

Sherry Canty

Leadership Studies

African American Females' Self Perceptions of Their Leadership Potential after Viewing Media Clips from Broadcast Media

Major Professor: Dr. Geleana Alston

FINDINGS:

Overarching Themes

The Perception of Strong and Transformative Leadership Qualities

knowing one's value
intelligence
justice
change agent
seek opportunities for improvement
telling your story
"supermom"
board development

Media Imagery

protagonist portrayal
Whose responsibility, is it?
stereotypes personified

RESEARCH QUESTIONS / PROBLEMS:

How do African American females perceive their transformational leadership potential after viewing broadcast media?

Sub-questions

How do African American females perceive African American female leaders portrayed in broadcast media clips?

How are African American females' perceptions of leadership influenced by watching broadcast media clips that portray other African American female leaders?

METHOD:

Qualitative Research Methodology(Creswell, 2014)

Looked at the participant in the natural setting

SIGNIFICANCE:

- Adds to the body of knowledge about African American leadership development
- Contributes to the research on leadership perceptions in media for African American females
- Advance the perception of leadership development for a multi-generation of African American females

IMPLICATIONS:

- Implications for Cultivation Theory** are that after decades of negative media clips; the African American female leaders in this study felt inspired, liberated, and resolved to monitor their media by selecting media that reflect the themes in the findings.
- Implications for Leadership Theory** include the notion that positive characterizations can be impactful in the perception of the viewer. Self-worth and self-value help African American female leaders to reach a point of self- actualization and become selective in the type of media clips they ingest.