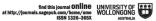




Asia Pacific Media Educator

Volume 31 Number 2 December 2021







Asia Pacific Media Educator Volume 31 Issue 2, December 2021 How to Do Select all Export selected citations Research and Get Published Editorial Free access | Editorial | First published December 1, 2021 | pp. 175–177 Editorial Sundeep Reddy Muppidi PDF/EPUB 🕹 Keep up to date Articles Open Access Research article First published October 13, 2021 pp. 178–194 Teaching Innovation Experience for COVID-19 Times: A Case Study on Blended Learning of Television Marcos Mayo-Cubero (0) Sage Journal **Author Gateway** Open Access Research article First published October 31, 2021 pp. 195–211 Coronavirus Pandemic: How National Leaders Framed Their Speeches to Fellow Citizens Restricted access Research article First published October 7, 2021 pp. 212–228 Kaifia Ancer Laskar 💿 Restricted access Research article First published October 7, 2021 pp. 229–247 Profit Versus Partisan Causes in Diverse Ownership Models: A Case Study of Mainstream Newspapers in East Indian City of Kolkata Messaging in the Malaysian Workplace: Communication, Social Media and Employee Wellbeim Norsyamihah Abdul Wahab , Nasya Bahfen 💿 Commentaries Platform Politics: The Emergence of Alternative Social Media in India Prashanth Bhat Restricted access | Article commentary | First published November 13, 2021 | pp. 277–286 The World Journalism Education Council (WJEC): Advancing global Interaction Through Standards Teaching and Research The Increase of Online Journalism in Nepal Harsh Mahaseth (0), Shifa Qureshi Book Review Book review: Biswajit Das and Debendra Prasad Majhi (Eds), Caste, Communication and Power Aniruddha Jena

Search this journal ~ Enter search terms...

Sage Journals



Article

Gender-sensitive
Portrayal in Cartoon
Shows for Preschoolers:
A Critical Analysis of
Masha and the Bear

Asia Pacific Media Educator I-17 © 2021 University of Wollongong, Australia Reprints and permissions: in.sagepub.com/journals-permissions-india DOI: 10.1177/1326365X211048587 journals.sagepub.com/home/ame



Kaifia Ancer Laskar¹



Most of the studies on children's programming conducted in America or India, indicating an unbalanced and stereotypical gender representation, remain limited to those on older children. The present study explores if cartoon shows for preschoolers resort to the counter-hegemonic portrayal of male/female characters, and if thereby have any scope for representation of gender fluidity within it. Consequently, it also attempts to discern the ways in which interpersonal relationships between the protagonists, and between the protagonist(s) and the secondary character(s) portray any 'dominant/submissive' dichotomies. Drawing on Bandura's 'Social Learning Theory' and de Beauvoir's notion of the social construction of women as the 'other', this study presents the results of textual analysis and Critical Discourse Analysis of a popular Russian cartoon show 'Masha and the Bear' (M&TB) telecast on Nick Jr. The study findings indicate more gender-sensitive representation in the show for preschoolers than those for the older children. Bearing the tropes of Soviet Russian egalitarian and cultural traits, the characters of M&TB portray non-binary gender roles compared to their American or Indian counterparts.

Keywords

Gender, stereotype, cartoons, counter-hegemonic, preschoolers

Corresponding author:

Kaifia Ancer Laskar, Department of Journalism and Mass Communication, Aliah University, 17 Gorachand Road, Park Circus, Kolkata, West Bengal 700014, India. E-mails: kaifiaancer@aliah.ac.in; kaifialaskar@gmail.com

¹ Department of Journalism and Mass Communication, Aliah University, Kolkata, West Bengal, India.