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YOUTH'S PERCEPTION ABOUT ROLE OF WOMEN IN TELEVISION

ADVERTISMENTS

M. Sc. Thesis



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2011



Accession No TH 8236

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Dedication

To my greatest father and mother who are whole world for me

Declaration

This thesis has been submitted as partial fulfillment of M.Sc in Media and Communication Studies to the Center for Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.


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Acknowledgement

First of all I would like to thank Almighty Allah for giving me the courage and blessing to complete this research.

I wish to thank several people. I would like to thank my teacher for her support and patience during the past several months. I would have not finished this project without the support of my family who has always been there for me whenever I need them, the encouragement they give to keep me going and their love to empower me that never fails all the time.

Abstract

Advertisement is very persuasive form of communication; It has great impact on minds of people, especially on youth. Role of women in advertisement as stereotypical depiction and seductive depiction is used to persuade people towards desired objects. Women depiction in ads has greater impact on youth especially. For the last many years women are used frequently in TV advertisements in different roles. The study “Youth perception about the role of women in TV advertisement” was to investigate the impact it has on youth of Pakistan. What they are thinking when they see this technique being used in TV commercial. Multinational companies are using this approach more extensively. A questionnaire was used to find out the views of youth on this topic. During the research very interesting observations came to light.

CHAPTER 1

INTRODUCTION

Advertising has great importance in our daily life. It highly influences our lives. As far as the importance of advertisements is concerned no media can without advertisements. It plays a vital role in our lives. It affects the mind of people directly persuading them towards the desired objectives (to purchase a particular product or service).

Today is the age of advertising. Majority of product and service are sold with the help of advertisements. People do get influenced by advertisements directly or indirectly. Advertising is a process where information contained in a brief of a creative media campaign planning. Advertising has so many forms the basis of a creative media campaign planning. Advertising has so many forms and carries out so many different tasks that the common factors may not be obvious to many. It attempts to inform and persuade a large number of people with a single communication.

1.2 Definitions

1. **According to British code of 1973:** Advertising is defined as a paid-for communication, addressed to public or a section of it, the purpose of which is to influence the opinion or behavior of those to whom it is addressed.

2. **According to oxford Learner Dictionary 7th Edition:** notice, picture or film telling people about a product, job or service.

3. According to Microsoft Encarta World Dictionary: public announcement in a newspaper or on the radio, television or internet advertising something such as a product for sale an event.

1.3 A short history of Advertisement:

In the mid 14th century Johann Gutenberg in Germany developed the first printing press, which helped advertisers to print handbills at mass scale to be distributed across the country. Along with the development of society and technology advertising also evolved with time. In September 1888 Kodak printed its advertisement in the newspaper. From this point onward advertising gained momentum and in today's modern scenario no company can think of communicating its message without advertising.

The topic of the role of women in advertising is important in the social branch. The dominance of advertising in our lives and its ability to persuade and shape our beliefs give it power over our society and the influence of our basic thoughts. Advertising attempts to give an image of ideals to be obtained by society. The ideals they depict do not necessarily reflect society but may influence people's beliefs about the world outside of their environment.

It is important to note that advertisers use women to sell products, which in turn helps the majority of the population to view women as something to be bought, sold and used. Women are underrepresented in top positions and are well represented at the lower levels in the TV advertisements.

History of women portrayal in Advertisements

The nineteenth-century United States saw the Industrial Revolution paralleled by a consumer revolution, which coalesced in the 1880s when mass production expanded rapidly, transportation networks improved, and national markets grew. A number of the earliest mass-produced items, such as cereals, canned goods, and cleaning powders, were assumed to be of interest to women because of their domestic role, and therefore a significant proportion of early advertising was targeted specifically to women. As markets became national, gender-related assumptions provided a language through which advertisers could reach a specific yet sizable audience. Thus, advertisers sacrificed a potentially broader audience—both women and men—for the narrower gender-targeted audience. The first products advertised to women were household items. Beauty products entered the market and proliferated in the early twentieth century. Women from this point on were often objectified in and targeted by advertising. The changing portrayal of women in beauty advertising paralleled the evolution in the image of women as consumers, moving from the position that women can be beautiful to the message that women must be beautiful. The solution again, according to the commercial media, was for women to buy more products. Amidst a glut of similar products, the ad industry struggled to catch the unpredictable eye of an unwieldy and powerful female market. The women they created to sell their wares were artificial creatures with exaggerated, off-balance, and tentative poses. Females of the 1960s had novel looks and wider categories of beauty

to choose from, ranging from waiflike to voluptuous, sophisticated to puckish. Power and freedom were the proffered rewards for the remade woman:

In 1970s Advertising continued to plumb popular culture to find selling power. Ironically, women's lib, celebrations of ethnic heritage, critiques of capitalism, and the draw of the "natural look" all were adopted by advertising to bolster arguments for consumption. True individuality, it promised, could be found only in the mass market. Advertisers presented a schizophrenic view of what it meant to be a real woman. "The glamour gal" posed in perpetual sexual availability; the housewife was a true believer in the cult of cleanliness. Occasionally, career images seemed to offer alternative identities, but usually advertising's professional women radiated an aura of spinsterhood. This was a decade of steep social transition for women, and the tension between the demands of family and career was pronounced. Women's advertising counterparts repeatedly were balanced on the edge of domestic failure, narrowly saved by packaged convenience and efficiency. The demands of the "natural" were inflexible the barren locks actually was high-maintenance hair, and the year-round tan only looked effortless. First sex appeal was a product of varnish.

Sex sells is the use of sexual or erotic imagery (also called "sex appeal") in advertising to draw interest to a particular product, for purpose of sale. A feature of sex in advertising is that the imagery used, such as that of a pretty woman, typically has no connection to the product being advertised. The purpose of the imagery is to attract the attention of the potential customer or user. The type of imagery that may be used is very broad, and would include nudity, cheesecakes juices even if it is often

only suggestively sexual. Historically, advertising has used women in erotic roles and poses more often than men. The use of female models in such roles is believed to attract the attention of potential male customers. Sex has been employed in advertising since the beginning of advertising. At the beginning, wood carvings and illustrations of attractive women (often unclothed from the waist up) adorned posters, signs, and ads for saloons, tonics, and tobacco. In several notable cases, sex in advertising has been claimed as the reason for increased consumer interest and sales. In 1885, W. Duke & Sons inserted trading cards into cigarette packs that featured sexually provocative starlets. Duke grew to become the leading cigarette brand by 1890 (Porter, 1971). Woodbury's Facial Soap, a woman's beauty bar, was almost discontinued in 1910. The soap's sales decline was reversed, however, with ads containing images of romantic couples and promises of love and intimacy for those using the brand (Account Histories, 1926). Jovan Musk Oil, introduced in 1971, was promoted with sexual entendre and descriptions of the fragrance's sexual attraction properties. As a result, Jovane, Inc.'s revenue grew from \$1.5 million in 1971 to \$77 million by 1978 (Sloan & Millman, 1979). Images of pretty women often appear in ads even without connection to the product being sold. This provocatively clad woman lends "sex appeal" to a 1921 ad for tire valve caps over the past two decades; the use of increasingly explicit sexual imagery in consumer-oriented print advertising has become almost commonplace. Sexuality is considered one of the most powerful tools of marketing and particularly advertising. Post-advertising sales response studies have shown it can be very effective for attracting immediate interest, holding that

interest, and, in the context of that interest, introducing a product that somehow correlates with that interest.

Our world consists of the people experiences, and objects that influences us specially TV advertising plays most important role in shaping mind sets of the people. Perception is unique to each person. No two people view the world exact the same. No one can perceive 100% of all things at all times. Perception of youth has its own importance for the progress and the improvements of any medium.

The youth undoubtedly forms a fundamental part of a evolution which is evinced by the fact that more often than not it is the youth that leads a protest against an objectionable act and plays lead roles in forming developments, youngsters being consumers, so it's important to need to know their perspective about how they get influence from the advertisements and what perception they have about role of women in TV ads. Their perception can make proper use of in order to question and condemn ill doings and badness in exploiting the image of women in the field of TV advertisements.

There are an enormous variety of images, or representations, of females in TV advertising. Women in advertisements are restricted to the home and isolated from other women outside home, man is her favorite companion. The researchers have looked at the role portrayals and representations of women created in advertising that have led to the modification of women. For example, states that when females appear in ads, the stereotype of the female as domestic provider who does not make

significant decisions is dependent on men, and is essentially a sex object, is often exemplified. A feature of sex in advertising is that the imagery used, such as that of a pretty woman, typically has no connection to the product being advertised. The purpose of the imagery is to attract the attention of the potential customer or user.

Stereotype image of women; perfect housewife, and the specific beauty standard

First this study has been concentrate to get youth perception about the role of women in advertisements and stereotypes associated with women in television commercials. People act according to these stereotypes because stereotypes are considered socially acceptable. For example, when people think of an advertisement for a household cleaner, what comes to mind, most likely, is a woman. It is also likely that the picture in people's minds corresponds closely to what researchers have called the happy housewife. This is a stereotype that has been associated with the image of women in most television advertisements.. Throughout history women were mainly portrayed on television advertisements as housewives or occupations that are subservient to men.

Second stereotype discussed is related to beauty standard which have been frequently shown in TV advertisements. Images of female bodies are everywhere. Women—and their body parts—sell everything from food to cars. Popular film and television actresses are becoming younger, taller and thinner. Some have even been known to faint on the set from lack of food. Why standards of beauty are being imposed on women. The advertising plays a huge role in influencing what women view as “beautiful”. Flooding women's brains with the fair flawless skin, tall, slender

bodies of modern models is a tactic the media uses to keep society up with the times. The ideals they depict do not necessarily reflect society but may influence people's beliefs about the world outside of their environment. If a certain image is repeated enough through television, printed ads, movies, commercials, billboards, etc., society will accept this image as the norm and copy it (Alice, 2010). In conclusion, as society transforms and changes over time, our image of beauty will subsequently continue to change as well.

The third main focus is to get perception of youth about the seductive depiction of women in advertisements. Seductive or as a sex object portrayal of Women has been a prime target in advertisement to gain the attention of consumers .The basic explanation for the focus on sex role portrayal in advertising lies in the close relationship, which exists between advertising, the consumer goods industry and the economic role of women as consumers. Generally it is shown in advertisement a woman's goal in life is to attract and attain a man:-women are shown in advertising as always young and attractive. They are frequently depicted as sexual objects women plays role of two dimensional image of femininity in advertising.

This research has been attempted to answer two questions. First the role of women For example, what is the importance of women in TV advertisements? What roles are they portrayed in, research has been focused on stereotypical and seductive role of women in ads through the youth perception that what they think about these presentation of women in TV ads.

Rationale

The reason to choose the topic is to examine the following issues

- This study is aimed to explore the role of women in the field of Television advertising and the public perception.
- To explore provocative and stereotypical image of women in TV advertisement and public perception.

Problem statement

The present study has been aimed at to understand the perception of youth about portrayal of females in TV advertisements.

Significance

The aim and significance of the study was to check out the perception of youth about the role of women in Television advertisements. The significance of this study is towards Perception and discipline of the Advertisers.. It is a great contribution in the field of advertising, which help the advertisers understand viewer's point of view. It's a competitive world so it is very important for advertisers and TV channels to check the perception about depiction of women in commercials otherwise it will have a harmful effects on viewers mind and it will also exploits the image of women. Moreover in Pakistan this research area is not given much emphasis. The ideals they depict do not necessarily reflect society but may influence people's beliefs about the world outside of their immediate environment It is predictable that this project will generate a great deal of interest, not only among

advertisers, but also among the general public. So, it can help advertisers to see that where does role and depiction of women in advertising stand in the minds of consumers.

Limitations

First of all this research cannot be generalized because the scale of this study is narrowed on the basis small sample size and the given time to evaluate the perception of sample is restricted and also have limited resources. And this study was limited to the youth perception, and because of the time limit, the research conducted on a small size of population. Secondly, the research is not valid in other countries, because the audience and media content might be different so, the research is only limited to Pakistan.

Objectives

- To explore youth's perception about the importance of women in TV advertisement
- To explore provocative and stereotypical image of women in TV and public perception.
- To explore youth's perception about seductive portrayal of women in TV advertisements.

Research questions

1. What is the perception of youth about role of women in TV advertisements?
2. What is the perception of youth about stereotypical and provocative depiction of women in TV advertisements?

Hypothesis

H1: Males perceive women as necessary part of advertisements in grabbing consumer's attention than females.

H2: Perceptual differences exist between genders about the seductive depiction of women in TV advertisements.

H3: Perceptual differences exist between genders about stereotypical depiction of women.

CHAPTER 2

LITERATURE REVIEW

Its having related literature that will include articles related to the study of advertising, how advertising influences society's perceptions, how women are portrayed in advertisements. Research regarding women in advertising has been approached from many different. Perspectives using various theoretical frameworks, it will also examine the theoretical framework that has been used for the study presented in this research paper. As the researcher reviewed previous Studies and literature, several patterns emerged.

Evolution of the portrayal of women in advertising .The first pattern discovered was the evolving portrayal of women in advertising. Many research articles have focused on how depictions of women in advertising reflect their changing roles in business, politics and society. Many of this research studies use content analysis to reveal the transition in social roles.

An article by Jan Kurtz in USA stated "Advertising has shifted women's image whenever the need to create a market called for it (Kurtz, 1997). Some of the themes she found predominant in her study of advertisements she noted as the "24-hour woman" (emerged in the 1920s as the 13 flapper) who for her age, gender, childbearing, and finite hours in a day are the excuses of lesser mortals for not reaching self-actualization; the woman who "has it all" (reaching her heyday in the 1980s); the "independent woman" (sporadically through decades but a dominant image in the 1990s); others include the "love tutor", "failed" women, sex kittens,

potential lovers, and of course the homemaker who has been a stable figure for decades.

Throughout history there have been many studies that proved women were mainly portrayed on television advertisements as housewives or occupations that are subservient to men. Studies also show the disproportional ratio of women to men in TV advertisements. In the 70's, it was reported that women were found on camera only 21 % of the time. Allan and Coltrane conducted a study that showed inversely, in the 80's female appearance on TV advertisement were 5.8% less compared to the 50's! (Pierce, 1999) In 1996, the Kaiser Family Foundation and Children Now calculated that women were on camera 42 percent of the time. Though this was an increase percentage wise from previous decades, gender inequalities still are rampant. This fact is proved a study conducted by Professors Daniel J. Bretl and Joanne Cantor of the University of Wisconsin (1995) which found that 90% of voice-overs used in advertisements were male, despite some of the products were aimed predominantly to females. The researcher chose to use Cultivation Theory for the basis to help examine how advertisements affect viewer perceptions and perhaps even their personal perspectives on what values are important in their lives. Cultivation Theory gives reasoning for how viewers create often-inaccurate perceptions of the world outside of the viewers' immediate environment. Applied to the purpose of this study, it will help the researcher create a link between values chosen as important by subjects and media portrayals of women. Research regarding advertising has been approached from many different perspectives using various theoretical frameworks. As the researcher reviewed previous studies and literature, several patterns emerged.

Sex roles presented in the media was the topic which another group of research examines the difference in sex-roles portrayed through the media. Previous research shows that men were more likely to be portrayed in an occupational setting and that women were more likely to be portrayed at home (Furnham, Babitzkow & Uguccioni 2000). Studies in several countries have found similar findings and although advertisers may deviate from this positioning from time to time, these traditional portrayals continue to show their theme. A study done in Denmark concluded that although the present data show a shift away from authoritarian portrayal, such a trend does not necessarily imply that women and men are not being portrayed in their stereotypic gender roles (Furnham, Babitzkow & Uguccioni 2000). The advertisement agencies may be emphasizing the role of men portrayed as dependent only to establish a general change in people's perceptions of gender roles. For example, having a man act as a spouse, parent, sex object, or homemaker creates an effect of differentiation between the various brands, which has been suggested to be the most important variable for persuasion in advertisements (Steward & Furse, 1986).

Changing advertising portrayals to appeal to female consumers, another body of research takes a look at how advertisers change their strategies and portrayals of women to create a greater impact and appeal for the female consumer. A survey done by the Ogilvy and Mather advertising agency found that women prefer advertisements that have intelligent characters and plot development that results in a feeling of emancipation. Their research showed that women have outgrown ad land's stereotypes. A study done by the Big Green Door offers insight for advertisers into

the needs of advertising for female consumers. They found that women respond to advertising differently than men. They pay far greater attention to detail, are more sensitive to tone and look at it with greater depth. While men look for the joke and then move on, women are more interested in the characters and what they mean (Nicholas, 1994). Colgate Palmolive carried out a research study of their own to find out how female consumers felt about their advertising strategies. It found that many ads targeting women consumers were irritating the consumer rather than persuading her to buy their products. They found that women are looking for something other than glamour and that women most liked to chat with their female friends and power dressing was no longer important. As a result of these findings, Colgate Palmolive embarked on a new ad campaign centering on a 'girls-talk' theme that focus on real women in familiar situations, to give the audience a 'slice of life' feel (Bainbridge, 1996).

Images of women presented in magazines, research was found focusing on the different images presented in women's magazines. For example, one study examined sexualized imagery as power in advertising. Its discussion focused on semiotic signifiers and how advertising and programming provide some of the social cues in the construction of self. It argued that girls negotiate and construct their own gendered identities through different definitions of what it means to be a woman from the media (Baldwin, 1999) performed a content analysis of the roles, attributes, and occupations of main characters depicted in the magazines. In this article discussion focused on stereotypical portrayals in women's magazine fiction and found that the fiction that exists in today's magazines is, in many ways, as traditional as has been

found in the past. It stated that perhaps of little consequence by themselves, stereotypical portrayals contribute to a continued stereotypical view of the world through the media (Peirce,1997).A third article examined women's interpretations of fashion photographs in popular women's fashion magazines. It stated that younger women are said to view images identified with hegemonic femininity not as signs of weakness and passivity in women but as indications of being "in control" of their sexuality (Crane, 1999). It discussed how subtle meanings are embedded in photographs by the way the subject is posed or the clothing itself and attributed the incorporation of oppositional elements in advertisements to the need to hold the attention of increasingly sophisticated consumers.

As Harper and Tiggemann (2008) found in their study with college women examining media effects on self-objectification, "women do not need to be asked to appraise their looks in order to think about their physical appearance as if looking on as a critical observer" (p. 655). In a two-year longitudinal panel study, Aubrey (2006) found that "exposure to sexually objectifying television shows was associated with an increase in viewers's definitions of their physical selves in terms of externally perceivable traits (i.e., how the body appears) rather than internal traits (i.e., what it can do)" (p. 381). As Aubrey (2006) further asserts, a college student's average daily intake comes in a variety of forms, including reality shows, soap operas, talk shows, and music videos, to name a few, and "if exposure to sexual objectification in television *continuously* activates self-objectification, then the overall picture of a college student's life is chronic, trait-life self-objectification" (p. 381). Many researchers exploring eating disorders, body image identity, and the mass media have

focused on college-age females, the highest risk group for practicing disordered eating habits and largely the target audience for much TV programming and advertising emphasizing body image (Bissell & Zhou, 2004; Harrison, 2000).

Mediated Female Ideals among Diverse Women, Body image often refers to body dissatisfaction (or disturbance) and body size estimation perceived by an individual's view of the size, shape, and appearance of the body, often consisting of an external/internal conflict (Hendriks, 2002; Holmstrom, 2004; Myers & Biocca, 1992). Individuals typically possess their own unique internal self-images, which consist of a perceived body image; however, "such images are also publicly sanctioned" through the culturally-determined definitions of „fat“ and „ugly“ generally accepted based on imposed media ideals (Knuf & Caughlin, 1993, p. 172). The positive self-images in the media are often limited to those with the youthful, aesthetically "perfect" bodies, living the "glitzy" and glamorous lifestyle of a celebrity or physical female ideal (Macdonald, 1995). In essence, female sexuality and pleasure are being sold back to the masses via visual media with standards largely acquired from the media. The media are responsible for perpetuating the physical beauty myth for women's internalization of what is needed from the economy, advertisers, and society at a particular moment in time (Wolf, 2002). Women are, in a sense, being used by society, which may affect their mental and physical health.

2.1 Conceptual Framework

2.1.1. Perception

The ability to see, hear, or become aware of something through the senses: the normal limits to human perception, awareness of something through the senses (Oxford Dictionary).

Awareness of the elements of environment through physical sensation color *perception* physical sensation interpreted in the light of experience (Merriam-Webster).

Role Of women: The overt expression of attitudes that indicate to others the degree of your maleness or femaleness; "your gender role is the public expression of your gender identity "role - normal or customary activity of a person in a particular social setting (the free dictionary by Farlex).

Role defined in oxford dictionary the function assumed or part played by a person or thing in a particular situation: *the equipment will play a vital role in the fight against cancer*

Stereotyping portrayal of women: Widely held but fixed and oversimplified image or idea of a particular type of person or thing: the stereotype of the woman as the care sexual homemaker, racial stereotypes (Oxford Dictionary)

To repeat without variation: make hackneyed, to develop a mental stereotype about anything. For example: It's not fair to *stereotype* a whole group of people based

on one person you don't like<Movies have *stereotyped* the hooker with a heart of gold
ad nauseam> (Merriam-Webster).

Seductive portrayal of women: Sexually enticing, aiming to be or regarded as being
sexually inviting (Encarta dictionary: English North America)

sexually attractive seductive woman. For example, she used her most seductive voice.

There was something seductive about the way he smiled at her.

2 Attractive in a way that makes you want to have or do something. (Oxford
Dictionary)

CHAPTER 3

METHODOLOGY

3.1 Research Design:

In order to get perception of youth about role of women in TV advertising, the quantitative survey research method had been used in this study.

Survey method of research had been used for collection of data and the tool used for the survey was questionnaire. Questionnaires had been given to the respondents by hand and had different questions related to role of women in TV advertising.

3.2 Population

Population of present study had male and female students of International Islamic University, and National University of modern languages Islamabad.

3.3 Sample

Non probability convenient sampling technique has been used for conducting a survey. And data has been collected from 250 students from both universities to generalize the results.

The population was taken male and female equally. The sample size of 250 viewers was taken for the survey and equally filled by both male and female, 125 male and 125 female participants.

3.4 Instrumentation/ Questionnaire:

The Questionnaire was used for survey. The questionnaire contained 19 close ended questions. For collection of data, the sample population had been asked demographics questions which include age, gender. Likert scale was used to measure the level of perception.

The likert scale contained five responses option ranging as: strongly agree, agree, neutral, disagree and strongly disagree. The viewers were asked to check the perception in question no 1 to 6 about the role of women as a necessary part of TV advertising. 7 to 11 questions were arranged to get the perception about seductive presentation of women in television. 12 to 16 were about to get perception about stereotypical depiction of women in TV advertisings.

3.5 Data Analysis:

The data was then quantified by using SPSS software. Firstly the method of compute variable was used to combine related variables into one variable like question no 1 to 6 were combined to formulate the perception about role of women as necessary part of advertising, then question no 7 to 11 were combined to formulate to get the perception about seductive depiction of women in ads and question no 12 to 16 were combined to formulate to get perception about stereotypical depiction of women in TV ads. Secondly the test was applied to check hypothesis frequency, cross tabs were used.

3.6 Operational definition:

The operational definition of variables in this research

3.6.1 Perception

The way of regarding, understanding, or interpreting something; a mental impression, the way of conceiving or thinking about something.

3.6.2 Role of women

What is importance of presence of women, the behavior patterns that a woman presents to public, which type of status are being associated to them? What is their importance in advertisements?

3.6.3 Stereotyping portrayal of women

Portrayal of women in household-related roles, mostly in advertisements for household products showing women performing domestic tasks and using household products in their homes, mostly shown as a depended on male. Research also included beauty stereotypes; specific beauty standard which are being shown in advertisements.

3.6.4 Seductive Portrayal of women

Portrayal of women in TV advertisements as sexually attractive, aiming to be or regarded as being sexually inviting which is shown by her gestures, postures and poses.

Chapter 4

RESULTS

Total 250 questionnaires were distributed among male and female out of which 215 were returned out of these 215, 200 questionnaires were short listed as the responses in the rest 15 were incompleted, out of which they respond according to the questions, out of these 250 questionnaires the response rate is 86%. The respondents were 50% male and 50% female. The respondents ranged in age from 18 to 26, Out of these, 54% belonged to an age group of 18 to 20 years, 23% from 21-23 years, 23% belonged to 24-26 years.

4.1 Perception about role of women in TV advertisement.

The respondents were asked by combining several statements to get their perception about the role of women in Tv advertiesments that The results was found out by frequency distribution.

Table 4.1

Perception about women as necessary part in TV advertisements

| Women as necessary part in TV advertisements | | | |
|---|----------|---------|-------|
| | Disagree | Neutral | Agree |
| Presence of a woman makes ad more influential | 32.3% | 8% | 59.7% |
| Effectiveness of female in advertisements | 24.9% | 10% | 65.1% |
| Practical demonstration of product by females | 61.5% | 10% | 28.5% |
| Female in male oriented product advertisements | 18.4% | 6% | 75.6% |
| Absence of women in ad makes it less attractive | 33.4% | 6.9% | 59.7% |
| Product promoted by males has the same impact as the female | 36.5% | 24% | 39.5% |

The table shows that 59.7% viewers agree that they get influenced from the product because of the presence of a female in the ad, 8% are neutral while 32.3% disagree.65.1% viewers agree that women's role is a necessary part for the effectiveness of any TV advertisement, 10% neutral while 24.9% disagree with it. 28.5% viewers agree that practical demonstration of a product by females in the ad is important, 10% are neutral while 61.5% disagree with it.75.6% viewers agree that

presence of a female in ads of male oriented products is necessary,6.9% were neutral while 33.4% disagree with it. 59.7%. Absence of women in ad makes it less attractive 6.9 were neutral while 33.4 disagree with it. 39.5% people were agreeing that Product promoted by males has the same impact as the female 24% were neutral. While 36.5% were disagree with it.

4.2 Perception about Seductive presentation of women in ads.

Table shows the results of perception about seductive presentation of women in ads it was also checked by combining the following questions and there frequencies are:

Table 4.2

| Perception about Seductive presentation of women in advertisements | | | |
|--|----------|---------|-------|
| Seductive presentation | | | |
| | Disagree | Neutral | Agree |
| Seductive presentation of women is unethical | 12.5% | 20.5% | 67% |
| Women use as a glamorous tool in advertisement | 10.5% | 8.5% | 81% |
| Portrayal of women as a sex object exploits them | 9% | 19% | 72% |
| Men in advertisements appear to view women as sex | 20.5% | 26.5% | 53% |
| Highly glamorized women in ads create unrealistic standards in viewers mind. | 8% | 16.5% | 75.5% |

The table shows that 67% viewers agree, Seductive presentation of women in ads is unethical 20.5% are neutral while 12.5% disagree.81% viewers agree that women are

being used as a glamorous tool for making the product successful, 8.5% neutral while 10.5% disagree with it. 72.5% viewers agree that Portrayal of women as a sex object in ads exploits their image, 19% are neutral while 9% disagree with it 53% viewers agree, that Men in advertisements appear to view women as sex objects. 26.5% are neutral while 20.5% disagree with it. 75.5 viewers were agree that highly glamorized women in ads create unrealistic standards in viewers mind 16.5% were neutral while 8% disagree with it.

4.3 Perception about stereotypical depiction of women in advertisements

This table shows the results of perception about stereotypical depiction of women in TV advertisements Frequencies are given below.

Table 4.3

Perception about stereotypical depiction of women in advertisements

| Stereotypical depiction of women | Disagree | Neutral | Agree |
|---|----------|---------|-------|
| Females are dominantly shown in ads for domestic products | 19% | 19% | 62% |
| Portrayals of women in out-of-home working roles | 14% | 31% | 55% |
| Women were often portrayed in ads as dependent on men. | 3% | 20.5% | 76.5% |
| Beautiful women should have perfect slim bodies Flawless fair face, silky hairs, sparkling teeth and perfect personalities. Standards in viewer minds | 17% | 26% | 57% |
| Depiction of women as home makers is realistic | 58.5% | 30% | 11.5% |

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The table shows that 62% viewers Females are dominantly shown in ads for domestic products 19% are neutral while 19% disagree.55% viewers agree Women are rarely portrayed in out-of-home working roles 31% neutral while 14% disagree with it. 76.5% viewers agree that Women were often portrayed in ads as dependent on men, 20.5% are neutral while 3% disagree with it 56% agree with that Ads for cosmetics' depicts a certain kind of beauty like Beautiful women should have perfect slim body's Flawless fair face, silky hairs, along with sparkling teeth and perfect personalities, 26% are neutral while 17% disagree with it.11.5% agree with Depiction of women as home makers is realistic while 30% were neutral 58.5% was disagree with it

HYPOTHESIS TESTING

H1 Males perceive women as necessary part of advertisements in grabbing consumer's attention than females

First hypothesis is used to find out the difference in level of perception between genders for that cross tabulation is applied to find out the difference.

Table 4.4

Cross Tabulation

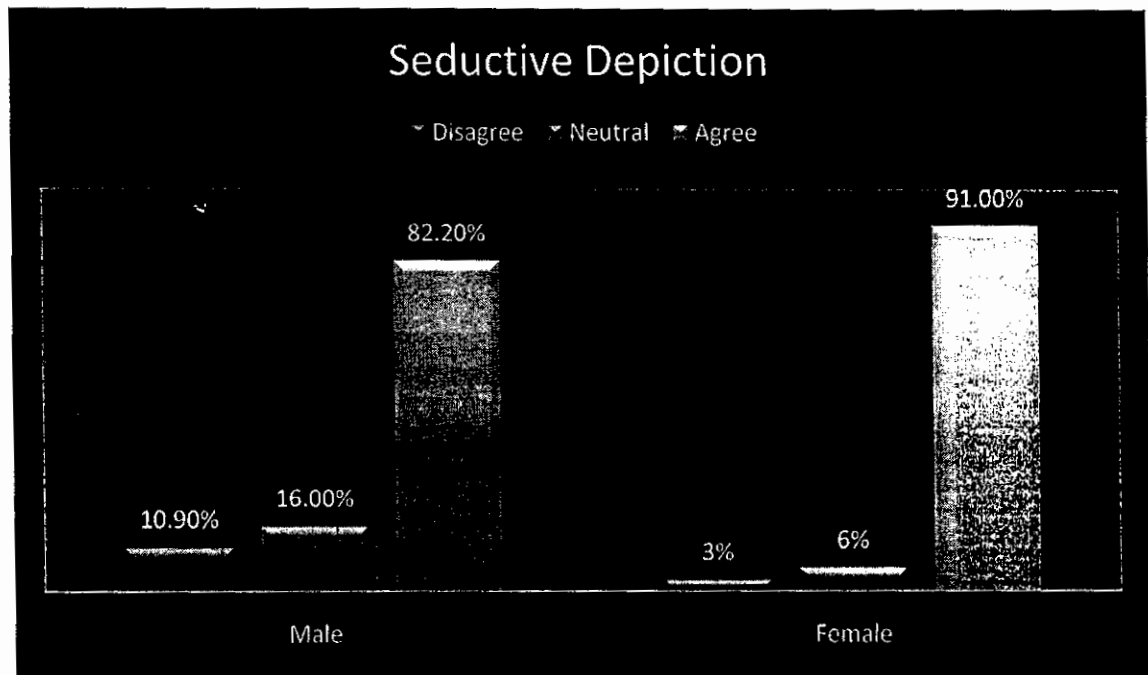
| Gender vs. Women Perceived in advertisements | | | |
|---|----------|---------|-------|
| | Disagree | Neutral | Agree |
| MALE | 4 | 11 | 85 |
| FEMALE | 77 | 7 | 15 |

The table indicated that 85 male perceive women as a necessary part of the advertisements and 15 female perceive that women as a necessary part of advertisement and which shows that there is huge difference exists between gender perception. The result indicates a significant difference between perceptions of male and female about women as a necessary part of advertisement therefore hypothesis is conclusive, that male perceive women as necessary part of advertisements in grabbing consumer's attention and Female does not perceive women as a necessary part of advertisement in grabbing consumer's attention .After the response of the questions, which was prepared to support this hypothesis it is concluded that H1 is proven.

H2: Perceptual differences exist between genders about the seductive depiction of women in TV advertisements

Table 4.5 Gender Vs: Seductive depiction of women in TV ads

| | Disagree | Neutral | Agree |
|--------|----------|---------|--------|
| Male | 10.90% | 6.90% | 82.20% |
| Female | 3% | 6% | 91.00% |



Bar Chart 4.1 Perception of genders about seductive depiction of women in TV advertisements.

Figure Shows that 91.00% female viewers are agree with seductive depiction of women in TV advertisements while 6% viewers are neutral and the 3% viewers are disagree with it. While those 82.2% male viewers are agree with seductive depiction

of women in TV advertisements while 6.9% viewers are neutral and the 10.9% viewers are disagree with it.

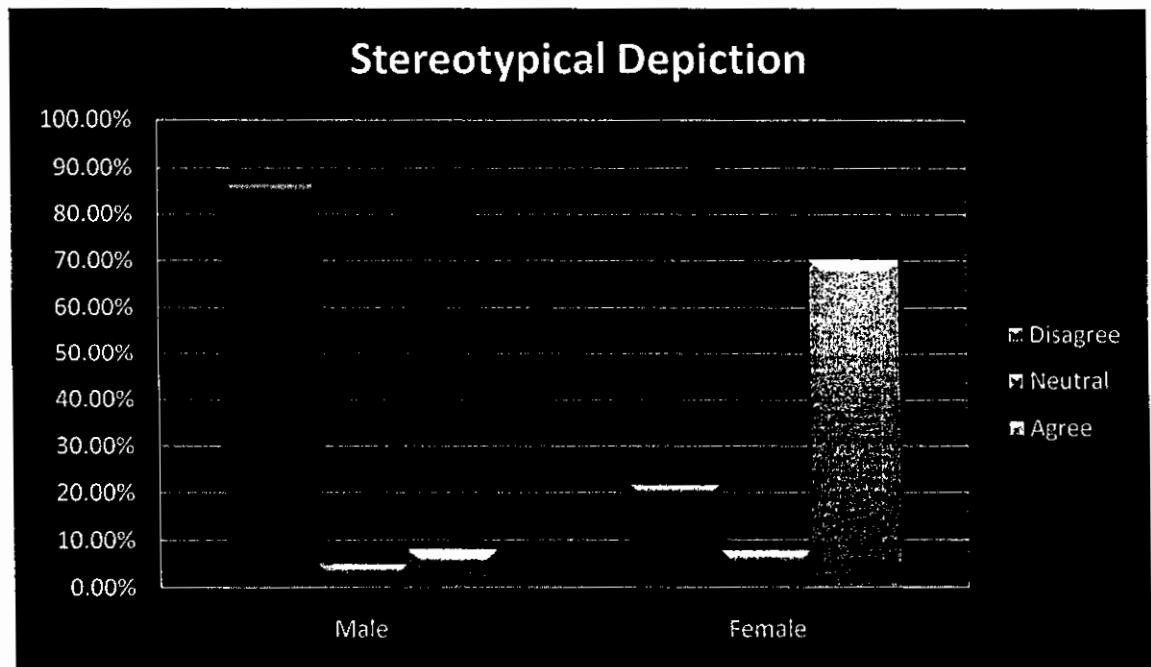
These results shows that there is slight difference between perception of male and female about seductive depiction of women in Television advertisements, they have same level of perception.

After the response of the questions, which was prepared to support this hypothesis, result does not indicate a significant difference exists between perceptions of male and female about seductive depiction of women in TV advertisements therefore hypothesis is inconclusive, means H2 is disapproved.

H3 Perceptual differences exist between genders about stereotypical depiction of women TV advertisements.

Table 4.6 Gender Vs: Stereotypical depiction of women in TV ads

| | Disagree | Neutral | Agree |
|--------|----------|---------|-------|
| Male | 86.8% | 5.1% | 8.1% |
| Female | 21.8% | 7.9% | 70.3% |



Bar chart:4.2 Perception of genders about stereotypical depiction of women in TV advertisements.

Shows that 7.3% female viewers are agree with stereotypical depiction of women in TV advertisements while 7.9% viewers are neutral and the 21.8% viewers are disagree with it. On the other hand 8.1% male viewers are agree with stereotypical

depiction of women in TV advertisements while 5.1% viewers are neutral and the 86.8% viewers are disagree with it.

These results shows that there is clear difference between perception of male and female about stereotypical depiction of women in Television advertisements, they have different level of perception.

After the response of the questions, which was prepared to support this hypothesis, result indicate a significant difference exists between perceptions of male and female about stereotypical depiction of women in TV advertisements therefore results concluded that H3 is proven.

CHAPTER 5

5.1 DISCUSSION

The present study investigated the relationship between youth perception about role of women in advertisement. The main focus was laid on how youth perceive about the depiction of women in advertisement. It was also investigated that which gender perceived more about the role of women in TV advertisements.

The study was done to find out the difference in level of perception between male and female. Out of 200 respondents 60% of them are around age of 15 to 25. All the respondents of the research were educated and from well off families. Results were tabulated and graphically represented to clearly show and approve the study.

The results showed significant difference between perceptions of male and female about women as a necessary part of advertisement(table 4.15) Results also indicated that there is slight difference between perception of male and female about seductive depiction of women in Television advertisements,(chart 1) Results also illustrated that there is clear difference between perception of male and female about stereotypical depiction of women in Television advertisements, they have different level of perception.

H1 proposed that males perceive women as necessary part of advertisements in grabbing consumer's attention than females. A woman's are being used in advertisement is to attract and attain the attention. Manifestations of this view of femininity are manifold women in advertising are always young and attractive and they are frequently depicted as sexual objects. Man is shown to be her favorites

companion; women in advertising seldom appear as competent or intelligent people. Dispenza (1975) also suggested that women are primarily used by advertisers to sell products to both men and women but the key objective and targeted consumers are men. Career oriented women are therefore "unfeminine" and disliked by men. Advertising thus defines woman's relationship to man primarily in terms of the appeal feminine attractiveness has for man. Thus the frequent appearance of women in media influences men and approved by H1. Commercials aim to show the enviable lifestyles which can be achieved through product purchase, these standards of attractiveness and their apparent association with happiness, love, success, and power, may become learned ideals and women has been vital part of these advertisements which attract men who perceive that presence of women in media is important.

H2 proposed that perceptual differences exist between genders about the seductive depiction of women in TV advertisements. The results showed that only slight difference exists between perceptions of male and female about seductive depiction of women in TV advertisements therefore hypothesis is inconclusive, means H2 is disapproved. Women are resentful of the exploitative use of the female body in advertising. They feel that the use of the female body as a decoration or as an attention-getting device diminishes women's self-esteem and ignores other aspects of women's personality and their human potential. The effect of the sexual-sell advertising on male-female relationships and on children's sense of values is perceived as potentially harmful increasingly found that advertising suggests that women don't do important things and portrays women in a manner that is offensive.

Depending on the sex of the target group, the strategies vary. In female-oriented advertisements women are invited to identify with the female product representative who is offered the ultimate reward, i. e. success with males, as a result of using the product. In male-oriented advertisements, male consumers are promised the portrayed female as the bonus that comes with the product. Females are presented most often as sexual beings in television advertisements. Though there are not a huge number of ads featuring in family roles in any of the advertisements, it is important to note that they are featured most often in family roles in the advertisements that focus on women and family. Adversely, it can be concerning that the ads which focus so much on the sexualizing of females focus least on the familial role of the female. Sexual representation of women has not been accepted by most respondents and thus disapproves the hypothesis.

According to H3 perceptual differences exist between genders about stereotypical depiction of women TV advertisements. And results showed that significant difference exist between perceptions of male and female about stereotypical depiction of women in TV advertisements therefore results concluded that H3 is proven. Among all respondents 86.1% males disagree while 70.9% female agree with the hypothesis. Domesticity is the second pole of the two-dimensional image of femininity in advertising as said by (Flick, 1977) .Women do not work outside the home. Most commonly women are shown as working as a homemaker, or as dependent on a men Occupational portrayal of women is rare and certainly not equal with the actual number of male in the labor force. Women are not successful in work outside the home, they do not do male jobs even if more working women appear

in advertisements, they have not moved out of the traditionally female service. Women are seldom employed and, if they are, they remain in the service and subordinate positions traditionally reserved for them. Even within the home, the respective tasks of men and women are clearly limited..Courtney and Whipple (1974) studied the portrayal of women in television commercials and found significant differences between men and women. Seventy-five percent of all advertisements using women were for products found in the kitchen or bathroom, reinforcing the stereotype that a woman's place is in the home.

Women as compared to men were portrayed mostly in house settings rather than business settings. Women did not make important decisions and lastly women were depicted as dependent on men and were regarded primarily as sexual objects.McArthur and Resko (1975) claimed that women were most likely to be defined not by occupational or other types of roles, but in roles that defined them in terms of their relationships with others, i.e. as spouse, girlfriend, parent or friend mother is cooking for a family. McArthur and Resko (1975) also found that women were depicted as product users in 86% of commercials and as product authorities in only 14% of the advertisements, whereas men were portrayed overwhelmingly as authorities. Images of female bodies are everywhere.

Another aspect of women stereotyping was also highlighted by few statement which was the beauty stereotype image of women. Women—and their body parts—sell everything from food to cars. Popular film and television actresses are becoming younger, taller and thinner. Some have even been known to faint on the set from lack

of food. Women's magazines are full of articles urging that if they can just lose those last twenty pounds, they'll have it all—the perfect marriage, loving children, great sex, and a rewarding career. Why are standards of beauty being imposed on women, the majority of whom are naturally larger and more mature than any of the models? The roots, some analysts say, are economic. By presenting an ideal difficult to achieve and maintain, the cosmetic and diet product industries are assured of growth and profits. And it's no accident that youth is increasingly promoted, along with thinness, as an essential criterion of beauty. If not all women need to lose weight, for sure they're all aging, says the Quebec Action Network for Women's Health in its 2001 report (*Changements sociaux en faveur de la diversité des images corporelles*) *images corporelles*. And, according to the industry, age is a disaster that needs to be dealt with. The stakes are huge. On the one hand, women who are insecure about their bodies are more likely to buy beauty products, new clothes, and diet aids. It is estimated that the diet industry alone is worth anywhere between 40 to 100 billion (U.S.) a year selling temporary weight loss (90 to 95% of dieters regain the lost weight).¹ On the other hand, most of the other researchers indicates that exposure to images of thin, young, air-brushed female bodies is linked to depression, loss of self-esteem and the development of unhealthy eating habits in women and girls. So for that female agree that there is stereotypical depiction of women in ads and male disagree with the statement that there is no stereotypical depiction of women in ads

5.2 Conclusion

Upon analyzing the data significance of advertising in the assessment of how the advertisements affect the social position of women needs no further argument. Advertisers revert to mass media in order to maximize marketing potential for their products. Women feature in this process in two capacities: as most solicited consumers and as instruments of persuasion. It is the latter role which we have documented broadly above. The evidence indicates that woman is utilized in advertising to sell products to both male and female consumers by virtue of her two-dimensional role: her role as housewife/mother wife and her function as a decorative and seductive object. Its impact the process of social change is restraining rather than progressive. As far as the “youth perception about role of women is advertisement” is concerned some very interesting facts emerged for example when respondents were asked about depiction of women in advertisement 85% male strongly agreed with it and only 20% female agreed. It showed that men find it the advertisement more appealing with presence of women.

Under the guise of sexual liberation, advertising continues to exploit the image of woman as seductive symbol. Other dimensions of woman's personality and the numerous ways in which she participates in all spheres of contemporary life are as absent from advertising images as ever.

Given that role of women affect purchasing behavior, it is conceivable that people purchase the product due to different kinds of appeals used in advertisements especially depiction of women.

However, more research is needed to cover up the topic.

5.3 Recommendations

The study on youth perception was conducted in limited time and resources that is why the focus was also limited. It is recommended that role of women in advertisement should be up to certain limit and women should not to be used as any decorative piece or seductive object. Females must not continue to be associated with the domestic realm as they appear in commercials for products used in the home, such as household cleaners and kitchen appliances and their standard should be raised to more educated and carrier oriented places.

Moreover how the wrong advertising impact of women can be removed or how its effect can be minimized and the different techniques to minimize the wrong perception and how to apply them in Pakistani media can be studied in future research.

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APPENDIX

QUESTIONNAIRE

I am student of MSc. Media and Communication studies from International Islamic University, Islamabad conducting research on this topic. So, I want your opinion which will be highly appreciate

Gender: Male Female

| Sr # | Statements | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|------|---|----------------|-------|---------|----------|-------------------|
| 1 | I get influenced from the product because of the presence of a female in the ad. | | | | | |
| 2 | Females role is a necessary part for the effectiveness of any TV advertisement | | | | | |
| 3 | Practical demonstration of a product by females in the ad is important. | | | | | |
| 4 | Presence of a female is necessary in ads of those products which are used by men. | | | | | |
| 5. | Product promoted by males has the same impact as the product promoted by females. | | | | | |
| 6 | Absence of women in an ad makes it less attractive. | | | | | |
| 7 | Style of women in any ad affects the success of the product a lot | | | | | |
| 8 | Seductive presentation of women in ads is unethical. | | | | | |
| 9 | Men can also be presented in ads in the same way as women | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 10 | Women are being used as a glamorous tool for making the product successful | | | | | |
| 11 | Portrayal of women as a sex object in ads exploits them. | | | | | |
| 12 | Women are rarely portrayed in out-of-home working roles. | | | | | |
| 13 | Women were often portrayed in ads as dependent on men. | | | | | |
| 14 | Men in advertisements appear to view women as sex objects or as domestic add-on. | | | | | |
| 15 | Females are dominantly shown in ads for domestic products | | | | | |
| 16 | Highly glamorized women in advertising create unrealistic standards in viewers' minds. | | | | | |
| 17 | Ad for cosmetics' depicts a certain kind of beauty | | | | | |
| 18 | Beautiful women should have perfect slim bodies, flawless fair face, silky hairs, along with sparkling teeth and perfect personalities. | | | | | |
| 19 | Depiction of women as home makers is realistic | | | | | |

