

<b>School/Department:</b>	Erasmus School of History, Culture and Communication – Department of Media and Communication  &  Erasmus School of Social and Behavioral Sciences – Department of Sociology
<b>Project Title:</b>	Gendered TV Production
<b>Abstract:</b>	<p>Media, in particular the TV industry, are the primary locus of creative work in modern society. A cumulative body of work argues that popular television has an impact on societal imaginations of gender (Byerly &amp; Ross, 2004; Milestone &amp; Meyer, 2012). The overall aim of this project is to understand the importance of gender in the production of popular TV.</p> <p>Recent studies show that the presence of women in these teams has an impact on the content produced: more women present usually results into more women represented in the content (Lauzen, Dozier, &amp; Cleveland, 2006)). Such research usually focuses on quantitative measures. While it shows patterns, it does not explain how gender and the production of media content relate to each other.</p> <p>TV-production is marked by several power dimensions. First, horizontal and vertical gender segregation is part and parcel of media industries (Krijnen &amp; Van Bauwel, 2015; Van Zoonen, 1994). Second, commercial interests have a significant impact on production processes (Bielby &amp; Harrington, 2008). Third, the industry itself is vertically and horizontally integrated, impacted production processes (Caldwell, 2008).</p> <p>The study at hand aims to study how gender articulations are negotiated in the production of TV programs within the power configurations as described above. Additionally, the impact of these negotiations is further scrutinized in the content produced. Different TV genres are compared on a quantitative and qualitative dimension.</p> <p>Bielby, D. D., &amp; Harrington, C. L. (2008). <i>Global TV. Exporting Television and Culture in the World Market</i>. New York/London: New York University Press.</p> <p>Byerly, C. M., &amp; Ross, K. (2004). Part II - Women's Agency in Media Production. In K. Ross &amp; C. M. Byerly (Eds.), <i>Women and Media. International Perspectives</i> (pp. 105-108). Maidenhead: Blackwell Publishing.</p>

	<p>Caldwell, J. T. (2008). <i>Production Culture. Industrial reflexivity and critical practice in film and television</i>. Durham/London: Duke University Press.</p> <p>Krijnen, T., &amp; Van Bauwel, S. (2015). <i>Gender and Media. Representing, Producing, Consuming</i>. London: Routledge.</p> <p>Lauzen, M. M., Dozier, D. M., &amp; Cleveland, E. (2006). Genre Matters: An Examination of Women Working Behind the Scenes and On-screen Portrayals in Reality and Scripted Prime-Time Programming. <i>Sex Roles</i>, 55(7), 445-455.</p> <p>Milestone, K., &amp; Meyer, A. (2012). <i>Gender &amp; Popular Culture</i>. Cambridge/Malden: Polity Press.</p> <p>Van Zoonen, L. (1994). <i>Feminist Media Studies</i>. London/Thousand Oaks/New Delhi: Sage Publications.</p>
<p><b>Requirements of candidate:</b></p>	<p><b>Background:</b></p> <ul style="list-style-type: none"> <li>• At least an MSc, MA or MPhil degree in Sociology or Media and Communication studies or a related field.</li> <li>• Excellent results in first degree/graduate study.</li> <li>• The project will preferably use qualitative research methods. Therefore, students should be familiar with how qualitative research is conducted and how qualitative data is analyzed. The use of more innovative qualitative methods is especially encouraged.</li> <li>• Access to the TV industry would be a welcome addition.</li> </ul> <p><b>Master's degree:</b> Yes</p> <p><b>EUR English requirement:</b>          IELTS Grade: 7.5 (minimal 6.0 per component)          or          TOEFL: 100 (minimal 20 per component)</p>

<p><b>Supervisor information:</b></p>	<p>The project will be supervised by:</p> <ul style="list-style-type: none"> <li>• <b>Prof. dr. Liesbet Van Zoonen</b> (promotor)</li> <li>• <b>Dr. Tonny Krijnen</b> (co-promotor). Dr. Tonny Krijnen will serve as the daily supervisor of the candidate.</li> </ul> <p><b><u>Prof. dr. L. Van Zoonen</u></b>  <i>Email address:</i> <a href="mailto:vanzoonen@essb.eur.nl">vanzoonen@essb.eur.nl</a>  <i>Personal website:</i> <a href="https://www.egsh.eur.nl/people/liesbet-van-zoonen/">https://www.egsh.eur.nl/people/liesbet-van-zoonen/</a></p> <p><b><u>Selections of Relevant Publications (last 5 years):</u></b></p> <p>Van Bohemen, S., den Hertog, L., &amp; van Zoonen, L. (2018). Music as a resource for the sexual self: An exploration of how young people in the Netherlands use music for good sex. <i>Poetics</i>, 66, 19-29.</p> <p>Müller, F., van Zoonen, L., &amp; de Roode, L. (2017). Anti-Racist Communication in Soccer: A Spoilt Vocabulary?. In Alleyne, M. (ed). <i>Anti-racism and Multiculturalism</i>. pp. 83-102, London: Routledge.</p> <p>Harmer, E. and L. van Zoonen (2016). Gendered Citizenship: Representations of women voters in newspaper coverage of UK elections 1918-2010. In: Danielsen, H., Jegersted, K., Muriaas, L. &amp; Ytre-Arne, B. (eds) (2016). <i>Gendered Citizenship and the Politics of Representation</i>. London: Palgrave MacMillan, p. 161-185.</p> <p>Hirzalla, F. &amp; L. van Zoonen (2016). "The Muslims are coming"; the enactment of morality in activist Muslim comedy. <i>HUMOR</i>, 29(2), p. 261-287.</p> <p>Vosmeer, M., Jansz, J. &amp; L. van Zoonen (2015). I'd like to have a house like that: female players of The Sims. <i>Academic Quarter. Journal for humanistic research</i>, 11(11), p. 129-142.</p> <p>Müller, F., Van Zoonen, L. &amp; F. Hirzalla (2014). Fitna, Fear-based Communication and the Moderating Role of Public Debate. <i>Middle East Journal of Culture and Communication</i>, 7(1), p. 82 – 100.</p> <p>Van Zoonen, L., Turner, G. &amp; J. Harvey (2014). Confusion, control and comfort: premediating identity management in film and television. <i>Information, Communication and Society</i>, online first: <a href="http://dx.doi.org/10.1080/1369118X.2013.870592">http://dx.doi.org/10.1080/1369118X.2013.870592</a>.</p>
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	<p>Duits, L. &amp; L. van Zoonen (2013). Zum Umgang mit Sexualisierung. In Loist, S., Kannengiesser, S &amp; J. Bleicher (Hg). <i>Sexy Media? Gender/Queertheoretische Analysen in den Medien- und Kommunikationawissenschaften</i>. Bielefeld: Transcript Verlag. (This is a translation of Duits &amp; Van Zoonen, 2011).</p> <p>van Bohemen, S., van Zoonen, L., &amp; Aupers, S. (2013). Negotiating Gender through Fun and Play: Radical Femininity and Fantasy in the Red Hat Society. <i>Journal of Contemporary Ethnography</i>, 0891241613505865.</p> <p>Van Bohemen, S., van Zoonen, L., &amp; Aupers, S. (2013). Performing the 'fun'self: How members of the Red Hat Society negotiate cultural discourses of femininity and ageing. <i>European Journal of Cultural Studies</i>, 16(4), 424-439.</p> <p>Hamid-Turksoy, N., van Zoonen, L., &amp; Kuipers, G. (2013). "I dumped my husband for a Turkish toyboy" Romance Tourism and Intersectionality in British Tabloid Newspapers. <i>Feminist Media Studies</i>, 14(5), p. 806-821.</p> <p>Van Zoonen, L. (2013). Reflections on a passport. In Bennett, P., &amp; McDougall, J. (Eds.). (2013). <i>Barthes' "Mythologies" Today: Readings of Contemporary Culture</i> (Vol. 52). Routledge, p. 80 – 86.</p> <p><b><u>Dr. T. Krijnen</u></b> <i>Email address:</i> <a href="mailto:krijnen@eshcc.eur.nl">krijnen@eshcc.eur.nl</a> <i>Personal website:</i> <a href="https://www.eqsh.eur.nl/people/a-f-m-krijnen/">https://www.eqsh.eur.nl/people/a-f-m-krijnen/</a></p> <p><b><u>Recent Publications (last 5 years):</u></b> Krijnen, T. (2017). Feminist Theory and the Media. In L. Van Zoonen (Ed.). <i>International Encyclopedia of Media Effects</i>. Malden: Wiley-Blackwell.</p> <p>Krijnen, T. &amp; Verboord, M. (2016). The moral value of TV genres: the moral reception of segmented TV audiences. <i>The Social Science Journal</i>, 53(4), 417-426, doi: <a href="http://dx.doi.org/10.1016/j.soscij.2016.04.004">http://dx.doi.org/10.1016/j.soscij.2016.04.004</a></p> <p>Veenstra, A., Kersten, A., Krijnen, T., Biltreyst, D. &amp; Meers, P. (2016). Understanding <i>The Hobbit</i>: the cross-national and cross-linguistic reception of a global media product in Belgium, France and the Netherlands. <i>Participations. International Journal of Audience &amp; Reception Studies</i>, 13(2), 496-518.</p> <p>Krijnen, T. &amp; Van Bauwel, S. (2015). <i>Gender and Media. Representing, Producing, Consuming</i>. London: Routledge.</p>
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	<p>Van Keulen, J. &amp; Krijnen, T. (2014). The Globalization Debate and the Limitations of the Localization of TV Formats: A Cross-Cultural Comparative Case Study. <i>International Journal of Cultural Studies</i>, 17(3): 276-291.</p> <p>Novak, D. &amp; Krijnen, T. (2014). Exploring Visual Aspects of Audience Membership: Media Studies and Photovoice. In: F. Darling Wolf (Ed.). <i>The International Encyclopedia of Media Studies: Research Methods in Media studies, Volume 7</i> (pp. 445-472). Malden: Wiley-Blackwell.</p> <p>Krijnen, T., Slot, M. &amp; Novak, D. (Eds.) (2013). Special issue of <i>Tijdschrift voor Communicatiewetenschap</i>, 41(4).</p> <p>Krijnen, T., Slot, M. &amp; Novak, D. (2013). Redactioneel. Fokke en Sukke krijgen antwoord. <i>Tijdschrift voor Communicatiewetenschap</i>, 41(4): 330-331.</p>
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