

entrepreneurial intent. These programmes take a strong, positive position in supporting the legitimacy of entrepreneurship.

Therefore, positive perceptions of the social legitimacy of entrepreneurship have a positive effect on entrepreneurial intention. The skills they learn when watching *Dragons' Den* (for example) influence entrepreneurial intent more strongly. However, the risk is that with increased entrepreneurial intent these individuals may embark on entrepreneurship with an amplified sense of optimism and entrepreneurial self-efficacy. And in the longer term this could result in a negative effect on overall entrepreneurial activity. Young individuals who start their businesses encouraged by positive perceptions of entrepreneurship, and fail, might be cautious of starting businesses later on in their careers when they actually have acquired real (not perceived) skills.

However, the role of the media in influencing entrepreneurship is not always positive. We can find some criticism on how women are portrayed in the media. Headlines such as *"Lack of confidence, fear of failure hold women back from being entrepreneurs"*, reinforce gender stereotypes and create gender barriers that prevent women from considering entrepreneurship as a viable career opportunity.

For companies who may consider doing business with women entrepreneurs this headline would be deterrent (disuasorio) and might make the company to consider whether or not do business with a woman-owned firm.

For policy makers, this headline would suggest to focus only on male entrepreneurs. Moreover, the media suggest that women entrepreneurs only operate in the 'pink' ghettos (such as selling makeup or other female oriented products and services, even coining a term for it, lipstick entrepreneurs). And suggest that women don't start a business to make a profit and drive the economy but actually do it as a part-time hobby and for lifestyle reasons.

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