

The International Clearinghouse on Children, Youth and Media, at Nordicom

Call for submissions for a forthcoming book:

[Beyond the stereotypes - Boys, girls, and their images](#)

(working title)

Edited by Dafna Lemish and Maya Götz

The relationship that children and youth have with media around gender related issues are complicated and intriguing. There is significant scholarly research on representation of gender in media to suggest that they play a role in perpetuating gender inequity and continue to reinforce a segregated world for boys and girls. What we know less about is how these representations influence the construction of gender identities, particularly among children and youth from non-westernized societies. Existing research in psychology, media studies and feminist and cultural studies offer a host of possible explanations for the dynamic relationships between media representations, personal identity, and social reality, but a lot more research is required to enrich this body of literature.

At the same time, there are many attempts worldwide for media interventions and efforts to create counter-stereotypes and gender-fluid representations that can enrich children's understanding of what it means to be a boy and what it means to be a girl. However, we know very little on how effective these media texts are in stimulating change in a world dominated by an historical gender inequity.

The purpose of this edited book, therefore, is to collect and highlight research and document interventions from around the world dealing with three major questions:

1. Chapters exploring conscious media efforts and interventions in creating non-traditional gender representations for children and youth of any age, in all countries.
2. Chapters exploring the influence and consequences of exposure to gender representations – both traditional as well as counter-traditional – on children and youth of any age, in all countries.
3. Chapters exploring educational interventions in the development of gender-media literacy for children and youth of any age, in all countries.

Submissions from all stakeholders are encouraged: researchers, media professionals, educators, advocacy groups, policy makers, and the like.

Please send **an abstract of up to one page with a brief bio note of the author/s by March 15, 2016** to Dafna Lemish, co-editor, dafnalemish@siu.edu. All inquiries should be addressed to Dafna as well. Authors will be notified by May 1st, 2016 of whether their proposed contribution has been invited for submission for the special issue.

Final manuscripts will be due on October 15, 2016.

Contributions can range in length up to approximately 4000 words, in either British or American English, confirming to APA style.

Invitation to submit a full chapter does not constitute a guarantee of publication. All contributions will be reviewed by the editors and reviews will be sent back by January 15th, 2017. Revisions, if necessary, will be due by April 1st, 2017.

Publication date: Late 2017. The book will be presented during the 8th World Summit on Media for Children in Manchester, UK.

About the editors:

Dafna Lemish (Ph.D. Ohio State University, US, 1982) is Professor of Communication, Dean of the College of Mass Communication and Media Arts at Southern Illinois University Carbondale and founding editor of the *Journal of Children and Media*. She is author and editor of numerous books and articles on children, media and gender representations including most recently: *Children and Media: A Global Perspective* (Wiley, 2015); *The Routledge International Handbook on Children, Adolescents and Media* (Routledge, 2013); and *Screening Gender on Children's Television: The Views of Producers around the World* (Routledge, 2010).

Maya Götz (Ph.D. University of Kassel, Germany, 1998) is Head of the International Central Institute for Youth and Educational Television (IZI) at the Bayerischer Rundfunk (i.e., Bavarian Broadcasting Corporation) in Munich, Germany and the head of the Prix Jeunesse Foundation. She is author and editor of numerous books and articles on children, youth and television including most recently in English language: *TV-hero(in)es of boys and girls* (Peter Lang, 2014).

Together, Dafna and Maya have collaborated on numerous projects and published to date the following books:

Götz, M. & Lemish, D. (Eds.) (2012). *Sexy girls, heroes and funny losers: Gender representations in children's TV around the world*. New York: Peter Lang.

Lemish, D. & Götz, M. (Eds.) (2007). *Children and media in times of war and conflict*. Newark, NJ: Hampton Press.

Götz, M. Lemish, D. Aidman, A., & Moon, H. (2005). *Media and the make-believe worlds of children: When Harry Potter meets Pokémon in Disneyland*. New Jersey: Lawrence Erlbaum Associates.