

RIVERDALE CHARACTER GENDER ROLES AND IDENTITY USING THE BEM SEX ROLE

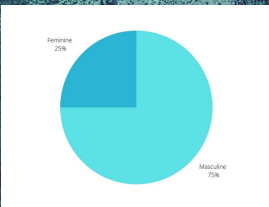
INTRODUCTION

In 1994 Harris found that the previous method to measure femininity and masculinity were based on American culture and was based on what was appropriate and inappropriate for that gender at this time in history. I aim to uncover, using the Bem Sex Role Inventory List, whether the characters in the show Riverdale lean towards the masculine or feminine spectrum of the list, comparing my finds with the research of three other sources.

- Harris (1994) found that the Bem Sex role inventory list only accommodated for the heterosexual and the people who fell strictly into the Feminine or masculine side and all else who did not apply fell into the androgynous category (neither favoring male or female).
- Auster and Ohm (2000) found that the time that the list was made was not up to today's standards and wanted to see how they could compare the original research to today's research.
- Pedhazur and Tetenbaum (1979) This is the oldest source that I could find and this was released after Bem had created the Bem sex role inventory list. In their research they find that the majority of people fit into their desired categories, females feminine and males masculine.

RESULTS

In my results there were a lot more Masculine outcomes than feminine 15-5 to be exact. There was an overwhelming amount of masculine characters but also we have to look at the context of the show, there are biker gangs, mobsters, jail and a serial killer. This is not all rainbows and butterflies type of show, there is death and evil all throughout the series.



INVENTORY LIST

METHODS

In my research I analyzed 20 characters for the show Riverdale. The list I used was one provided in class with a list of characteristics for both Masculine and Feminine characteristics. This is how I analyzed each character. In my Portfolio post for each character I would analyze each character's three top characteristics for the Masculine and Feminine traits that they portray in the four seasons that have aired. I also took a look at some specific moments in time throughout the series that really stuck out to me and made me feel really confident about the characters and the characteristics I choose for each character. In all of my research and the posts that I made I came to a conclusion at the end of if the character was leaning more towards the Masculine or Feminine side of the list. Each week I would pick two new characters and analyze them on some important events throughout the series. An example would be this for my post about main Character Archie Andrews, Ambitious- Archie is known for his good ideas and ambitious goals throughout the series. While Playing football being captain, writing music and performing it, taking guitar lessons, working for his dad's construction company and working for Mr. Lodge and his mob, he really has spread his plate a little too thin. He also is a full time student who wants to play football in college while also making his hometown a better place and he is going to do this no matter what it takes. He is also the student body president of Riverdale his junior year. I'd say he is one of the most ambitious characters a show has portrayed in a long time. text

DISCUSSION

In my research on the Bem Sex Role inventory list, my theory comes to a very different conclusion than this scholarly article that was studied and written in 1994. In today's studies on sex roles and gender characteristics there is a very big difference when it comes to the different genders of characters staring in movies and Tv shows then there was in 1994. We have a large number of LGBTQIA+ star in the show Riverdale and this is something that would just simply not have been acceptable in 1994. The key takeaway for this project is to analyze characters that have both feminine and masculine characteristics but to eventually narrow it down to which side their character is most like. Now the most surprising thing for most people is to not just judge by looks because a lot of the women in the show are very put together and are very well dressed and represent themselves in a very ladylike and feminine way. For me what was most shocking is that 4 of the 5 people who ended in the Feminine side of the Bem Sex role inventory list were male characters, now two of those 4 were gay, but still there was only one female to lean towards the feminine side.



REFERENCES

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