

# Study Reveals: There's More Sex on TV But It's More Subtle

Toronto, Ont. (RNS) — Sex on American commercial television is more often implied than explicit and there was more of it this year, according to a new study just released.

The study, released during the American Psychological Association's meeting here, was commissioned by four Protestant groups and the American Medical Association.

According to the survey, "flirtatious or seductive behavior nearly quadrupled" from 1975 to 1977, and "sexual innuendos (verbal suggestiveness) increased more than five-fold."

"This light comical presentation of sex leads one to believe that television officials think human sexuality a disturbing topic which is least offensive when treated in a humorous way," the researchers say. "Yet it is just this kind of biased portrayal via flippantly seductive behaviors and offhanded, off-color comments which may have a profound impact on the emerging sexual attitudes and behaviors of young viewers."

Entitled "Sex on TV: A Content Analysis of the 1977 Season," the study was prepared by L. Theresa

Silverman, Joyce N. Sprafkin and Eli A. Rubinstein of the Long Island Research Institute and the State University of New York (Stony Brook).

United Methodist Communications, the Church of the Brethren, the Christian Church (Disciples of Christ) and the Reformed Church in America, participated in sponsorship of the study through the Media Action Research Center.

Sixty-four programs aired by the three commercial networks between 8 and 11 p.m. during the week of Oct. 19, 1977, were video-taped and monitored. The programs were rated on the basis of 12 categories of physical contact and sexual behavior and 11 categories of "discouraged sexual practices."

"The major finding," the report says, "is that there was far less overt 'sex' presented on prime-time television in the 1977-78 season than might have been expected from all the talk about it."

However, verbal or other allusions to discouraged sexual contacts, "those sexual behaviors which are socially unacceptable due to the choice of an inappropriate partner," were seen nearly

once every programming hour.

The study found that there is "some indication" that the networks are adhering to the Family Viewing Time agreement which would rid the early programming hours of sexual and violent content. The report says that references to the "Discouraged Sexual Contacts" increased five-fold between the 8-9 p.m. and 9-11 p.m. time-slots. Aggression also increased from the early hours to the late hours, the authors say.

However the same is not true for "the more socially acceptable sexual behaviors," it says. References to heterosexual intercourse, suggestiveness and such categories as kissing, hugging, and affectionate touching were similar in both time slots.

Claims of sex role stereotyping on TV are substantiated, the report says. The researchers state, "It is undeniable that a greater percentage of a female TV character's actions are sexually oriented than is the case for a male TV character... female characters engage in double the proportion of flirtatious or seductive behaviors (68 per cent) than their male representation (32 per cent) warrants."

## BUSINESS NEWS

G. William Herbst, a member of St. Thomas the Apostle Church, instructor at St. John Fisher College, and president of The Adsit Agency, has been elected president of the Independent Insurance Agents of Monroe County, Inc.

Nazareth College has announced two appointments. Laurel Ann Roth Tarcinale, a 1968 Nazareth graduate, will be director of alumni relations, succeeding Betty Doyle Schwab, retiring after 22 years in the position. She has served in various administrative posts at Syracuse University, where she received a master's degree in public administration.

Deborah Lawrence of Fairport has been named varsity swimming coach and coach of men's and women's golf.

John J. Crozier Jr. of Camillus has been named **Anniversary Mass**

The 1928 graduating class from Immaculate Conception School will sponsor a Mass for deceased and living members of their group at Our Lady of Perpetual Help Church on Sunday, Sept. 10, at 12:15 p.m. Msgr. Richard M. Quinn, pastor of the parish and a member of the class, will celebrate. A coffee and doughnuts reception will follow in the school hall. Further information on the celebration is available by calling Dan Murphy or Mike Hursh at 426-1261.

director of career planning and placement at St. John Fisher College. Besides counselling students and alumni, he will serve as Fisher's liaison with the Rochester business community, the college announcement said. Crozier received a BA in secondary education from SUNY Oswego in 1971, and pursued graduate studies at St. Bernard's Seminary.

Prof. Antanas Klimas of the University of Rochester

presented a paper recently in Cracow, Poland, at the 13th International Congress on Onomastic Sciences. The paper was titled Nicknames and Family Names: A Case Study of a Lithuanian Village.

The Lithuanian-born scholar is professor of linguistics and German at the university. He is a member of the Lithuanian Catholic Academy of Sciences, an internationally recognized organization functioning in exile. He is a member also of St. George's Church on Hudson Avenue.

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## Festival

St. Jude's Church will open its annual festival this weekend. A roast beef dinner will be served Friday, Sept. 15, from 5 to 8 p.m. Spaghetti is slated for Saturday dinner during the same hours; and lasagna will be served from 3 to 8 p.m. on Sunday. Festival features include an auction on Sunday at 1 p.m. and booths for children and children's rides.



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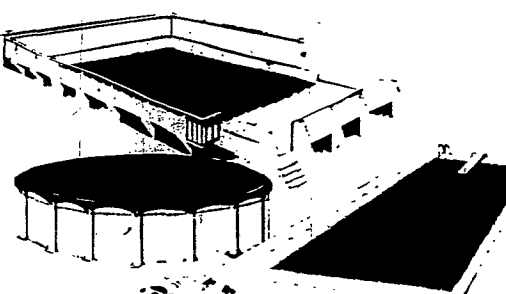
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