In His Image: A Content Analysis of Evangelical Youth Books for their Representation of Gender Roles and Ideals

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Keywords
gender roles, gender, evangelical, christian, youth, media

Abstract
This content analysis discusses the results of the analysis of twelve major Evangelical books for young adults and their representation of gender roles and gender ideals. The background of the Evangelical church’s handling of gender, particularly in relation to media beginning in the 1970s is established and discussed at length in order to situate this analysis amongst previous discussion of Evangelical gender roles. This analysis found that each of the books discussed four main themes of gender roles and relations: biological essentialism, complementarianism, counter-cultural branding of gender, and sexual purity (especially for young women).

Comments
A project submitted in partial fulfillment of the requirements of the University Scholars Program

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Abstract
For many years researchers have understood that gender roles in children’s literature have the capacity to create and reinforce “meanings” of femininity and masculinity (Currie, Gend. Soc., 11: 453–477, 1997; Gledhill, Genre and gender: The case of soap opera. In S. Hall (Ed.), Representation (pp. 339–383). London: Sage, 1985; Tatar, Off with their heads! Sex role socialization in picture books for preschool children Journal of Sociology, 77, 1125–1150. West, C., & Zimmerman, D. H. (1987). Doing gender. In this paper the roles of gender will be analyzed regarding education, public policy, and the workplace. How education shapes gender, the gender norms in government, the law, policies, and the role of gender in the workplace will be discussed. Gender Roles in Society: A Global Perspective The role of a man and a woman in society is influenced by a variety of factors. These factors vary with the region, religion, culture, climate, historical beliefs, living principles, and experiences, across the globe. Therefore, gender role in society can be defined as the role portrayed by an individual with respect to a combination of factors or any one of them, depending on the living conditions. While social form still dictates the role of gender in a society, many individuals regard themselves free to choose their preferences. The role of transgenders and intersex people is also equally considerable, rather receiving due consideration.

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