

## **Tv-rummets eliter**

Föreställningar om kön och makt i fakta och fiktion

## **The television elites**

Images of gender and power in fact and fiction

---

Swedish text and summary in English, 226 pages.

ISBN: 91-88212-40-8 ISSN: 1101-4652

Maria Edström (maria.edstrom@jmg.gu.se)

Doctoral dissertation presented at the Department of Journalism and Mass Communication, Göteborg University 2006

### **Abstract**

This dissertation concerns images of gender and power on Swedish television. It confirms that the representation is gendered in all genres of programmes and across different elite groups. The results are drawn from two different sets of data. A quantitative and qualitative content analysis of prime-time television content on the three largest channels SVT1, SVT2 and TV4 during one week in February 2000 and a content analysis of guest lists on two talk shows about politics and culture: *Speciellt* (1992-2000) and *Centrum* (1998-2000). The study makes three important contributions to the study of elites.

- An extended definition of 'television elites' is developed to argue that a struggle for visibility is taking place on television. The power elites are being challenged by the status elites and image elites for control of social agendas.
- Comparison and contrast of elite men's and women's representations across multiple television genres is used to show that these elites are subject to gender stereotyping in all spheres of social influence, although not necessarily always in the same way.
- It is argued that not only are structures of gender representations revealed through gender stereotyping in television, television can also hide, confirm, challenge and negotiate these gender structures.

Gender stereotyping and levels of gender representation of elites on Swedish television can be understood as the result of an interplay of influences: the actions of those within and outside television production, the perceptions of audiences held by those within and outside television production, and the actual state and power structures of Swedish society. And, as a complicating factor, the media content itself also affects actors and their audiences.

**KEYWORDS:** gender, television, elites, genre, news, fact and fiction, gender equality, gender stereotypes, gender representation.