

REALITY ON MTV

**Gender Portrayals on MTV
Reality Programming**





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REALITY ON MTV: Gender Portrayals on Reality TV

At a minimum television informs society of what is believed to be important and what behaviors society considers appropriate. (Glascock, 1996)

Executive Summary

For many decades women have struggled to overcome past stereotypes that narrowly define what it means to be female. Similarly, males have struggled to correctly position themselves in light of females' newfound identity and empowerment. In many ways identity continues to be reshaped; and few forums are more public and more fraught with pitfalls than reality television, where outlandish behavior from both genders is encouraged, rewarded, branded, and packaged as lifestyle. The overwhelming popularity of the genre leaves many to wonder, "Where have young men and women arrived?" This study takes an in-depth look at language to examine gender portrayals in the most watched reality cable shows among children and teens ages 12 to 17. The findings paint an unfortunate picture of questionable progress for males and females.

Based on Nielsen data, four MTV shows ranked as the most-watched during the 2011 television season. They included: *Jersey Shore*, *Real World*, *Teen Mom 2*, and *16 and Pregnant*. Analysts conducted content analysis on the most recent full season of each show. Study variables for this examination were designed to track and reflect the language as well as the context and tone of that language.

The overarching question this study seeks to address is, "What messages are being communicated to young viewers through the lens and language of reality television?" What does reality television teach young girls regarding: 1) How do females talk to males? 2) How do males talk to females? 3) How do females and males talk about affection? 4) How do females and males talk about each other? 5) More importantly, how do females and males talk about themselves?

The findings in this report highlight a true crisis of vision in how networks present females in the media and raises concerns regarding the impact of these images on young viewers, both male and female. Past research asserts that television legitimizes, glamorizes, and normalizes stereotypes (Dong & Murrillo, 2007). If correct, then both the messaging and the depictions of mayhem on today's reality shows should be of particular concern to parents of young viewers.

MAJOR FINDINGS

- Only 24% of what females said about themselves was positive across all shows combined.



- Overall, women were more disparaging than men when speaking of themselves or someone of their own gender.
- Positive dialogue between females focused on their appearance, sense of accomplishment and emotional resilience.

Most popular positive words directed at females:

- Female to Female: Pretty, proud, strong
- Female Self-Talk: Excited, happy
- Male to Female: Nice, cool, hot

(For purposes of this study “positive” is defined by the speaker’s intentions. Positive includes dialogue intended to be complimentary, supportive, comforting, and/or encouraging. (Example: If a male said to a female, “You look hot!” The dialogue is coded as positive if, based on the context of the scene, the speaker intended the statement as a compliment).

- Males tended to refer to females as “cool” and view them more favorably when females displayed characteristics that males considered more “male-like” (e.g., not wanting to linger or engage after intercourse, not viewing sex as an indication of a greater commitment, not requiring romance prior to intercourse, not being jealous when males were sexual with other females, etc.)
- Females were the recipients of an “f-word” or “s-word” 662 times or once every four minutes and ten seconds.
- Females talked about sex acts more than men, talked about sex more graphically than men, mentioned sexual body parts more than men, and talked about intercourse and preliminaries to intercourse more than men.
- Although 88% of the sexual dialogue between females and males across all shows focused on intercourse and preliminary activities leading to intercourse (e.g. foreplay, etc.), the topics of virginity (0.2%), contraceptives (1.4%) and STD’s (2%) were only mentioned 4% of the time out of all the shows combined.
- Fifty-nine percent of the sexual references across all shows came from *Jersey Shore*.
- There was no difference in the most popular derogatory terms females used to talk about other females compared to the most popular derogatory terms males used to talk about females. These terms represent the most popular derogatory terms used to refer to females across all shows:

Most popular derogatory terms referring to females:

- Bitch, stupid, dirty



Table 1: A Profile Comparing Sexual Language between Males and Females

Females	Males
The data show that terms used to refer to females were more sexualized and degrading.	The data show that terms used to refer to males tended to be viewed as much more complimentary.
Females used the following terms to refer to other females: * <i>Backpack, bitch, Chihuahua, cunt, rodent, skank, trash bag, Barbie, slut, trick, vagina, ho, etc.</i>	Males used the following terms to refer to other males: * <i>Big man, dawg, superhero, gangstas, MacGyver, winner, badass, caveman, etc.</i>
Females used the following terms to refer to males: * <i>Bastard, bitch, cheater, cuddle partner, grenade, jerk, juicehead, pimp, scumbag, etc.</i>	Males used the following terms to refer to females: * <i>Atomic bomb, bitch, cunt, gremlin, parasite, clown, toad, turd, whore, porn star, etc.</i>
Females were more graphic in their sexual language (71%).	Males were less graphic in their sexual language (29%).
Females spent an equal amount of time as males talking about the various forms of sex (oral, anal, group and masturbation).	Males spent an equal amount of time as females talking about the various forms of sex (oral, group and masturbation).
Females spoke about <u>all</u> forms of sex with particular focus on oral sex and masturbation.	Males spoke about oral and group sex with very little mention of masturbation and no mention of anal sex.
Females talked about sexual body parts (vagina, penis, buttock, and breasts) more than males (56%).	Males talked about sexual body parts (vagina, penis, buttock, and breasts) less than females (44%).
Females talked about various types of sex acts and various aspects of those sex acts more than males (arousal, preliminaries to intercourse, nudity, intercourse, sex toys, pornography, and prostitution) (53%).	Males talked about various types of sex acts and various aspects of those sex acts less than females (arousal, sexual innuendo, nudity, intercourse, sex toys, pornography, and prostitution) (47%).
Females talked about intercourse and actions leading to intercourse 53% of the time.	Males talked about intercourse and actions leading to intercourse 47% of the time.

* See glossary of terms on page 18

Looking back at the early years of reality television, it is clear this genre has rapidly evolved and transformed the media landscape. The genre’s continual reliance upon relationship themes, risky behaviors, and increasingly outrageous content provide questionable media models of male and female behavior. The Parents Television Council hopes the results from this study will intensify a national dialogue that has already begun regarding female sexualization. We also hope to ignite greater interest in understanding the impact that the sexualization of females is having on the attitudes, beliefs and behaviors of boys.

Through this research PTC is asking, “What are the messages this powerful medium is sending to the impressionable minds of children and teens?” By examining language and gender portrayals in the most watched reality cable shows among children and teens we hope to provide meaningful insights and initiate a national dialogue that will result in real change.



REALITY ON MTV: Gender Portrayals on Reality TV

Background

The popularity of reality television has grown significantly over the past decade and has rapidly become a favorite viewing choice among young audiences. According to Nielsen, “Reality first made an appearance in the top 10 rankings in 2000, and since the 2002-2003 season has consistently captured the largest percentage of the audience watching the top 10 broadcast programs. In the 2007-2008 season, reality programming captured 77 percent of the total audience viewing those top 10 programs.” Consequently, the magnitude of the genre’s appeal, as seen in the rise in ratings and quantity has generated greater interest among researchers and critics. Both groups of professionals are working to comprehend viewer motivations for watching as well as the impact of a genre rooted in stereotypical representations of gender and class, simplistic portrayals of social problems, and a disproportionate appeal to young audiences.

Along with the growing popularity of reality television is the continual blurring between true reality and cleverly edited versions of reality. When are viewers watching uninterrupted recordings of reality and when are they watching shows that manipulate reality for purposes of pure entertainment? Many analysts believe that media is a reflection of the surrounding culture. Although reality television has changed the way media is created, there remains ample room for debate regarding whether art is reflecting life or whether art is reflecting art. Thompson (2001) captured the elements of reality television by stating, “[Reality television] . . . resembles the dramaturgical equivalent of jazz: a controlled structure that invites improvisation and unpredictability” (p. 22).

While some critics argue that reality programming is a positive force “releasing everyday voices into the public sphere” (Dovey, 2000, p. 83), this view is countered by those who point to its stereotyped representations of gender and class and its decontextualization of social problems” (Leone, R., Chapman, W., & Bissell, K., 2006). If the latter is true, then children and teens are delivered a media-market version of reality without understanding the broader context in order to better choose whether to embrace, reject and/or emulate what they see. Karen Dill, Director of the Media Psychology Doctoral Program at Fielding Graduate University in Santa Barbara, California characterized media as our “storytellers.” She says, “The stories they tell make up much of our shared cultural ideals and therefore shape how boys and girls [feel] about themselves and their peers.”

Further exacerbating the issues surrounding media models of female and male behavior is the fact that the demand for reality television continues to increase. Consequently, networks scramble for the reality show concept that reaches the next level of shock value for their audiences. While many reality shows make heavy use of relationship themes and risky behaviors, increasingly the success of these shows is dependent upon the outrageousness of the content. For children and teens in the prime of establishing their “identity” there are serious implications for self-concept and social values.



Similar to girls, boys are desperately searching for models of manhood. In their search they must find answers to questions of male identity and responsibility and compete with the bombardment of male media images. It is a daunting notion that gender portrayals on reality television can serve as educators for children and teens.

Social cognitive theory suggests that a number of factors influence the outcomes of exposure to media-modeled and gendered behaviors. Repetition of the message, liking and identification with the media models, and motivation are all factors that influence whether children and teens adopt behaviors they view in others. The Parents Television Council believes that results from this study will increase dialogue on these issues that affect the social conditioning of young boys and girls everywhere.

Purpose of the Study

The purpose of this study was: 1) To examine language to create a profile of gender portrayals as presented in the most watched reality cable shows among children and teens ages 12 to 17; and 2) To conduct gender comparisons on the quantity, type and degree of explicit content. Collectively, the data provides an opportunity to profile the current state of reality programming among the most watched shows by teens and discuss media modeling of social aggression, sex, sexualization, and explicit language. Further, we will move beyond noting the presence of explicit content to examine the nature of the dialogue as defined by tone and context.

Research Questions

This study is designed to answer the following questions: 1) How are males and females portrayed in popular reality programming? 2) How do male and female portrayals differ? (Differences will be measured by quantity, type and degree); and 3) What are the messages presented to young viewers who watch the shows examined within this study?

Methodology

Nielsen data were used to identify the most-watched primetime reality shows on cable among children and teens ages 12 to 17. Based on Nielsen data, four shows ranked as the most-watched during the 2011 season. They include: *Jersey Shore*, *Real World*, *Teen Mom 2*, and *16 and Pregnant*.

Analysts conducted content analysis on the most recent full season of each show. Three episodes of *16 and Pregnant* were unavailable. Study variables for this examination were designed to track and reflect the language, as well as the context and tone of the language. This was accomplished by logging every descriptor, label and/or profanity within a show. Only primary and secondary characters were coded. Primary characters were defined as any character in the show whose presence was crucial to the show. Secondary characters were characters that added depth/interest to the plot but were not crucial to its storylines. Statements made to groups of mixed gender were coded separately from statements to or about specific individuals. Collectively, the data



provided a profile of overarching themes and references by gender as presented in today's top-rated reality cable programming.

Data collection and data entry consisted of analysts viewing programs and logging language into custom templates to address: context of the language (sexual or non-sexual); tone of the language (disparaging, positive, neutral); type of language and/or profanity used by the speaker; and to whom the language was directed (female, male, or self).

Analysts watched full episodes of MTV reality programming and logged words that men and women used to describe or refer to each other, along with all instances of profanity. First, analysts indicated if the speaker was male or female, and to whom the descriptive word was directed: male, female, self, or if directed to no person in particular the direction was coded as neutral. The tone of the descriptive word was then logged as either: positive, disparaging or neutral. For purposes of this study "positive," "disparaging," and/or "neutral" were defined based upon the speaker's intentions. For example, if a male said to a female, "You look hot!" The dialogue was coded as positive if, based on the context of the scene the speaker intended the statement as a compliment. The context of the descriptive word was then noted as either within a sexual context or a non-sexual context.

Positive: Indicates the descriptive word was intended by its speaker to be complimentary, supportive, comforting, and/or encouraging in regards to the subject. Ex: "We know you're a good person."

Disparaging: Indicates the descriptive word was intended by its speaker to be derogatory and/or demeaning, abusive, disdainful, slanderous, insulting or otherwise defamatory in regards to the subject. Ex: "You're an asshole."

Neutral: Indicates the descriptive word was intended by its speaker to be neither positive nor disparaging in regards to the subject. Ex: "He's shy."

Sexual Context: Indicates the descriptive word was spoken in the context of instincts, physiology, and activities connected with physical attraction or intimate contact between individuals. Ex: "She looked D.T.F. (Down To F**k) and I was good to go."

Non-Sexual Context: Indicates the descriptive word was spoken outside the context of instincts, physiology, and activities connected with physical attraction or intimate contact between individuals. Ex: "She looked like she was depressed."

Results

Using the most watched reality programming among 12 to 17 year olds to examine variations in language based on gender, the data revealed that across all shows only 24% of what females said about themselves was positive. Similarly, only 21.4% of language about or directed at females (includes female to female, male to female, and female self-talk) was positive. Overall, males were not significantly more positive about themselves or other males than females (21.0%). However, with the exception of *Real World*, when women were not being positive they spent more time being disparaging to other females and themselves compared to males. (See Tables 4 and 5). In contrast, compared to females, when males were not being positive they spent more time using neutral



language and less time being disparaging (language was deemed neutral if it was neither positive nor disparaging) (See Tables 2 through 5).

Table 2: Neutral Tone

Female to Female and Female Self Comments

	F2F	F-Self	Total	%
16 and Pregnant	51	28	79	47.9%
Jersey Shore	45	52	97	22.8%
Teen Mom 2	27	24	51	17.2%
The Real World	44	49	93	38.4%

Table 3: Neutral Tone

Male to Male and Male Self Comments

	M2M	M-Self	Total	%
16 and Pregnant	9	6	15	71.4%
Jersey Shore	93	28	121	42.0%
Teen Mom 2	8	7	15	31.3%
The Real World	100	51	151	31.5%

Table 4: Disparaging Tone

Female to Female and Female Self Comments

	F2F	F-Self	Total	%
16 and Pregnant	23	37	60	36.4%
Jersey Shore	145	78	223	52.3%
Teen Mom 2	138	42	180	60.8%
The Real World	67	19	86	35.5%

Table 5: Disparaging Tone

Male to Male and Male Self Comments

	M2M	M-Self	Total	%
16 and Pregnant	1	3	4	19.0%
Jersey Shore	67	20	87	30.2%
Teen Mom 2	18	1	19	39.6%
The Real World	233	31	264	55.0%

Neutral language was often found in descriptions and greetings or was communicated in profanity that was not directed at an individual and instead was used as a modifier (e.g., profanity: “This is f**king far away”) (e.g., description: “He’s shy”) (e.g., greeting: “Yo dude”).

CHART 1: Tone of Language by Gender, Direction and Show
16 and Pregnant

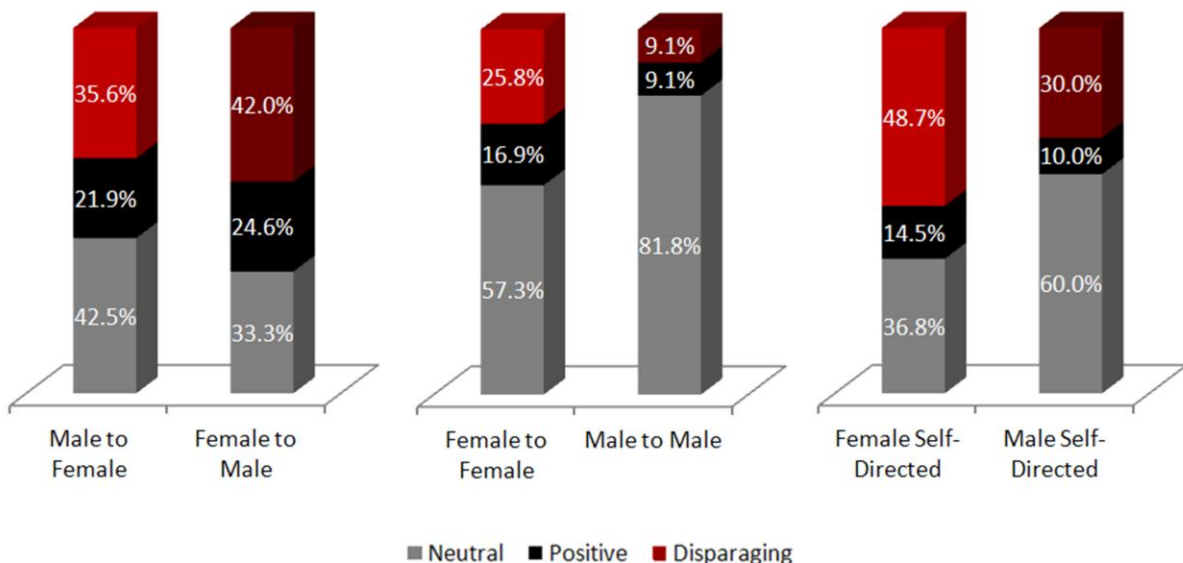




CHART 2: Tone of Language by Gender, Direction and Show
Jersey Shore

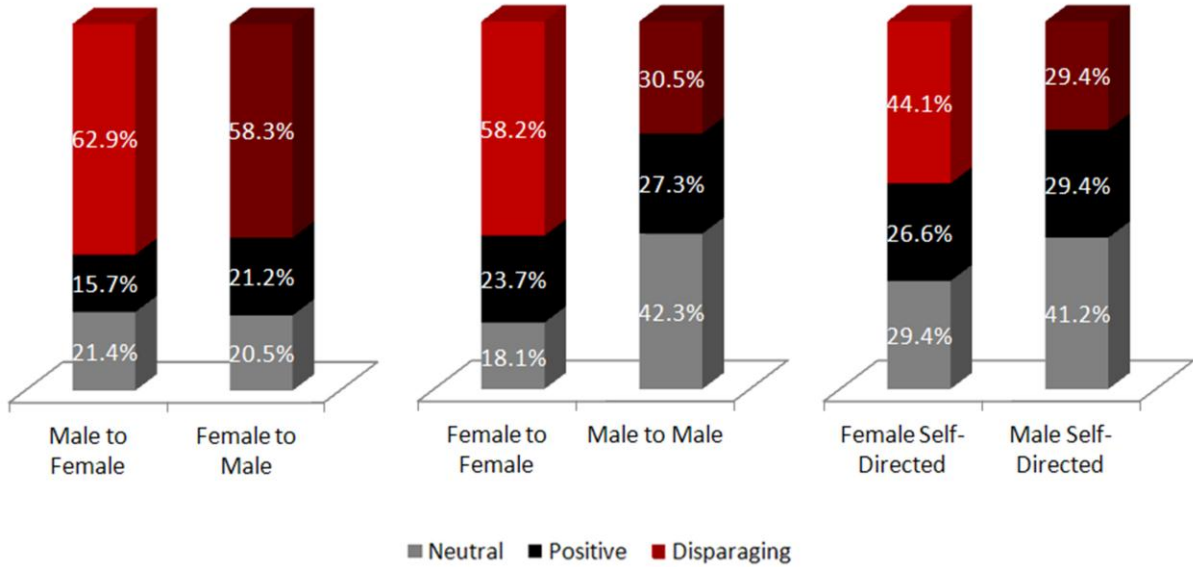


CHART 3: Tone of Language by Gender, Direction and Show
Teen Mom 2

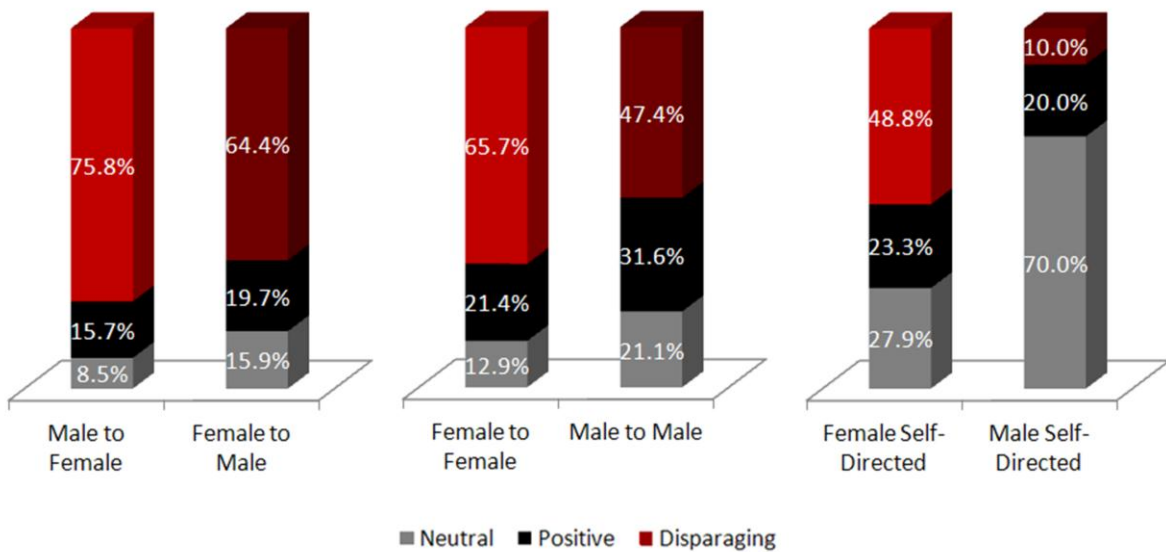
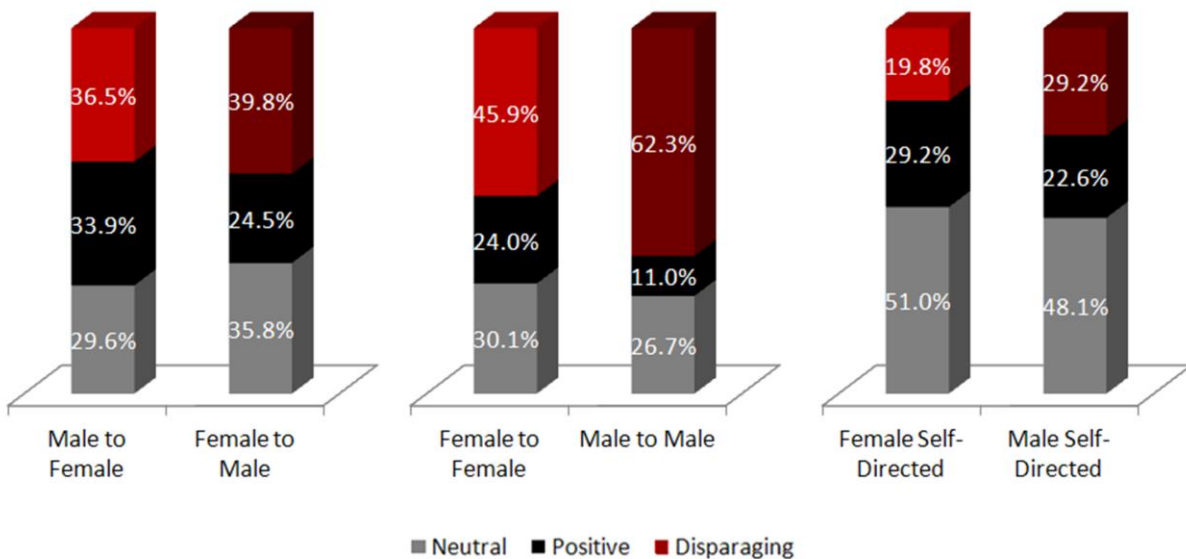




CHART 4: Tone of Language by Gender, Direction and Show
The Real World



Positive dialogue between females focused on their appearance, sense of accomplishments and emotional resilience as seen in the most popular positive words directed at females. (See Table 6).

Table 6: Most Popular Positive Words among Females
Across All Shows

	Positive Words
Female to Female	Pretty, proud, strong
Female Self-Talk	Excited, happy
Male to Female	Nice, cool, hot

Further examination revealed several trends within the shows that may have some level of relationship to these findings. Excluding what some may deem as milder forms of offensive language (e.g. hell, damn, crap, etc.) females were the object of curse words using the harshest profanity (“f-word” and “s-word”) the equivalent of once every four minutes and ten seconds. Further, in every show examined in the study (*Jersey Shore*, *Real World*, *Teen Mom 2*, and *16 and Pregnant*) men used the terms “ass/asshole,” “bitch,” “stupid,” and “dirty” to describe females. A similar discovery was made among women. The terms “bitch,” “stupid,” and/or “dirty” were not only used by females to describe other females, these terms were among the most popular terms used by both genders to represent females across shows, with the addition of “crazy” and “dumb.”

Other derogatory terms females used to refer to other females included:

- Backpack, bitch, blast, Chihuahua, cock blocker, cunt, dick, drunk, firecracker, fake, furniture, grenade, hawk, idiot, juicehead, psycho, puke face, rodent, skank, trashbag, whore, whorebag, Barbie, bulldog, loser, slut, trick, vagina, ho.



The data not only revealed an epidemic of disrespect for both sexes, also there was a prevalence of sexualized language used when referring to females. Based on the intention of the speaker (as defined by the context of the scene) the findings show that the words males used to describe females were often sexualized and/or degrading. Those terms included:

- Atomic bomb, bitch, cock blocker, cunt, dick, dirt bag, dog, drunk, DTF (down to f**k), flavor, good time, gremlin, grenade, landmine, loser, parasite, psycho, slut, stage-5 clinger, stalker, clown, toad, turd, whore, knuckleheads, player, porn star.

In contrast, terms used to describe males tended to be viewed by males as much more complimentary. This was even true for words that would typically be deemed as insulting to females. Sexualized terms that were directed at males in the study were often viewed as flattering. They included:

- Big man, dawg, superhero, pimp, DTF (down-to-f**k), gangsta, holiday, MacGyver, winner, badass, caveman, knucklehead, monster, and psycho.

Jersey Shore made up 47% of disparaging remarks and 59% of sexual references totaled across all four shows. Interestingly, the majority of disparaging language on *Jersey Shore* came from Ronnie (male) and Sammi (female), the only couple on the show that (although demonstrating an off-again/on-again relationship) clearly define themselves by their long-term commitment. Collectively, Ronnie and Sammi accounted for almost 21% of the disparaging language across all four shows.

**Table 7: Top 3 Male and Female Deliverers of Disparaging Language
*Jersey Shore***

		N	% of <i>Jersey Shore</i> Disparaging Comments	% of Disparaging Comments Across All Shows
Top 3 Male Offenders	Ronnie	290	26.1%	12.1%
	Vinny	91	8.2%	3.8%
	Mike	89	8.0%	3.7%
Top 3 Female Offenders	Sammi	204	18.3%	8.5%
	Snooki	187	16.8%	7.8%
	Deena	91	8.2%	3.8%
Total Disparaging Comments on <i>Jersey Shore</i>			1112 (46.5%)	
Total Disparaging Comments Across All Shows			2388	



**Table 8: Top 3 Male and Female Deliverers of Disparaging Language
Real World**

		N	% of Real World Disparaging Comments	% of Disparaging Comments Across All Shows
Top 3 Male Offenders	Leroy	113	19.6%	4.7%
	Dustin	107	18.6%	4.5%
	Michael	72	12.5%	3.0%
Top 3 Female Offenders	Nany	99	17.2%	4.1%
	Naomi	47	8.2%	2.0%
	Heather	38	6.6%	1.6%
Total Disparaging Comments on <i>Real World</i>			576 (24.1%)	
Total Disparaging Comments Across All Shows			2388	

**Table 9: Top 3 Male and Female Deliverers of Disparaging Language
Teen Mom 2**

		N	% of Teen Mom 2 Disparaging Comments	% of Disparaging Comments Across All Shows
Top 3 Male Offenders	Jo	83	16.5%	3.5%
	Adam	57	11.3%	2.4%
	Keiffer	16	3.2%	0.7%
Top 3 Female Offenders	Jenelle	73	14.5%	3.1%
	Barbara	61	12.1%	2.6%
	Chelsea	52	10.3%	2.2%
Total Disparaging Comments on <i>Teen Mom 2</i>			504 (21.1%)	
Total Disparaging Comments Across All Shows			2388	



**Table 10: Top 3 Male and Female Deliverers of Disparaging Language
16 and Pregnant**

		N	% of 16 and Pregnant Disparaging Comments	% of Disparaging Comments Across All Shows
Top 3 Male Offenders	Josh	13	6.6%	0.5%
	Zak	6	3.1%	0.3%
	Erik, Luigi, Mario (3-way tie)	3	1.5%	0.1%
	Kianna	58	29.6%	2.4%
Top 3 Female Offenders	Jamie	18	9.2%	0.8%
	Izabella	17	8.7%	0.7%
	Total Disparaging Comments on 16 and Pregnant			196 (8.2%)
Total Disparaging Comments Across All Shows			2388	

Also, there appeared to be a pattern of terms connoting both positive and negative meanings. In other words, one term would be used in a disparaging manner and in a different conversation that same word would be used to compliment someone. Those terms included:

- Asshole, bastard, bitch, chick, cock blocker, crazy, dick, drunk, DTF, dumbass, gangsta, jerk, nerd, stupid, walking holiday, and whore.

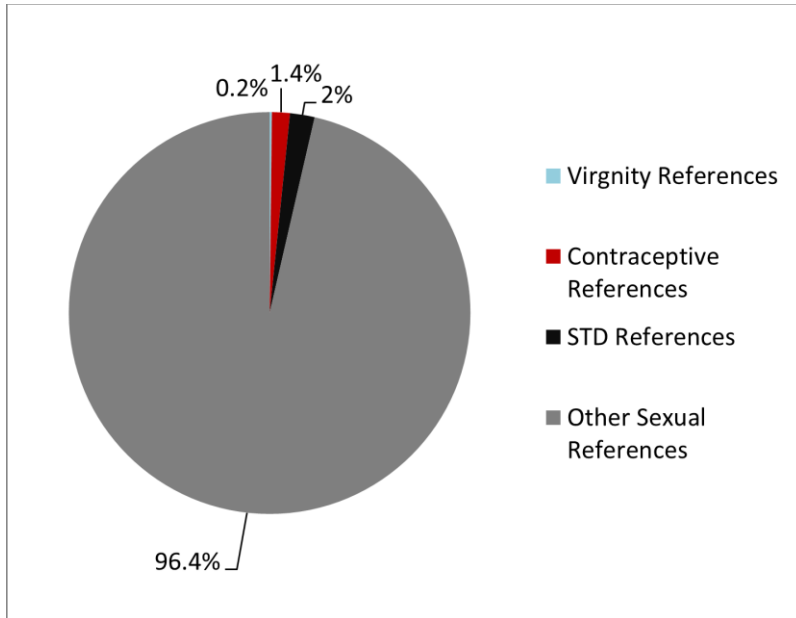
Additionally, results from this investigation show how, in reality television, males tended to refer to females as “cool” and view them more favorably when females displayed characteristics that males viewed as being more “male-like.”

Relative to the sexual dialogue, 88% between females and males combined focused on intercourse and preliminary activities leading to intercourse. However, the topics of virginity, contraceptives and STD’s were only mentioned 4% of the time out of all the shows combined. Also, the study revealed that females were either equal to or surpassed males in every area of “sex talk.” Females talked about sex acts more than men (53% and 47% respectively), talked about sex more graphically than men (71% and 29% respectively), mentioned sexual body parts more than men (56% and 44% respectively), and talked about intercourse and preliminaries to intercourse more than men (53% and 47% respectively).

Upon further examination females spent an equal amount of time as males talking about the various forms of sex (oral, anal, group and masturbation). Although males and females demonstrated different sexual preferences, males spoke about oral and group sex with very little mention of masturbation and no mention of anal sex. Females spoke about all forms of sex with particular focus on oral sex and masturbation.



Chart 5: Virginit, Contraceptives, STD's, and Other Sexual References



CONCLUSIONS

The insights provided by the research findings contribute disappointing answers to the original questions posed by the study. What does reality television teach young girls regarding: 1) How do females talk to males? 2) How do males talk to females? 3) How do females and males talk about affection? 4) How do females and males talk about each other? 5) How do females and males talk about themselves?

And as boys search for models of manhood and answers to questions of male identity and responsibility what answers are they gaining through the messages and images of reality television? There remains an overwhelming message to young girls that their only unique and valued quality is their sexuality. The message to males is that they should lack overt emotion, be uninterested in relationships, and be defined by sexual conquests.

Sexuality without the contrasting themes and images that help to present a fully defined female seems to be a tremendous setback to the decades of progress females have achieved. Similarly, one-dimensional depictions of males without the contrasting themes and images that help to present fully defined men are equally as concerning.

As reality television competes for attention, it is apparent we will continue to experience a proliferation of these media images in our cultural landscape. If we believe that media helps to shape public opinion for what is deemed acceptable and appropriate, we must demand a higher level of responsibility for those who create, regulate and consume the images.

Consistent with recommendations from PTC's previous research addressing female sexualization, we believe that any hope for change must demand the involvement, awareness and dedication from all segments of the marketplace:

- Parents, who must pay closer attention to the numerous and often harmful media images and messages their daughters and sons are consuming. Also, parents must help increase the



understanding, skepticism and activism of their children and teens against narrowly defined and offensive media images;

- Creators, performers and distributors of entertainment media, who must understand the magnitude of their influence;
- Advertisers, whose media dollars underwrite television programming that contains sexualized and narrowly defined gender portrayals;
- Industry commentators and journalists, whose critical observations help to influence the behavior of the entertainment industry;
- Our public servants, who have regulatory oversight of the public airwaves and who must ensure that the public interest is being served;
- And teenaged girls and boys themselves, who must understand the issues and take an active and aggressive stance, either individually or collaboratively.

Collectively, we must call upon media makers to present a more balanced view of “reality.” We must demand more responsible depictions of how females and males resolve conflict, and broader perspectives of what it means to be female or male beyond the limits of current stereotypes. We must insist they tell a better story than the one about sexually-defined men, narrowly-defined women, conflict-driven relationships and exhibitionistic representations of people who are unlucky at love. The saddest commentary is how ultimately these media themes and images serve to paint a very vivid picture of low expectations. The fear of setting low expectations for our young girls and boys is that they may fulfill them.



Glossary

Some of the following terms are distinct to MTV reality shows and are not meant to be considered absolute definitions.

- **Atomic Bomb:** An extreme version of “Grenade.”
- **Backpack:** A male or female who constantly follows their significant other, or object of affection, during social functions.
- **Barbie:** Promiscuous female implied to be vapid, “plastic” and/or unintelligent.
- **BFF:** Acronym for “Best Friend Forever.”
- **Blast:** A person considered well-suited to a party situation.
- **Blast in a Glass:** Similar to “blast” with an implied reference to being a lively individual while drinking and/or intoxicated.
- **Chihuahua:** Derogatory term for a short talkative female who resembles the breed of “yapping” dog.
- **Cockblocker:** Derogatory term for a person, male or female, who prevents someone from having sex or interferes with someone’s attempt to pursue a sexual situation.
- **Cuddle Partner:** A person of the same or opposite sex with whom one is not in a defined relationship but can give or receive light affection.
- **Dawg:** Term of friendship typically used between males.
- **DTF:** Acronym for “Down to F**k” describes a male or female eager and/or willing to have sex.
- **Flavor:** Characteristics of a male or female that makes them attractive.
- **Furniture:** Person who lies around and does not participate in group activity.
- **Gorilla:** An extremely muscular person, also called “juiceheads”
- **Gremlin:** Derogatory term for a diminutive, unattractive female.



- **Grenade:** Derogatory term typically used to describe an unattractive female embedded within a group of attractive women. In this scenario, a man will self-sacrifice, “jump on the grenade,” to ensure his friends have sex with the female’s more desirable cohorts. The term has also been used by females to describe less-attractive males.
- **Guidette:** Female counterpart of “Guido.” Appropriation of the ethnic slur used in a positive manner to describe a typically young Italian-American female interested in her overall appearance as well as tanning, gyms, partying and dance clubs in the New York/New Jersey area.
- **Guido:** Appropriation of the ethnic slur used in a positive manner to describe a typically young Italian-American male interested in their overall appearance as well as tanning, gyms, partying and dance clubs in the New York/New Jersey area.
- **Holiday:** Truncated version of “Walking Holiday.”
- **Juicebox:** Synonym for “Juicehead.”
- **Juicehead:** Term used to describe a male bodybuilder who uses steroids.
- **Landmine:** A variation on the “Grenade.” Specifically, a skinny girl that is unattractive.
- **MacGyver:** A person able to construct devices from found objects, made in reference to the titular character from the late 80’s primetime television program of same name.
- **Meatball:** Term typically used to describe a short, stout Italian-American girl.
- **M.I.A.:** Acronym for “Missing In Action.” Refers to someone absent from the social scene.
- **MVPD:** Acronym that describes the grouping of Mike, Vinny, Pauly and Deena (from Jersey Shore) in reference to their heading out to clubs and picking up potential mates.
- **Slopotamus:** Derogatory term for a female who is excessively inebriated.
- **Stage-5 Clinger:** Derogatory term for a female or male who gives excessive and unwanted attention to their love interest.
- **Superhero:** Someone who has accomplished amazing feats or is sexually-triumphant.
- **Walking Holiday:** Describes a female who loves to party and whose temperament is conducive to that environment.



EXAMPLES:

Male to Male

-Disparaging

1. Leroy is angry that Adam got sent home from a night club for being drunk and belligerent. Leroy: “Why the [bleeped “f**k”] are you doing that [bleeped “sh*t”]?” Real World Las Vegas 2, 3/16/11, TV-14-DLS, #29062
2. Drunk Vinny tries to drag Snooki to the bedroom after being rejected by another girl. Mike tells camera: “Vinny was being a douchebag.” 3/17/11, TV-DLS, #29064 Jersey Shore

-Positive

1. Pauly arrives at the house and greets Vinny happily. Pauly: “What up, pimp?” 1/6/11, 14-DLSV, #27340 Jersey Shore
2. Corey is about to marry Leah. Corey’s father Jeff speaks to him. Jeff: “You was a good kid growing up and you turned out to be a fine young man.” 3/29/11, PG-L #30218 Teen Mom 2

-Neutral

1. Ronnie talks to a male friend on the phone. He greets him: “Yo dude.” 3/24/11, TV 14-DSL, #29375 Jersey Shore
2. Corey is with his friend Tyler on their way to the wedding. Corey: “This is my last trip down this road as a single man.” Tyler: “As a single man.” 3/29/11 – TV PG L #30218 Teen Mom 2

Male to Female

-Disparaging

1. Kailyn tells Jo that she’s been dating other men. Jo says to her: “Oh, yeah, and you’re a whore.” 3/8/11 rating unknown Teen Mom 2
2. Ronnie is annoyed with Sammi for flirting with other men in the club. Ronnie: “I’m done with your drunk ass.” 3/24/11, TV 14-DSL, #29375 Jersey Shore

-Positive

1. It’s the first night at the Jersey Shore and Mike gets to know Deena. Mike comments on Deena: “Deena is awkwardly cute and we got a situation.” 1/6/11, TV-14 DLSV #27340 Jersey Shore



2. Vinny says goodbye to a Young Lady he picked up in a club after having sex with her back at his house. Vinny speaks to camera: "This chick was really cool, as soon as she was done with me, like she just said 'I have to go. I wanna go meet my friend.' So I was like alright I'll call you a cab. Nice knowing you." 1/17/2011, TV-14 DLSV, Jersey Shore

-Neutral

1. Mike tells Ronnie and Sammi about Deena. "She's really drunk I guess." 1/6/11, TV 14-DSL, #27340, Jersey Shore
2. Jairo and Izabella are setting up for a baby shower. Jairo fixes a sign to Izabella's specifications. Jairo: "Is that better for you, Miss?" 5/31/11, 14 #35636 16 and Pregnant

Male Self-Directed

-Disparaging

1. Jairo admits he lied to Izabella and her parents about finishing high school. Jairo: "I do feel guilty that I've been lying to you." 5/31/11, 14 #35636 16 and Pregnant
2. Vinny lies on the couch, drunk and slurring his words. He talks to Deena who cooks him a grilled cheese sandwich: "Don't make me anything, I'm a [bleeped "f**king"] ass [bleeped "hole"]." 3/24/11, TV 14-DSL, #29375 Jersey Shore

-Positive

1. Adam comes home drunk from a night club. He says it's the best time he's had in Vegas. "I was totally drunk!" Real World Las Vegas 2, 3/23/11, TV 14-DSL, #29364
2. Vinny looks in the mirror after admiring his spray tan and says happily, "I look like a fist pumping guido." 3/10/11, TV 14-DL, #28871 Jersey Shore

-Neutral

1. Vinny is trying to explain that Snooki has a double standard because when she's drunk, she wants him. Vinny: "When I'm drunk, Snooki wants nothing to do with me." 3/17/11, TV-14-DLS, #29064, Jersey Shore
2. Kianna and Zak relive the moment they found out about the pregnancy. Zak tells Kianna that his initial thought was: "I'm 'young'". 6/7/11, rating unknown 16 & Pregnant.



Female to Male

-Disparaging

1. Ronnie gets worked up and yells. Sammi says to him: “Don’t act like a drunk [bleeped “f**k”] right now.” 3/3/11, TV-14 DSLV, #28667 Jersey Shore
2. Leah has lunch with friend Regan. They talk about Leah’s plans to go to school and the father Corey taking care of the girls. Leah: “He gets scared to watch them.” 2/8/11, *rating unknown*, Teen Mom 2

-Positive

1. A female stranger in the night club approaches Pauly and says: “I think you’re hot, but do you want to do you?” 3/3/11, TV-14 DSLV, #28667 Jersey Shore
2. Adam comes home drunk and fights with Leroy. Afterwards, Nany talks to him and says he doesn’t have to let his behavior define him. “We know you’re a good person.” Real World Las Vegas, 3/23/11, TV-14-DLS, #29364

-Neutral

1. Snooki tells Sammi about a talk she had at Karma with Ronnie. Snooki: “We had a drunk conversation.” 3/3/11, TV-14 DSLV, #28667 Jersey Shore
2. Sammi comes back from her trip home. She talks to Ronnie in the kitchen. “You look pale!” 3/3/11, TV-14 DSLV, #28667 Jersey Shore

Female to Female

-Disparaging

1. Sammi talks about Jenni, predicting that she will be first to arrive. Sammi: “I have a feeling whorebag’s going to be next.” 1/6/11, 14-DLSV, #27340 Jersey Shore
2. Barbara is upset at Jenelle for missing an appointment to babysit her son Jace. Barbara: “You’re the worst piece of [bleeped ‘sh*t’] mother!” 2/8/11 *rating unknown* Teen Mom 2

-Positive

1. Chelsea gets ready for Aubree’s first birthday party. Her friend, Laura, comments on her appearance. Laura: “You look like the sexiest mama I’ve ever seen.” 3/29/11, PG-L #30218
2. Megan is getting the last of her things from Chelsea’s place. Chelsea: “Are we still BFFF’s (Best F**king Friends Forever)?”. 2/22/11, *rating unknown*, Teen Mom 2



-Neutral

1. Vi tells Izabella she suspected Izabella was pregnant. Vi says: "I had a feeling. You didn't seem yourself. You weren't as open." 5/31/11, 14 #35636 16 and Pregnant
2. At a club, Snooki is acting silly and hiding in a bush. When she gets out, Jenni says to her, "Come on, bush queen." 1/13/11, TV 14-DLSV, #27444 Jersey Shore

Female Self-Directed

-Disparaging

1. Snooki tells Jenni how she feels about the situation with Vinny. Snooki "I'm embarrassed, I [bleeped "f**ked"] up my life." 3/3/11, TV-14 DSLV, #28667 Jersey Shore
2. Jenelle is upset and speaks to Keiffer. Jenelle: "I want everyone to stop thinking that I'm a [bleeped 'sh*tty'] mom." 3/1/11, rating unknown, Teen Mom 2

-Positive

1. It's the last night for the group at Jersey Shore. At the club Karma, Snooki runs into Nick and comments: "I wanted to go out with a bang. And I was 'DTF', just to end the summer right." 3/24/11, TV-14 DLS #29375 Jersey Shore
2. Snooki checks herself in the mirror and says approvingly: "I look like a hooker, sick!" 1/6/11, 14-DLSV, #27340 Jersey Shore

-Neutral

1. Sammi says she slept in her contacts the night before and her eyes are messed up. Sammi comments: "What am I, mental?" 3/17/11, TV-14-DLS, #29064, Jersey Shore
2. Vi responds to her husband blaming her for being too much of a buddy to Izabella rather than a mom. Vi: "It's hard for me to be such a strict mom because my mom was so strict." 5/31/11, 14 #35636 16 and Pregnant



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