



A Woman's touch? Not for movie trailers

Tom Brook has recently reported on the BBC about the lack of female voices doing voiceovers for trailers to movies. It is a market cornered by men which it is difficult for women to break into. His report even cited research that people tended to trust woman's voices less than men's! In the UK it would of course be discriminatory to hire a man over a woman, if all things being equal the woman is better qualified for the post, unless there is a genuine occupational requirement. There could be an interesting argument over whether the research showing men's voices are more trusted than women's voices automatically means that a man would be more qualified for a voiceover role. Of course it may also be that people trust certain voices less simply because they have been less exposed to them which may make the argument circular. The report did end by pointing out that some women are gradually getting into this man's world, so the classic trailer for future violent thrillers may be foreshadowed by more feminine tones. Time will tell.