

Media and Gender: A Gender Representation Study in Television and Print Advertising

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Abstract – In many industrialized and emerging countries, gender depiction in advertising has long been greatly discussed and widely explored. This research will be carried out on the representation of women in advertising, research methodologies utilised in previous studies and research focuses. In many established and emerging countries, the gender depiction in advertising has long been greatly discussed and examined. This paper covers academic studies on female depiction in advertising, research techniques employed in previous studies and study emphasis. Moreover, this evaluation will allow researchers to identify the deficiencies in the studies and offer them with a platform for addressing these deficiencies in academic research.

Keywords – Advertising, Television, Media, Gender

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INTRODUCTION

The media has become critical to the operation of economic, political, social and cultural spheres in most parts of the globe, both on a global, national and local scale and for daily living in the private sector, in which information and entertainment are significant sources. The media offers rooms for presenting, debating and discussing social, political and cultural topics. It has a crucial role in defining, and how to define and debate, whether topics are regarded relevant and legitimate in a society. The media don't only spread certain messages to passive viewers. It creates and diffuses instead much of what we actively and continually use to grasp and to ponder on the world, the others and our connection and our self-relatedness - information, ideas, modes of thinking, hypotheses, frameworks, beliefs and values and narratives.

The media is all around and publicity is the most prevalent of its (media) types. In practically every current society, it's prevalent conversation kind. A count of the advertising messages one is assaulted within one day is impossible to retain. In the last 30 years, there has been a rising interest in the function of advertising and other messages imbedded in the advertising industry in addition to the most evident incentive for profit-making among social researchers in many academic fields. "In addition to information on services, publicity also provides a secondary discussion on certain issues of society and the relationship between power. Gender relationships are one of the main topics that publicity builds"

(Mohammadi, 2011) Evans (2005) says that portrayals of the media frequently play a crucial part in moulding the way people view the social environment and comprehend it, including gender and power. The media may contribute in particular to the audience's understanding of the contributions of men and women to the proper gender conduct.

Focus of Gender Portrayal

Most research focused on how a woman's self-perception and body dissatisfaction may be described in advertising (stereotyping of the featured ads). Some of the research were focused on gender representation in publicity across cultures, whereas few research addressed women's desire for their portrayal in advertising. A comparison of positions represented by women in advertising from 1958, 1970 and 1972, was carried out by Belkaoui & Belkaoui (1976). A research by Kerin, Lundstrom and Sciglimpaglia (1979) studied the representation of women in historical ads and looked forward to the future of ads. In the future, the dominance of sex in advertising was finished. The lack of development in the area of gender representation in advertising is extremely apparent (see Table no. 3). There are a variety of locations for exploration.

Participation and influence of women in the media

Although the number of women in the media has grown worldwide, top jobs (producers, managers, editors-in-chief, publishers) remain mostly masculine (White, 2009). This discrepancy is visible especially in Africa, where women who play journalism remain culturally impeded (e.g. travelling abroad, working at night and covering topics such as politics and sports believed to fall into the male realm) (Myers, 2009). The GMMP says that female journalists worldwide are more likely to be allocated "soft" topics, such as family, leisure, fashion, and the arts. The 'hard' news is significantly less likely to be written or reported by women, politics and the economics.

Woman media professionals are more likely than their male colleagues to reflect other women's needs and prospects, and the amount of engagement and influence of women in media is also relevant to media content. Nevertheless, it is crucial to recognise that not all women who work in the media are gender conscious and willing to address the needs and viewpoints of women, and it is not feasible for males to address gender problems successfully.

Media content and portrayal of men and women in the media

The accurate representation of sex in the media should be an ethical and professional aim equal to respect for precision, fairness and honesty (White, 2009). However, unequal representation of gender is ubiquitous. The Global Media Monitoring Project found females as victims and identified by family status to be more often than men to be victims in news articles. Women are also far less likely than males to be mentioned and trusted as 'spokespersons' or 'experts' in international news headlines. Some types of women are even less visible, such as those of the poor, aged, or ethnic minorities.

In daily media, too, stereotypes are ubiquitous. Women are typically represented simply as housewives and caregivers of the family, men's reliant or masculine objects. Women's reporters' stories are more common than those reported by men to combat stereotypes (Gallagher et al., 2010). As such, a correlation exists between women's engagement in the media and improved women's portrayal.

Stereotypes in the media are also presented to men. They are often forceful and domineering. Alternative ideas of masculinity have limited space. The media tends to depress males or people who reject violence in care or household responsibilities. Such representations may impact ideas of what society expects from men and women, but also of themselves. They advocate an unequalled view of women's and men's roles in society.

Stereotypical Images of Relationships Between Men and Women

With media preconceptions of men and women, we should not be shocked to learn that women's and men's relationships are equally represented in ways that strengthen preconceptions. The media's reflection and promotion of conventional gender patterns is shown through four topics.

LITERATURE REVIEW

Arima (2003) Gender depiction kinds, via content analysis, were identified by the research entitled 'Gender stereotypes in Japanese TV publicity.' The primary characters of adults were classified for sex, age, ethnography, believability, roles, locations, clothes, backdrop, kind of persuasions, camera work, the angle of the camera, product type, the goal and voice-over sex. Five sorts of animals were determined by using fast cluster analysis: "beautiful and wealthy housewives," "young women who catch the attention of others," "young famous," "middle and elderly persons who like quiet time." The first three were largely women and the second two males. The findings show that men and women are depicted differently in Japanese TV advertising and the disparities correlate to conventional gender stereotypes.

Bartsch et. al. (2000) In their study "Gender representation in TV commercials: update and update" it was examined whether the products sold in commercials were likely to sell household products such as food, cleaners, cosmetics, etc., or to sell products outside the home including things such as tourism, credit cards and automobiles. In the study they examined products sold outside the home. Their findings showed that women, who are significantly more likely to represent a product of domestic goods than men, were significantly more likely to represent non-domestic products compared to men's 41 percent, and men (70 percent), which showed an increase in the gender bias for product officials compared with commercials ten years ago.

Browne (1998) Titled 'Stereotypes of gender in kid television advertising in the 1990s,' directed at children in the USA and Australia. The outcomes of her research reveal that children were more energetic and aggressive than girls when they were in television advertising, had prominent positions. According to her gender role, females are represented as timid, giggly, improbable and less instrumental in the use of body language and face emotions. The numerical representation of males and girls in the advertisements was not compatible with the distributions in the actual world. When analysing publicity reports from both countries, she noticed parallels in gender stereotyping between two countries, however there have been some discrepancies.

Félix Neto and Isabel Pinto (1998) Has been analysed to duplicate and expand prior investigations carried out in America, Australia, Britain and Italy in a sample of Portuguese TV advertisements. It was aimed at updating Portuguese research and comparing results across cultures. Three hundred and four night publications were assessed for dependability, using two raters, male and female. Each of their main characters had its characteristics defined into 11 categories: gender, way, credibility, role, location, age, argument, kind of prize, product kind, background and final remark. There has been strong evidence that male and female traits are presented differently. The consequences of the findings were examined for the establishment and preservation of gender roles.

Marie Ahlstrand (2007) In her paper „Gender Stereotyping in Television Advertisements," she investigated sex-roll images in Austrian TV ads. In Austrian TV advertising, the results show that gender stereotypes are available in certain respects. For example, women are both central and voice-over represented. Women are represented. Men have a major role in promoting male items, on the other hand. The findings of this research are, however, also contrary to conventional sex stereotypes, as both men and females have equal representation in dependent positions, as well as in working and household situations.'

Moorthi et. al. (2014) In their study titled "The Changing Roles Portrayed by Women in Indian Advertisement: A Longitudinal Content Analysis" they analysed the changed role image of women in Indian advertising. In three decades from 1980, they have been analysing the role of women in Indian TV. The research shows that the position of women in indigenous advertising is progressively shifting throughout the years. The trend is seen in the categories of products linked with women in the survey. The research shows that women's associations with conventional types of households decline compared to those in the prior studies.

Rajesh (2014) In his paper "Gender justice in advertising: Indian Commercials Study" he contends that advertising has an important role to play in producing straightforward yet innovative messages. He saw advertising as a venue where stereotyped conceptions of society are represented in regards to women in particular. By using qualitative content analysis on some ads from the sensitive point of view of gender, he emphasises that the bulk of commercials have no gender sensitivity.

Scharrer et. al. (2006) "Working hard to work?" in their research Gender, humour, and domestic chores' performance in TV commercials have determined that men are more often represented outside the house, while women's figures are depicted more often in home environments, especially in kitchens and bathrooms. Women characters are more likely to participate in

housework and childcare in these household situations than males. When males conduct household activities, they were typically portrayed as inadequate, usually designed to serve as a source of amusement. These images of failures and humour might strengthen the established roles of gender by saying that males are "naturally" unfit for some forms of labour and hence better left to women.

Mallika Das (2000) In Indian magazine advertises, the title of "Men and Women in Indian Magazine: A Preliminary Report" studied the portrait of women and men. More than 1100 publicity publications from a variety of periodicals were reviewed in 1987, 1990 and 1994. Results suggest that though women's and men's portrays evolved in advertising for Indian magazines through the time, they are still stereotypically shown. Role portrays seems to be impacted by the type of the promoted product in the Indian magazine advertising. Similarities and contrasts are also noted with other countries between role portrays in Indian magazine advertising.

Vaishali Shrikhande (2003) She analysed the representation of women in television ads and recorded stereotypes related to women in the current television publications in the work called 'Stereotyping of women in TV ads.' The examination of the data collected reveals that the representation by women in television commercials confirms in many respects the stereotyped image of women in most advertising as described in earlier studies. The survey, however, shows that women's preconceptions are decreasing. The research shows that a new tendency in some circumstances towards women and men being seen as equal is emerging.

OBJECTIVES OF THE STUDY

- To comprehend the link between gender and the media (advertisements).
- To investigate the many types of role depictions that are represented in print and television advertising for men and women.
- To investigate which product categories are more often linked with men and women.
- To investigate the discrepancies in men's and women's body representations in ads.

RESEARCH METHODOLOGY

In this research the theoretical approach for the analysis of gender building via printed and television advertising is "Social Constructionism." Social construction is a theory of knowledge in sociology and the philosophy of communication which looks at the formation of a co-created world-

view (Galbin, 2014)³⁷ Social constructors see knowledge as made, not generated, in an effort to make sense of the social reality (Andrews 2012)³⁸. It implies that knowledge, meaning, and meaning is produced in conjunction with other human beings, not individually inside the person. As a paradigm of such study, social constructionism represents an important element of theoretical foundation owing to its emphasis on how to develop and shape a certain social environment in terms of understanding, knowledge and reality. Advertising, which in today's consumer-driven culture is pervasive in all formats, may be seen as a social environment. Advertising in the consumer environment is frequently so excessively important that advertising, its tactics and substance are taken for granted. The current research uses social constructionist perspectives to collect the gender that advertising calls into account.

Sampling and Sample Size

Universe is the whole region consisting of the whole amount of research units necessary. It is the total or aggregate of all unit/case compliant with specified conditions and when the universe is big and physically unavailable, the investigator utilizes just one sample. The selection of a portion or all of an aggregate on the basis of which a judgment or conclusion on the aggregate or totality shall be defined. In other words, it is the whole population/universe process in which just portion of it is examined. Young (1969) believes that in picking a sample the most essential factor is to check if it is near to the universe. A good sample should be universe or population representative. A decent sample must also be of sufficient size to be trustworthy. The sample size refers to the number of things picked from the universe for the purpose of making up a sample in Ram Ahuja (2001). The sample size should not be too huge or too small. It ought to be optimal.

In this research, purposeful samples are utilized to sample both printed and television ads depending on the product category selected. In this research, ads will be collected. A sample of 200 ads were selected from TV and print media (magazines and newspapers) according to the identified categories for the analysis of gender representation in advertises.

Table 1: Sample of the study

Sample	No. of Advertisements
Television	100
Print(Magazines and Newspapers)	100
Total	200

In addition, a total of hundred (100) respondents, fifty men (50) and fifty women (50) were chosen from

the City of Jammu to understand the function of publications in building self-identity based on consumption and people's perceptions. Because this research is aimed at generalizing people's impression of their consumption, respondents were chosen via a targeted analysis of several areas, including the government, private employees, business people, students, homemakers, etc.

Table 2: Number of Respondents

Gender	No. of Respondents
Female	50
Male	50
Total	100

Research Design

Descriptive and exploratory research designs have been adopted in the current study. They were generated by means of numerous secondary sources and a selection of the different instruments and procedures that were most suited to gathering pertinent information following a careful assessment of the research topic. This research analyses qualitatively how men and women are depicted in print and TV advertising advertising. This study analyses the structure of women and men across characteristics such as gender roles, gender bodies, product categories, representation settings, etc. Since this study is aimed at describing and discussing the way both sexes, male and female, are depicted in print and TV advertising, the primary research question is thus descriptive in character. In addition to the research the purpose was also to examine the influence of advertising in self-identity buildings based on consumer consumption and people's perception of it. Thus the concept of the research, since it describes in great depth the formation of male and female content in advertising and explores how individuals develop an identity on the basis of their use and the role of advertising in it, is both descriptive and exploratory.

Methods of Data Collection and Analysis

Data from both primary and secondary sources were obtained for the research. The data refers to the facts that may be determined from other facts. Primary data sources are the original sources from which the researcher receives data from their original sources directly that were not previously obtained. Secondary data sources are data sources acquired and assembled for a different purpose. The secondary data sources include easily accessible compendiums, statistics and reports that have previously been prepared and that the researchers may utilise for their study. It

may include both public reports and unpublished documents (Colombia, 2005)

The present research will be conducted with twin purposes:

- 1) To study the gender representation in advertisements (print and television).
- 2) To study the role of advertisements in constructing identity based on consumption and the perception of people for same.

The current study uses discourse analysis as a key tool for analysing print and television advertising. The major approach of data collecting is to research people's perceptions on the function that publicity plays in identity building based on the consumer interview schedule. It comprises of questions which are both open and closed. The researchers asked the questions and recorded the answers and documented the answers. It is also important to determine after a choice on the strategy of data collection what kind of interviewing approach should be employed in this research. In the current research, the structured interview programme will be utilised to frame a number of questions before entering the field to search for the appropriate replies. A pilot study will be performed before completing the interview schedule to find out how well the interview schedule has been built. A number of books, papers, journals, government publications and other research papers were provided as a secondary source for the study.

CONCLUSION

It is extremely obvious that most research papers mainly focused on gender representation in advertising across countries. None of these studies investigated the full depiction of the function of gender. Researchers have also noted that gender portrayals in print advertising, less in TV ads, have been primarily investigated. This assessment also reveals a gender depiction gap that has to be addressed as In the Asia/Pacific region The research looked at the stereotypes of men and women in Spanish magazine publicity in the final three decades of the twentieth century. Vela, Manzano, Boluda & Lopez (2007.) The findings showed that male and female pictures have changed substantially in the previous 30 years but there are still gender preconceptions. The research studied young women's attitudes to sexually objective advertising. Zimmerman, Amanda, & Dahlberg (2008). The findings showed substantial shifts in young educated women's opinions. These portrays, too, were less insulted as sex objects by the results suggested by the respondents. Das (2011) Gender Role Portrays were examined in three distinct languages by the research in TV commercials (from 2004). India (English, Hindi, and Tamil). The results showed that the main characteristics and voice-overs in Indian advertising are more masculine than female. In

western nations majority of these research were carried out. Furthermore, there is also a scarcity of literature on the effects on marketing communication of gender roles. Brokaw and Lakshman (1995) noticed the overall lack of research on the efficacy of marketing communication. Researchers should thus expand study to investigate the gender role of both gender by evaluating the effects of such representations on their emotional and comportmental reactions to advertising on the marketing success of message.

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