The 1950s was a decade of change. The ending of World War II gave our nation a focus on the importance of family and community. However, the constant fear of a nuclear war left people feeling that life was too short to take for granted. This led many women to give up their lives in the workplace and take up living in the home to care for their families. Not all women chose to follow this homemaker lifestyle, but the majority of magazines, newspapers, movies, and other media directed its attention only towards the women who did work inside the home. This made it seem as though the women who were employed were not good mothers or wives. This media advertisement gave the impression that all women were stay-at-home moms who needed good husbands to provide for them as well as the newest technology to make their home the best on the block. Even children's books and movies at the time showed young girls the idea that they needed to find themselves a hard working, stable man to provide and take care of them instead of being able to care for themselves. Walt Disney, not wanting to miss out on this marketing campaign, reinforced these gender roles and stereotypes within his versions of Cinderella and Sleeping Beauty.
Analysis of gender roles in the Disney princess line of movies, including Cinderella, the Princess and the Frog and the Little Mermaid, shows how characters are slaves to some stereotypes like the pink princess culture. princesses have become less girly. While women may be shedding some of their traditional gender roles, the pretty pink princess culture still abounds in the media and in merchandise aimed at young girls. Meanwhile, scientists now find that Disney princesses have evolved over time to be less stereotypically "pink," while Prince Charming has lost some of his manly muscle. But both characters have a ways to go before they transform into healthy boys and girls unburdened of negative gender stereotypes, the researchers say. Media and advertising are the most prevalent and persuasive tools on influencing our image of how we view men and women. Gender stereotypes in the media rapidly sneak into our consciousness, leaving their mark. Advertising, a widespread means of media, perpetuates images of genders that are unrealistic, stereotypical and restrictive. Statistics tell us there are 3 main themes in gender stereotypes in the media: The underrepresentation of women, which hints that women are second-class citizens, and men are alphas. The portrayal of men and women according to socially endorsed views of gender. Th Fairy tales, gender, gender identity, gender role, gender stereotypes, stereotype, sexism, Cinderella, Snow White, brothers Grimm, Joseph Jacobs, Roald Dahl, Walt Disney, A. Cinderella Story, Mirror Mirror, children, perception of reality. Vesel, Alena. diploma thesis calls attention to typical gender stereotypes present in the fairy tales and their negative aspects in connection with childrens perception of the reality. The goal of this study is also to find out whether some alterations connected with the portrayal of the main female and male protagonists in the fairy tales have been made throughout the course of time. "Cinderella" and "Snow White", and the portrayal of the individual characters that play the most important roles in the stories. The study focuses on the typical depiction.