid Eastern and white Caucasian on Syrian 1st TV Channel. The highest share of male white Caucasian could be seen on Al Jazeera Children (61.1%), and the highest percentage of male Asians was presented on MBC 3 Children (43.8%).

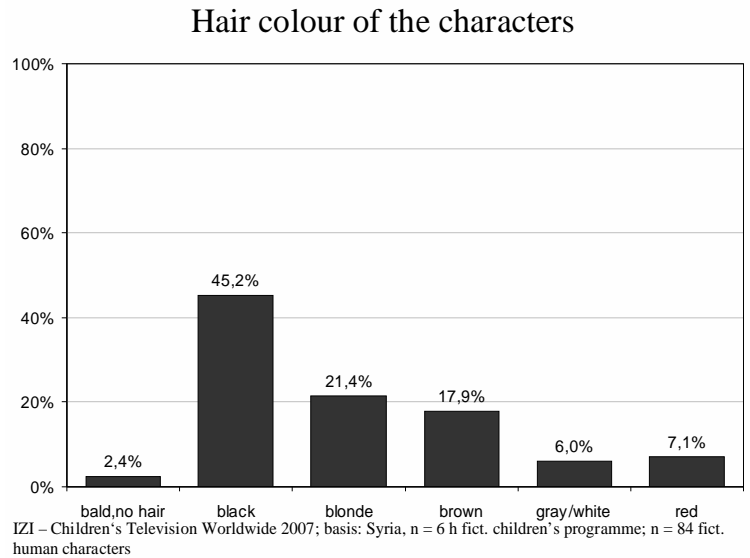
Children's Television Worldwide:

Gender Representation in Syrian Children's Television

Hair colour of protagonists

We coded what the hair mostly look like.

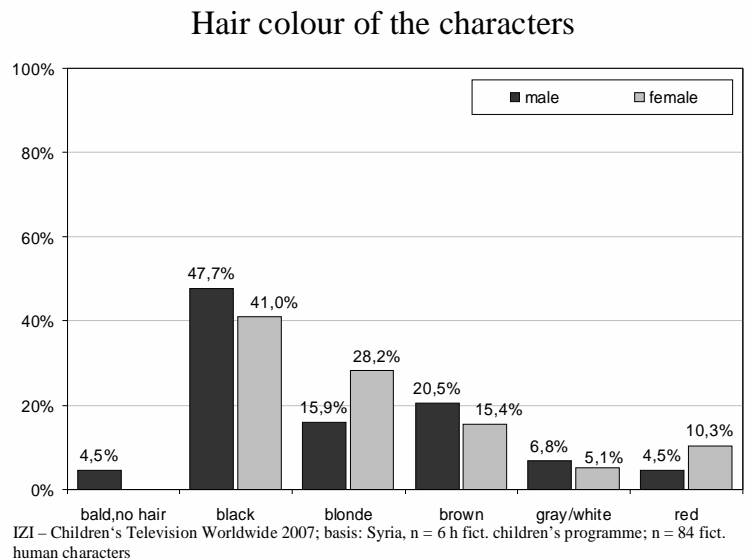
2 (2.4%) characters did not have any hair, 38 (45.2%) characters had black hair and 15 (17.9%) characters had brown hair. 18 characters were blonde (21.4%), the hair of 5 people was grey or white (6.0%), and that of 6 red (7.1%).



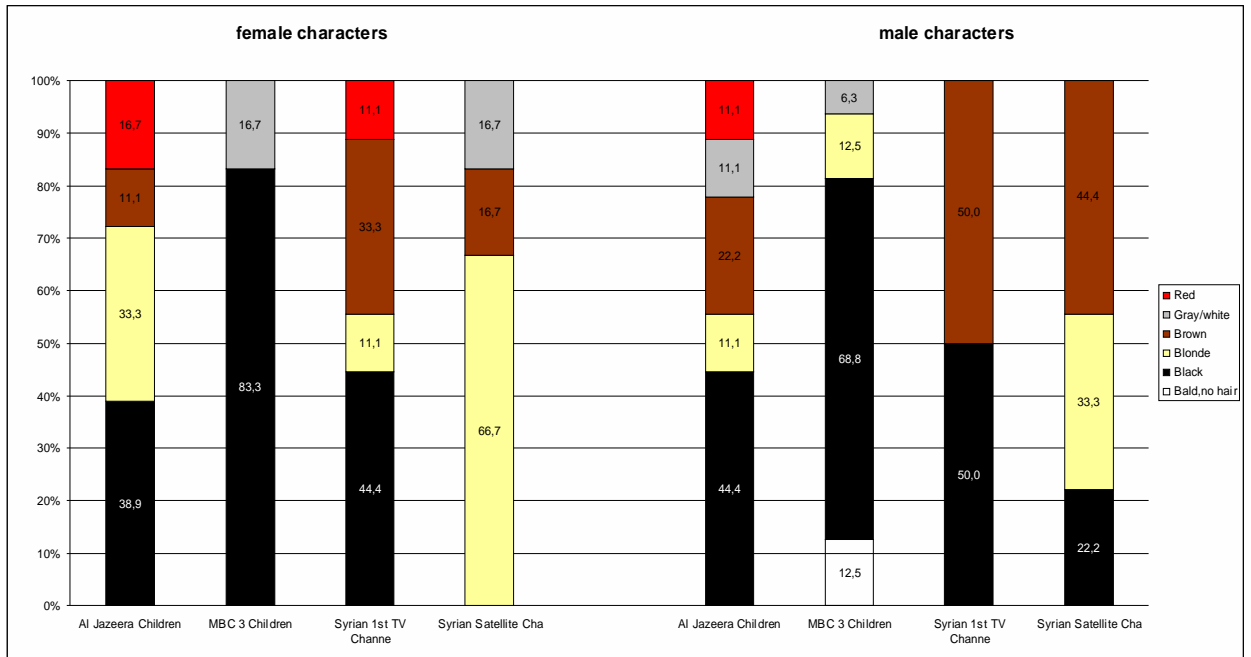
Gender Perspective: Males are more often bold, black- and brown-haired, females more often blonde and red-haired

Out of the female characters 16 (41.0%) have black hair, 11 (28.2%) blonde hair, 6 (15.4%) have brown hair, 2 (5.1%) have grey or white hair and 4 (10.3%) have red hair.

The male characters are with 2 (4.5%) without hair, with 21 (47.7%) black-haired, with 7 (15.9%) blonde, 9 (20.5%) have brown hair, 3 (6.8%) have grey or white hair and 2 (4.5%) have red hair.



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



The highest percentage of black-haired females in Syrian children's TV could be seen on MBC 3 children (83.3%). The highest share of blonde females was shown on the Syrian Satellite Channel (66.7%). Females with grey hair were only shown on Syrian Satellite Channel and on MBC 3 Children, with 16.7%, respectively. Red-haired females were presented on Al Jazeera children (16.7%) and on Syrian 1st TV Channel (11.1%). When it comes to the male characters, 50.0% of them were black- or brown-haired on Syrian 1st TV Channel, respectively. The highest share of black-haired males could be seen on MBC 3 Children (68.8%), and the highest percentage of blonde males was shown on the Syrian Satellite Cha (33.3%). Red-haired males were only shown on Al Jazeera Children (11.1%).

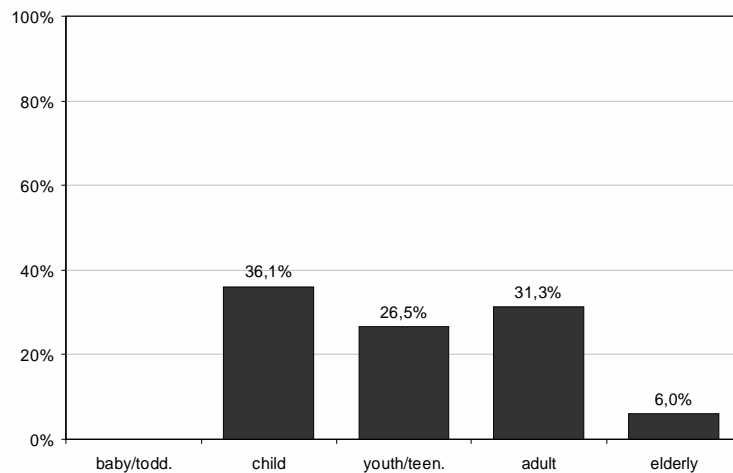
Children's Television Worldwide: Gender Representation in Syrian Children's Television

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.

30 (36.1%) of the characters are children and 26 (31.3%) are adults, 22 (26.5%) teenagers and 5 (6.0%) seniors.

Age of the characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 84 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%

The proportion between children (36.1%), Adults (31.3%) and Youths/Teenagers (26.5%) is quite balanced in Syrian children's TV. And though with 6.0% of Elderly the country is only

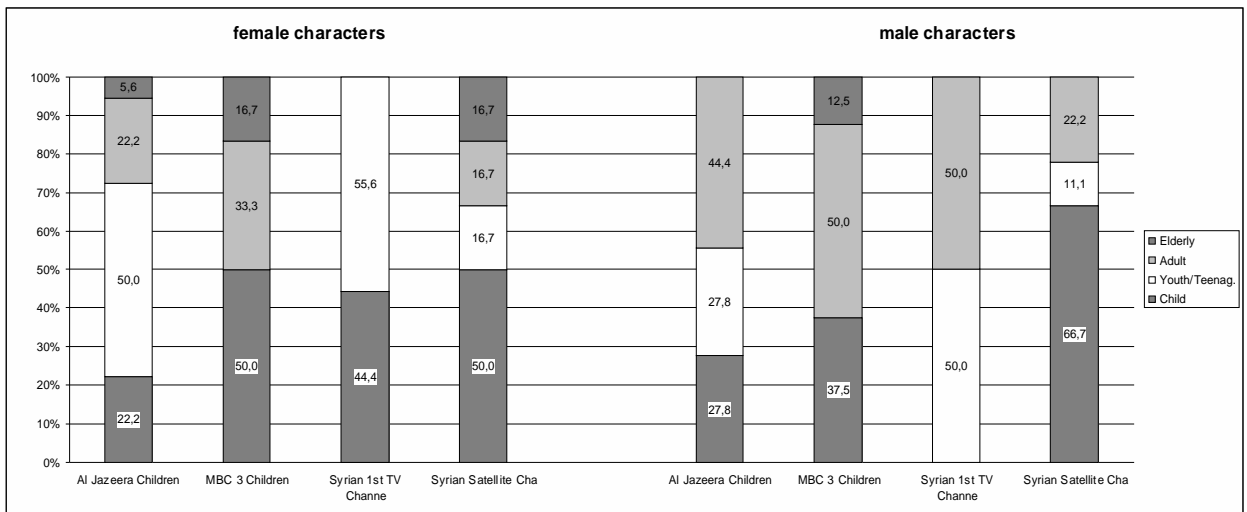
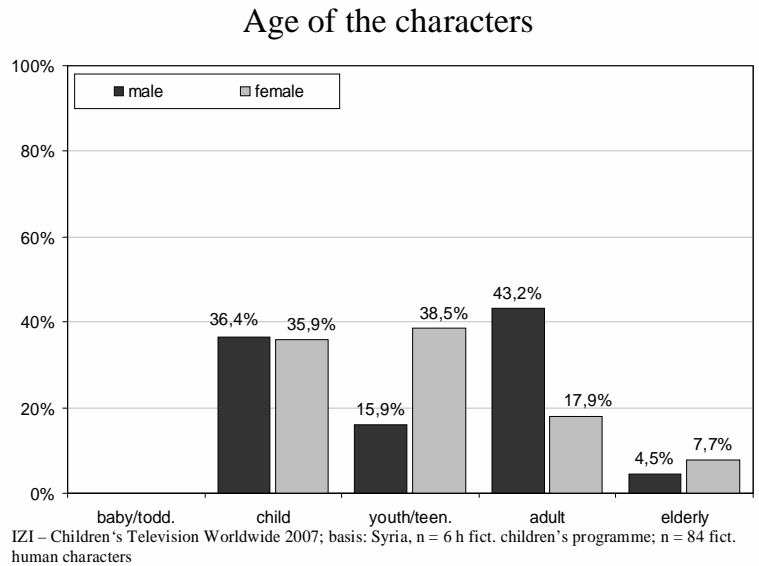
Children's Television Worldwide: Gender Representation in Syrian Children's Television

slightly above the average, it still takes the very fourth place in this category. Syria does not tell any stories with babies (at least in this sample).

Gender Perspective: Teens mostly female, adults mostly male

Out of the female characters 14 (35.9%) are children, 15 (38.5%) teens, 7 (17.9%) adults and 3 (7.7%) seniors.

The male characters are with 16 (36.4%) children, with 7 (15.9%) teens, 19 (43.2%) are adults and 2 (4.5%) seniors. So different to the females, Syrian children's TV shows male adults at the expense of male teens.



On Syrian 1st TV Channel only Youths/Teenagers (55.6%) and Children (44.4%) were represented among the females. The highest percentage of female Children was equally broadcast by MBC 3 Children and Syrian Satellite Channel (50.0%). The highest percentage of shown female Adults was 33.3% on MBC 3 Children, and the highest share of Elders had MBC 3 Children and Syrian Satellite Channel (equally 16.7%). Among the male characters, there were 50.0% of Youths/Teenagers and of Adults equally shown on Syrian 1st TV Channel. The highest

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

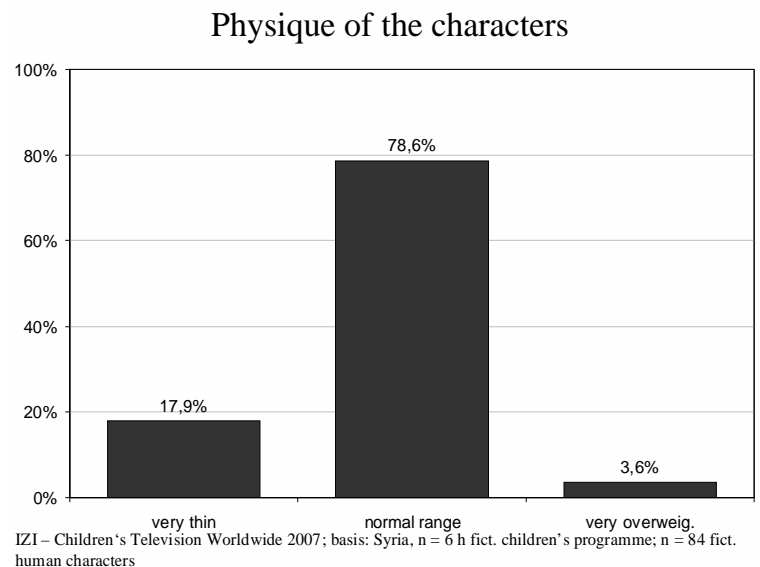
percentage of male children was represented on Syrian Satellite Channel (66.7%). Male elders were only shown on MBC 3 Children (12.5%).

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 point out clearly that here is an overweight or very thin body.

67 (78.6%) characters of the sample are of average weight. 15 (17.9%) of the characters were very thin, and 3 (3.6%) very overweight.



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

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%

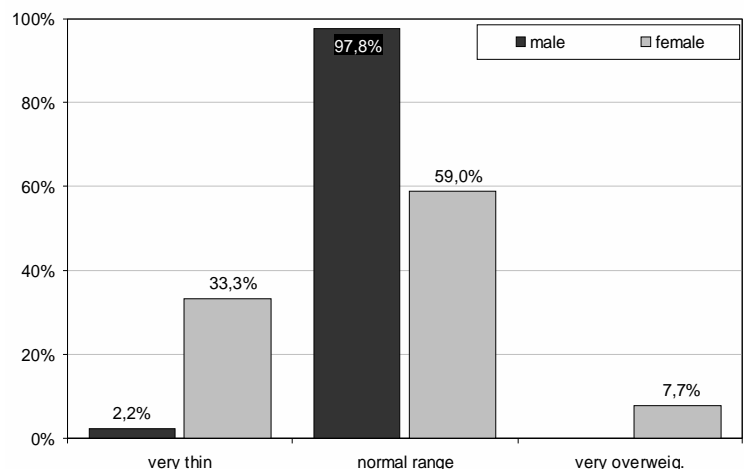
Only 78.6% of the characters shown in Syrian Children's TV were of a normal body range. Here the country is below the international average, as well as with 3.6% of overweight. In contrast to that, 17.9% of all characters were very thin. Here the country takes the very fifth place in the comparison and has about double as many thin characters than the international average.

Gender Perspective: Only overweight females

Out of the female characters 23 (59.0%) are in the normal range, 13 (33.3%) are very thin and 3 (7.7%) are very overweight.

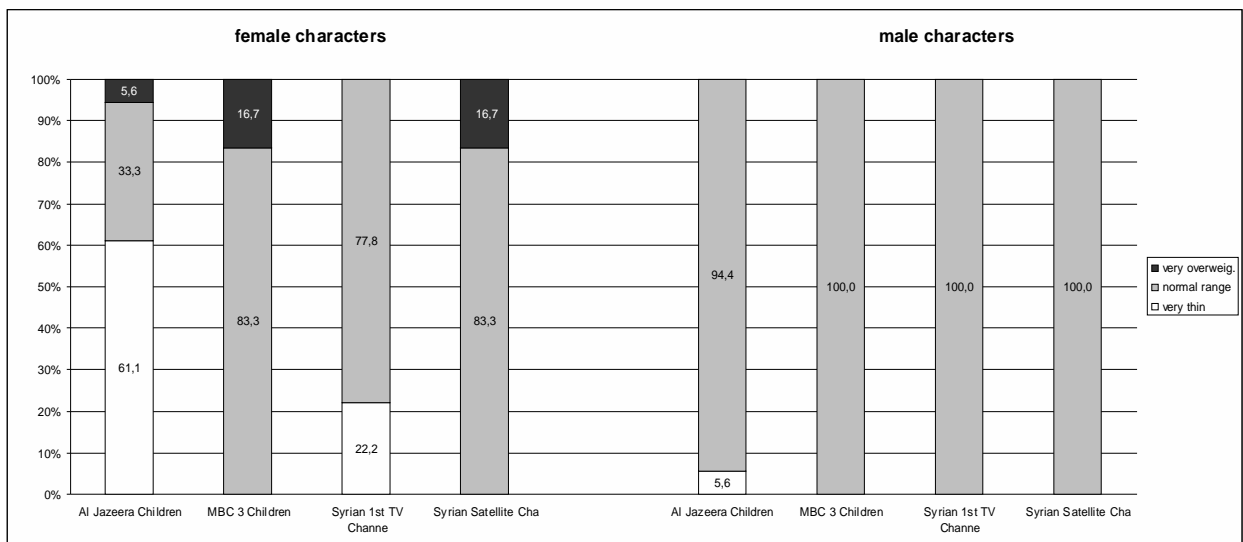
44 male characters (97.8%) are in the normal range and one (2.2%) is very thin.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Syria, n = 6 h fict. children's programme; n = 84 fict. human characters

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



On MBC 3 Children and the Syrian satellite Channel, only female characters with a normal body range (equally 83.3%) and overweight were represented (equally 16.7%). On the Public Syrian 1st TV Channel 77.8% of the females had a normal body range and 22.2% were very thin, while on Al Jazeera Children the latter had a share of 61.1% in the program. Among the males, there were no overweight at all. Three channels represented males of a normal body range for a 100%. Only Al Jazeera Children presented 5.6% of very thin males. Are there really no overweight young males in Syria at all?

Disabilities of main characters: Nearly not there!

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

None of the Syrian characters is disabled.

Children's Television Worldwide:

Gender Representation in Syrian Children's Television

Summary of the results

93.5% of all the characters represented in Syrian children's TV are Animation. Here Syria ranks amongst the first third of the countries compared and is almost 10.0% above the international average. Far behind are People and others, and there are no Puppets or mixtures at all. On Syrian Public children's TV, slightly more than three quarters of all characters represented are Animation (76.5%), and people are represented with a share of 23.5%. Two of the three Commercial TV channels in Syria show Animation for a 100%.

Only 3.2% of all Syrian children's TV is domestically produced. Here the country ranks amongst the final third and is almost 20.0% below the international average. On Syrian Public TV there is still a share of 23.5% of domestic productions in children's TV, whereas two of the three Commercial channels broadcast foreign or international productions for a 100%. We would like to stress that children deserve to see their own daily life and culture on TV. Here further research is needed, if the programme really offer this.

Surprisingly, 80.0% of all the characters represented in Syrian Public TV are female, and only 20.0% are male. This is of course also a question of the small sample but nevertheless a remarkable result. In marked contrast to that, there are 62.2% of male and 38.0% of female characters on Al Jazeera Children, 72.7% of male and 27.3% of female characters on MBC 3 Children, and 69.6% of male and 31.4% of female characters on Syrian Satellite Cha. So, the gender proportion in Syria's Public children's TV is opposite to that on Commercial channels. Hence, it could be asked which general implications this unusual overrepresentation of female characters in Public TV has. Syria takes the very second place of all the countries internationally compared when it comes to the representation of 38.9% of female characters in children's TV. Correspondingly, the country takes second the last place when it comes to 61.1% of males.

62.7% of Human characters that are represented in children's TV, Syria ranks amongst a broader middle field in the international comparison.

There are only 52.4% of white characters on Syrian children's TV. Here the country is almost 20.0% below the international average. Yet with 26.2% of Asians, Syria takes the very fourth place in comparison, and with 8.3% of Blacks and 3.6% of Latin-Americans it ranks among the first third.

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

The proportion between children (36.1%), Adults (31.3%) and Youths/Teenagers (26.5%) is quite balanced in Syrian children's TV. And though with 6.0% of Elderly the country is only slightly above the average, it takes the very fourth place in this category. With regards to a gender Perspective teens are more often female, adults more often male. So, different to the females, Syrian children's TV shows male adults at the expense of male teens.