

Gender stereotyping, Sex and Violence in Portuguese and Spanish Advertisement

Francisco Costa Pereira
Jorge Verissimo
Ana Castillo Diaz
Rosário Correia

Abstract

The aim of this study is to demonstrate how gender stereotypes are materialised in advertisements, and how the use of sexual and violent contents can have discriminatory affects on women.

We have conducted this study after ascertaining that gender stereotypes, as well as sexual and violent scenes, are embedded in advertisement as a formula to increase the likeness of remembering them.

Our advertisement analysis explores gender stereotyping, sex and violence, both for the Portuguese and Spanish advertisement market.

We used a sample of 245 messages from Portuguese and Spanish advertising. To his analyse, we used a specific grid.

The main conclusions show us that advertisement in Portugal and Spain still have a significant amount of gender stereotypes, which is in agreement with other international studies. However, there were practically no situations of discrimination of women, placing them in subordinate roles to men.

1. Introduction

Our research purpose is mainly centred to identify how gender stereotyping is portrayed in Portuguese and Spanish advertising. We also analysed the level of sex and violence that is embedded in the ads messages. This research goes in the association of prior research developed by us (Pereira and Verissimo, 2005, 2006 and 2008; Verissimo and Pereira, 2006). In it, we analysed the cross cultural level of gender stereotyping, the violence and sex level. Now, we want research new trends in Portugal and Latin countries.

To analyse the gender stereotype, we have a different models supported in different theories. Of the several theories on gender, the fact that they all have in common is that they consider gender to be more than a personal feature; they consider it a social structure that is materialised in a socially built social relation. In what concerns speech, it refers to the differentiation between people of opposite sexes (Amâncio 2003, p. 707). To analyse the sex and violence in advertising messages we followed studies such as those of Geer, Judice and Jackson (1994) and those of Williamson, Kosmitzki and Kibler (1995). These studies have demonstrated that sex and violence interfere with the attention rewarded to advertisement messages and the likeness to remember them. Interference can even lead to such a level of distraction that the consumer remembers these scenes more than the products or services advertised. The use of stereotyping gender, sex and violence in advertisement has been necessary to reproduce social realities.

1.1. Gender stereotyping in advertisement

Stereotyping involves labelling people with a set of features, associated to a particular group, thus differentiating them from others (Baker, 1999). Therefore, stereotypes are

simplifications that characterise individuals of a particular group, which are easily conveyed between generations, used in nearly all the realms of a human being's social life. Gender stereotypes have been used to differentiate men and women socially and simultaneously to discriminate women in society, subordinating them.

Media and especially advertisement, as reproducers of social realities, have been proven to convey such stereotypes by portraying women in situations in which they can influence the messages' impact. This has been widely used for two main reasons: for its power to influence the purchase by creating an aspiration for identification and for its power of seduction, portraying women as objects of desire, especially in those situations in which they are used solely as a decorative object.

Of the several studies carried out on gender stereotyping in advertisement, of the latter years, we refer to those of Neto and Pinto, (1998), Furnham, (1999), Valls-Ferandez and Martinez-Vicente, (2007), Ahlstrand, (2007), and Pereira and Verissimo, (2005 and 2008).

The results of all these studies show that:

1. Men are chosen predominantly for television ads, especially cast in leading roles;
2. Men are cast in dominant roles, as experts or interviewers, and women in dependent roles and as product users;
3. Men are portrayed in outdoor social activities, or in professional activities, while women are portrayed in more dependent roles, as mothers, wives, housewives playing out household chores;
4. Women are younger than men, and promote products related to household chores and body products;
5. Men are more associated to financial products, cars and sports, than women;
6. Women are portrayed more as sexual objects;
7. Men are cast more as voice-over narrators in television messages, as well as interviewers or narrators.

1.2. Sex and Violence in Advertisement

Sexual contents have been extensively exploited, especially associated to women's bodies, although in the latter years men's bodies have also started to be exploited. This exploitation and the higher presence of sexual contents are connected to a higher attention paid by the public to such contents (Geer, Judice & Jackson, 1994).

Violence works according to the same paradigm as sex. People pay more attention to the messages that have violent contents than neutral ones, as they demand a higher cognitive effort. Gerbner (1980) identifies and classifies violent acts in advertisement, considering variables such as motivations, background and consequences of such acts, socio-demographic characteristics of both aggressors and victims, the type of violence (physical, verbal and psychological), individual or group virtualisation, as well as the interaction between the persons implicated, the format of the narration (serious or humorous), the degree of intensity of the violence shown and the manner in which it is exerted (sadism, brutality), etc. The results allow us to use internationally acknowledged indicators (Gerbner GID Index, 1980), placing evidence on recurring elements, both in the violence shown, as in the stereotypes that affect or determine the behaviour of the characters who resort to violence.

Over the times, gender stereotypes and sex in advertisement have been used to demean women, discriminating them in relation to men. A study conducted by the National Organisation for Women (NOW) in 1972 in the USA, concluded that women were very

frequently associated to stereotypes of housewives, being dependent on men, or stereotypes in which they were considered as decorative objects and not very intelligent. In the next decade, other studies led to the conclusion that women were associated to pleasure, with significant importance placed on sexual aspects (Gill, 2003). In Europe the studies on gender in media were more concerned with ideology and how the media reproduced the dominant gender ideologies (Williamson, 1978). Finally in the 1990s studies surfaced centred on multiple masculinities, focusing on the different ways men were depicted (Gill, 2003). Thus, one may conclude that society has always considered women to be inferior to men, discriminating women both in society and at the workplace. This discrimination was based on an asymmetric social construction of gender, where the masculine is anchored on a representation of universality, whilst the feminine is anchored on a community of (over)sexed invisibles, hopelessly different from men (Amâncio, 2003).

So, if through gender stereotyping unconscious beliefs were formed dictating men and women's behaviour, as well as their expertise in society (Geis et al. 1984), advertisement, especially television ads, exert a strong social pressure to create a stereotyped vision of the world and society, especially resulting to gender stereotyping (Pereira and Verissimo, 2008).

With this research we will go to identify how the gender stereotyping sex and violence are carried by Portuguese and Spanish advertising, and verify the differences between the two countries. It will be expected that we will found different profiles in the gender stereotyping and different levels about sex and violence in the two countries, because we are different cultures, like Hofstede show us (1991).

2. Method

To analyse gender stereotyping, sex and violence in advertisement we used a grid based on McArthur and Resko's coding scheme (1975) and other authors which we will list later on. The messages that we gathered and analysed had as main criterion the presence of at least one character. We applied a set of variables, such as the gender of the character, the roles undertaken, and the arguments used in the message, as well as the type of speeches used. In the gender specific situations we analysed gender equality, discrimination and body exploitation. To study sex in ads we identified different types of sexual situations (Greenburg, et. al, 1980) as well as the type of sexual language (Greenburg et al, 1981) and the masculine and feminine stereotypes (Rouner et al, 2003). At the end of the study we carried out a quantitative analysis of the sexual and violent contents in the messages by using a five-point semantic differential.

We used a data base with 245 advertising messages from all media – Television 83 – Press – 149 – Outdoor – Internet 4. The TV ads were found from 200 hours watched in prime time, the press ads were found from 300 titles consulted, the Internet ads were found from 90 visits to the sites with more visits in Portugal and Spain. Finally the messages from Outdoor came from 50 visits to locations where they were placed.

The messages were selected from the media between July and December of 2008, and from the following categories of products: foods and non-alcoholic beverages, cars and accessories, restaurants and commercial spaces, financial services and insurance, household products, electronic devices and communications, clothes and alcoholic beverages.

These ads messages were select with a criterion of the characters. All messages must have one character, male or female

In terms of procedures for analysing the reliability of the codification, we resorted to independent experts, one male and one female, with long lasting experience in analysing advertisement for the Advertisement Observatory. They received training on the grid used and they made their own independent codification of 15 messages. To identify the agreement index between both codifiers, we used the Kassarian criteria (1977). The results of the agreement indexes show that they vary between 84% and 100%. The differences that were identified were discussed until an agreement was reached between codifiers.

3. Results

3.1. Gender stereotyping in advertisement messages

Our analysis of the advertisement speech began with the characterisation of the characters, of which results are shown in Table 1.

Table 1. Gender of the character in this advertising

We are before a body of messages in which the majority of the characters are female, predominately urban, of social classes A/B and around 30 years-old.

There are also no significant statistic gender differences in the several ages of the main character, only with a slight prevalence of middle age men. These results confirm international data (Furnham, 1999) in which young women are more prevalent than men. Results also do not show any significant statistic difference between Portugal and Spain.

In a second stage, we analysed the categories of products of our sample. Results by gender are shown in Table 2.

Table 2 – Categories of the products by gender

The main category of products was body products (35,1%), followed by clothes (17,1%) and household products (11,8%). There are no significant statistic differences pertaining gender. We can only identify some trends concerning body products, in which the majority of the main characters of the messages were male (44,0% to 31,9%), thus contradicting previous analyses stating that women are used as the main characters in the majority of cases.

Females are predominant in ads on household products (15,7% to 2,0%), which is in agreement with all the research on this issue. The same is true for clothing advertisements (20,5% to 8,0%).

We have also verified that the product or service of the messages is, in the majority of cases, connected to the main character (79,2%), with no significant differences by gender. There are no differences between Portugal and Spain.

We also analysed elements such as the type of character, location of the action and the role of the main character. Results are presented in Tables 3 and 4, showing that the type of dominant character was that of the ideal person, with no significant differences by gender. Once again there are no differences between Portugal and Spain's advertisement.

Table 3 – Type of character by gender

Table 4 – Local where we found the principal character

The characters are placed mainly outdoors, but with no significant statistic differences between genders in the several scenarios, although there is a trend in which the majority of the main characters portrayed outdoors are men (48,5% to 29,5%) which is agreement with international and Portuguese data (Furnham, 1999, Gofman, 1979 and Neto and Pinto, 1998, Pereira and Verissimo, 2005, 2008). In Spain the trend is for

indoor activities in the majority of cases, which does not interfere in the global distribution by gender.

The characters' roles were categorised in three groups: the character that bears testimony, the one that is a user of the product, and the one that can influence the purchase of the product. The results by gender are shown in Table 5.

Table 5 – Role of the character by gender to give credibility to the message

The characters were divided in those who use the product and those who influence their purchase. In the analysis by gender there are no significant statistic differences, except that men are predominant in the role of influencer (40,0% to 31,9%), which is in agreement with international and Portuguese research (Furnham, 1999, Gofman, 1979, Neto and Pinto, 1998 and Pereira and Verissimo, 2005, 2008). When the characters bears testimony they are predominantly female (10,2% to 2,0%). There are no differences between Portugal and Spain.

We also studied the type of activities carried out by the main character, codifying four categories: family, workplace, social or celebrity context. Results are displayed in Table 6.

Table 6 – Occupation by gender

The majority of the characters are portrayed in a social context (37,1%). There are significant statistic differences by gender (chi-squared 65,019 with p: 0,000). Women have a role within the family (16,3% to 6,0%) and have roles as celebrities (20,5% to 12,0). Men are predominant in social roles (50,0% to 23,5%) and at the workplace (6,0% to 0,6%). These results are in agreement with international and Portuguese research (Furnham, 1999, Gofman, 1979, Neto and Pinto, 1998 and Pereira and Verissimo, 2005, 2008). There are no differences between Portugal and Spain.

There were four main types of scenarios framing the messages, as shown in Table 7.

Table 7 – Scenarios by Gender

Scenarios are mostly seductive/ sexy (69,0%), therefore body is very relevant in this type of advertisement. By gender there are some significant statistic differences (chi-squared 18,170 with p: 0,05). In the testimony scenario women are predominant (7,0% to 0,0%), but in daily scenarios men prevail (18,0% to 14,5%). There are no differences between Portuguese and Spanish advertisement.

When analysing the contents conveyed by the messages, of which results are displayed in Table 8, one can observe that when the masculine gender is the main character the ads have a social significance, in more cases than the ones in which the main character is feminine (98,0% to 80,1%), the same being true for contents related to social prestige (50,0% to 21,1%).

When a product that is advertised needs more rational reference concerning product benefits, the main character is mostly feminine (43,4% to 34,0%), the same being true when tests are mentioned or evidence shown (16,3% to 6,0%). There are no differences between Portugal and Spain.

3.2. Sex and violence in advertisement messages

When analysing “sex and violence in advertisement messages”, we firstly set out to identify if the masculine or feminine characters were discriminated. Our analysis shows that only 13,1% depicts inequality between genders.

When looking at how that inequality was manifested, we found it was grounded on a discrimination process (53,0% when the gender of the main character was feminine, i.e., 6,9% of the total amount of messages, and 6,0% when the gender was masculine, i.e.,

0,8% of the total amount of messages). We found that there are no differences between Portugal and Spain.

We also verified if the main character displayed stereotyped behaviour, which was true for 21,6% of the messages. These stereotypes were

- In the masculine main character related to:
 - Cars;
 - Sports;
 - Work;
 - Investment;
- In the feminine main character related to:
 - Household tasks;
 - Purchases and consumerism;
 - Regimens.

At a second stage, we identified the type of sexual scenes displayed. In 27,0% of the messages there was sexual content, with more than one scene per message. As expected, this sexual content was mostly when the main characters were of both genders (96,5%). Interesting was our finding that in 42,0% of the cases sexual scenes were used when the main character was masculine and 10,8% when the character was of the feminine gender, as shown in Table 9.

Table 9– Scenes of sex by gender

Explicit sexual language was only found in 2,9% of the messages and 2,0% of them had violent contents, displaying no differences between Portuguese and Spanish advertisement.

Our global evaluation of the sexual and violent contents of the messages, measured by a five-point semantic differential, show that both were below the scale's average measure (3 points), as displayed in Table 10.

Table 10 – Global evaluation about the sex and violence in the messages

The analysis by gender shows that there are only statistically significant differences on sexual contents. Confirming the previous analysis, there were more messages with sexual content when the main characters were of both genders, as displayed in Table 11.

Table 11 – Differences in global evaluation about the presence about sexual contents in the messages by gender

The global analysis of sexual contents in the messages, showed differences between Portugal and Spain (F: 5,147 with p: 0,024), in which the average for the Spanish messages is 1,88, and for the Portuguese 2,14. Apparently, Spanish advertisement messages have less explicit sexual content than Portuguese messages.

Conclusions

Our gender stereotyping analysis finds that in the advertisement under analysis the female character is dominant, and is, on average, in her thirties.

The social differentiation between men and women portrayed in advertisement revealed that the male character is presented mainly in symbolic social dimensions, connected with prestige and social status, pleasure and success in outdoorsy situations, anchored on social groups built on a sense of belonging and reference. The female character is mostly in social integration situations, undertaking roles or fulfilling tasks connected with family and family security, choosing products that can guarantee their effectiveness when solving problems and dealing with fears, normally acting out their

role in an indoor environment. This is reinforced by the use of celebrity voices and opinion leaders that prescribe, validate and approve the products and brands. Apparently, gender stereotypes are closely connected with products and their use (as typically products associated to women are connected with either body products or with household tasks, food and consumerism), while products associated to men are connected to socio-economical projection (cars, work, financial investment and sports). Moreover, although in lesser situations, women were “objectified” to communicate products that were directed to a non female audience. Lastly, we can state that advertisement broadcasted in Portugal and Spain still have a significant amount of gender stereotypes, which is in agreement with international studies. However, there were practically no situations of discrimination of women, placing them in subordinate roles to men. This does not mean that stereotyping is not still used to place men in a position in which they can subordinate women, although in the ads studied that effect was not explicit. Comparing with our previous research, we can state that the gender stereotyping carry on in Portugal and Spain ads. Lastly, in what pertains sexual and violent contents in Portuguese and Spanish advertisement, we found that commercial communication almost does not use them, be it because we are in a society that Hofstede (1991) calls feminine, i.e., a society that is mostly maternal, protective and non aggressive or due to Jewish and Christian traditions that place an underlying censorship on each citizen, who ultimately prefer not to watch explicit sex or violence in advertisement, as happens in some western societies.

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Table 1. Gender of the character in this advertising

		Frequency	Percentage
Valid	Feminine	166	67,8
	Masculine	50	20,4
	Both	29	11,8
	Total	245	100,0

Table 2 – Categories of the products by gender

Products	Masculine Gender	Feminine Gender	Both
Body	44,0% - 22	31,9% - 53	37,9% - 11
Home	2,0% - 1	15,7% - 26	6,9% - 2
Food	8,0% - 4	9,0% - 15	6,9% - 2
Clothes	8,0% - 4	20,5% - 34	13,8% - 4
Electronic and Communications	4,0% - 2	6,6% - 11	3,4% - 1
Others	24,0% - 12	12,0% - 20	20,7% - 6
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 3 – Type of character by gender

Type	Masculine Gender	Feminine Gender	Both
Average person	16,0% - 8	18,7% - 31	6,9% - 2
Ideal person	64,0% - 32	60,8% - 101	82,8% - 24
Famous person	20,0% - 10	20,5% - 31	10,3% - 3
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 4 – Local where we found the principal character

Localization	Masculine Gender	Feminine Gender	Both
Inside House	20,0% - 10	27,1% - 45	24,1% - 7
Outside House	48,0% - 24	29,5% - 49	34,5% - 10
Public and private	32,0% - 16	43,4% - 72	41,4% - 12
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 5 – Role of the character by gender to give credibility to the message

Role	Masculine Gender	Feminine Gender	Both
Testimony	2,0% - 1	10,2% - 17	0,0% - 0
User	52,0% - 26	50,6% - 84	51,7% - 15

Give Influence	40,0% - 20	31,9% - 53	44,8% - 13
Others	6,0% - 3	7,2% - 12	3,4% - 1
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 6 – Occupation by gender

Occupation	Masculine Gender	Feminine Gender	Both
Family	6,0% - 3	16,3% - 27	0,0% - 0
Profession	6,0% - 3	0,6% - 1	0,0% - 0
Social	50,0% - 25	23,5% - 39	6,9% - 2
Celebrity	12,0% - 6	20,5% - 34	93,1% - 27
Other	26,0% - 13	39,2% - 12	0,0% - 0
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 7 – Scenarios by Gender

Scenarios	Masculine Gender	Feminine Gender	Both
Seduction	68,0% - 34	65,1% - 108	93,1% - 27
Quotidian	18,0% - 9	14,5% - 24	3,4% - 1
Testimony	0,0% - 0	7,2% - 12	0,0% - 0
Nature	4,0% - 2	4,2% - 7	3,4% - 1
Mysterious	8,0% - 4	3,0% - 5	0,0% - 0
Others	2,0% - 1	6,0% - 10	0,0% - 0
Total	100,0% - 50	100,0% - 166	100,0% - 29

Table 8 – Informations about products by gender

Information's	Masculine	Feminine G.	Both	Significance
Social Signification	98,0% - 49	80,1% - 133	93,1% - 27	11,395 com p:0,003
Social distinction	50,0% - 25	21,1% - 35	27,6% - 8	16,023 com p:0,000
Product Benefit	34,0% - 17	43,4% - 72	17,2% - 5	7,636 com p: 0,022
Tests and proofs	06,0% - 3	16,3% - 27	0,0% - 0	8,358 com p: 0,015

Table 9– Scenes of sex by gender

Scenes of sex	Masculine G.	Feminine G.	Both	Significance
Yes	42,0% - 21	10,3% - 18	96,5% - 28	102,831com p:0,000

Table 10 – Global evaluation about the sex and violence in the messages

	Minimum	Maximum	Mean	S. Deviation
Sex	1	5	2,07	0,804
Violence	1	4	1,04	0,283

Table 11 – Differences in global evaluation about the presence about sexual contents in the messages by gender

	Mean	Significance
Both	2,62	F: 9,384
Masculine	2,14	t: 0,000
Feminine	1,95	