

SEX AND THE TELEVISION

A Correlation Study on Chinese Young Female Audiences' Exposure to American TV Drama, Perceived Realism, and Sex-related Effects

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The C-Centre

Centre for Chinese Media and
Comparative Communication Research
中華傳媒與比較傳播研究中心



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Foreword

Winning an award at a peer-reviewed conference is an honor that most academics cherish. We like it because we enjoy being recognized by the research community. In addition, when rightly done, an award speaks to the quality of a paper. All this probably explains why the annual conventions of major communication associations of the world—ICA, NCA, AEJMC, WAPOR, IAMCR and the like—have set up awards for top student papers. While the authors will find the awards encouraging, the award-winning papers can be a source of inspiration to many others. Graduate students and budding scholars are particularly curious about these papers.

The graduate students in our School have been very active in joining all the aforesaid conferences. As teachers, we are happy to find that quite a few have won awards for their outstanding works. To meet the demand for easy access to these papers, the Centre for Chinese Media and Comparative Communication Research (the C-Centre) has launched this Award-winning Student Paper series as part of its e-publication plan. As the copyright owner, the authors are expected to revise and publish the e-papers in the more traditional venues of journals and books later. We publish the e-version as working monographs in order to speed up the dissemination of research ideas. We encourage you to share the e-papers with others. You are also invited to refer student award-winning papers to us for possible inclusion in the series.

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Abstract

Correlation between exposure to American TV drama, social cognitive element—perceived realism, and sex-related effects were investigated among 302 young female audiences in China. More exposure to American TV drama and higher perceived realism on it was associated with more permissive sexual attitude, while exerting weaker effect on female audiences' beliefs of sexual double standard and sexual agency. Perceived utility of sexual content in American TV turned out to significantly predict the effects.

This paper was awarded the Second Place Student Paper in the Commission on the Status of Women of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference 2012.