ARCHETYPES, ME TOO, TIME'S UP AND THE REPRESENTATION OF DIVERSE WOMEN ON TV

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INTRODUCTION
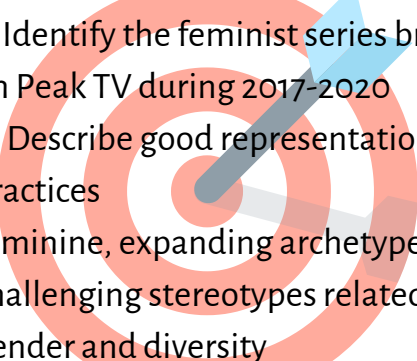
Me Too, Time's Up movements

influence on the presence and representation of women in the streaming era of TV

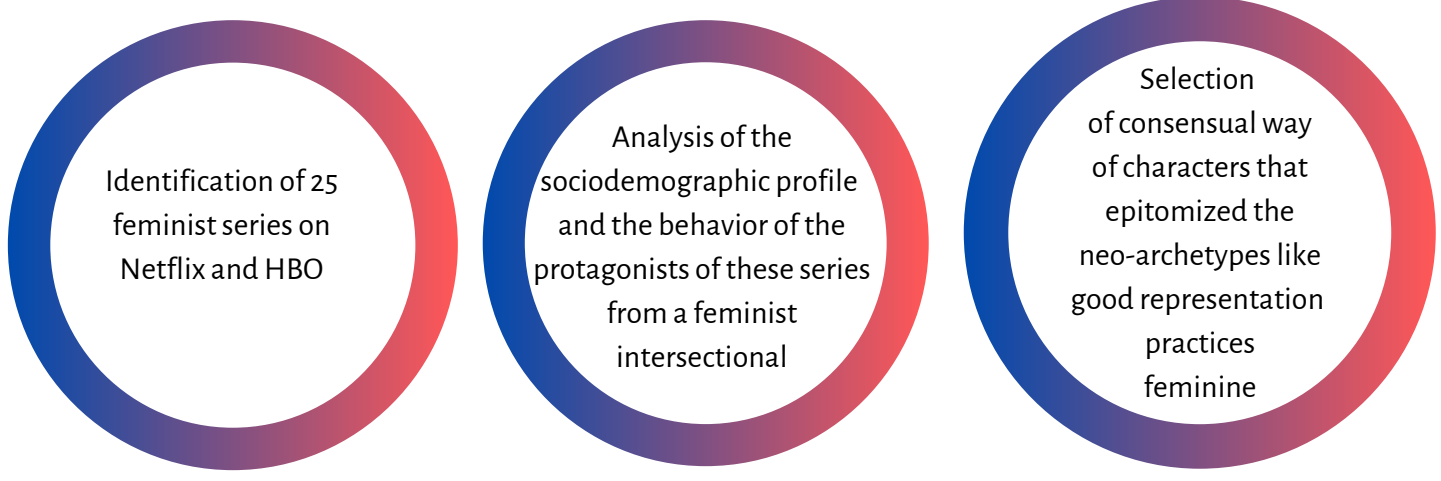### Female representation in television fiction

gender and ethnic stereotypes and archetypes based on patriarchal myths

OBJETS AND METHODOLOGY

1) Identify the feminist series broadcast on Peak TV during 2017-2020
2) Describe good representation practices feminine, expanding archetypes and challenging stereotypes related to gender and diversity

a) The presence of women in front of / behind the cameras in these series and their relationship with feminist movements
b) The representation of neo-archetypes from an intersectional feminist perspective
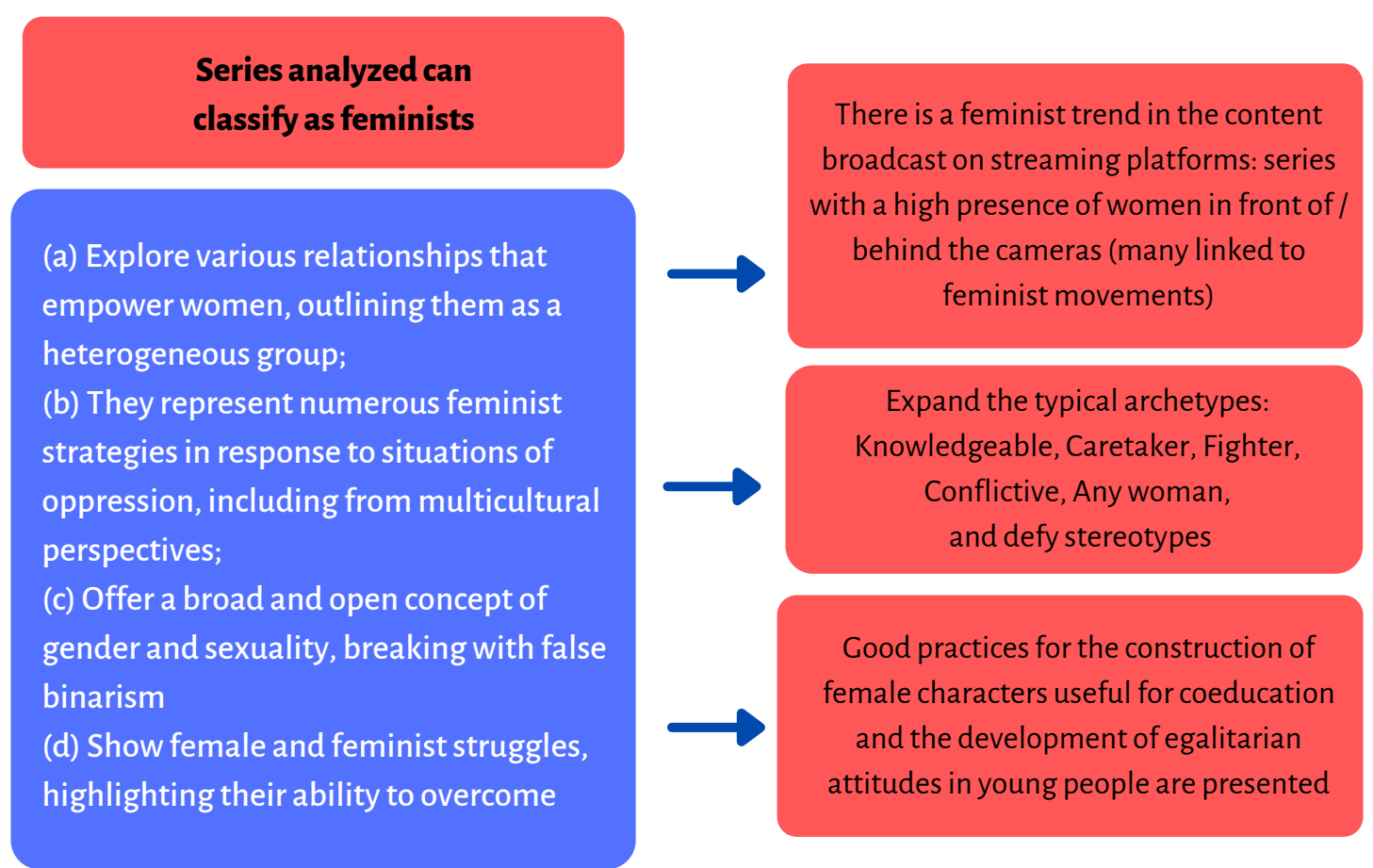
RESEARCH PHASES

Identification of 25 feminist series on Netflix and HBO

Analysis of the sociodemographic profile and the behavior of the protagonists of these series from a feminist intersectional

Selection of consensual way of characters that epitomized the neo-archetypes like good representation practices feminine

RESULTS AND CONCLUSIONS

Series analyzed can classify as feminists

(a) Explore various relationships that empower women, outlining them as a heterogeneous group;
(b) They represent numerous feminist strategies in response to situations of oppression, including from multicultural perspectives;
(c) Offer a broad and open concept of gender and sexuality, breaking with false binarism
(d) Show female and feminist struggles, highlighting their ability to overcome

There is a feminist trend in the content broadcast on streaming platforms: series with a high presence of women in front of / behind the cameras (many linked to feminist movements)

Expand the typical archetypes: Knowledgeable, Caretaker, Fighter, Conflictive, Any woman, and defy stereotypes

Good practices for the construction of female characters useful for coeducation and the development of egalitarian attitudes in young people are presented

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