

## **Stearotypical Depiction Of Gender In Advertisements: An Anlysis**

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### **Abstract**

This study deals with the study of gender depiction in advertisements and sources are from the public and private TV Channels from Germany. The study also shows the role human beings in advertisement sectors. The result throws light on the change of roles in the genders and how they are transformed into a stereotype way over a period of time. Private TV Channels are more stereotypes when compared to public mission advertisements. The difference is remarkable between these two.

The main aim of advertisements is marketing. So the private channels mainly focus on the role behaviours and focus on gender. They also consider occupational status and interfere with the major policy gender equality.

### **Introduction**

This paper highlights the theme of gender stereotypes in marketing and relationship between gender stereotypes in advertisements. Even after five decades, gender portrayal in media is a topic for discussion. The change in the role of men and women is reflected in the media of publicity and remarkable difference can be seen when compared to previous years. The cultural lag can also be seen. Women always played traditional roles. They were always pictured as inferior than their potentiality. Now a positive growth is seen in the role play and men's role is also changed accordingly. Now men are playing more emotional and gentle roles and women are treated equal with men. This paper attempts to research on the transformation in portrayal of gender in advertising media. The legally neglected categories like lesbian/gay/bisexual/transgender are taken into consideration. Women empowerment is also a main topic among the present advertisements.

The best way for any product to enter into market easily is only through advertisements. The best way to promote sales and to grab customers is also through proper advertisements only. To give awareness to consumers about service, offers, sales and other benefits is once again through advertisements. By these we can surely say that through advertisements not only we can promote/sell or create awareness about a product but also the consumers' needs are very clearly known to companies. It also creates a brand image among common man. The promotion of sales happens easily which is the main motto of advertisements. It also builds a relationship between seller and buyer also. AIDA is widely used in the field of marketing and it stands for Attention, Interest, Desire and action. This method is very difficult to follow but if followed in a right way it is a path for great success, if not it leads to great failure also. This concept is introduced from Ellis in 1908. He was a pioneer in the field of marketing and advertisements in America during 1900's. He coined the term and now it is known throughout the world. Even though present companies adopted some changes like gaining attention, commitment, participation, abetment and communication while executing this, they mainly follow AIDA method. These play a major role in digital media platforms and social media.

### **Kinds of advertising**

A lot of money is invested in promoting goods to market through advertisements as potential and genuine buyers can be reached through advertisements only. They also include services to attract customers and to create brand image. The short term benefit is increase in sales and profit but the long term goal is creating brand image. Through advertisements the companies create an image in the minds of viewers and customers. People can easily judge the differences between two products and brands also through advertisements. The role of media among customers is high and advertising according to time and need of the modern world is based on the following kinds of advertisements. (Bardwick, J., & Schumann, S., 1967:01)

- Direct mails
- Magazines and News papers
- Radio/FM
- Television
- Movies
- Outdoor
- Window display
- Exhibitions and Fairs
- Special Advertisements
- Sample distribution etc.

## **Direct Mail**

Attractive ,Convincing Brochures and a covering letter with information of the product is sent through mail to respective clients. Circulars, letters, Key chains and Booklets are used as direct mailers. Letters are posted separately for individual potential customers.

## **Magazines and News Paper**

As print media is considered as the most impactful media to reach customers easily and effectively advertisements are printed here. The proven results have again clarified that it is an effective way to sellers to attract common man.

## **Radio/FM**

It is very popular and the easy way to reach customers as Radio goes with listening. It is widely used by sellers to attract buyers as Radio has audience of all sectors, ages, professions and interests.

## **Television**

Advertising using Television is little bit costly when compared to other but it is more effective than others. It reaches audience easily through audio visual medium and leaves a long lasting effect.

## **Movies**

When compared other media it is more time consuming but it has its own advantages also. As audience view advertisements on big screen and they keep on changing it reaches more viewers easily and impact is effectively made.

## **Outdoor**

Mura Advertising or Outdoor is a kind which has the kinds like posters, cards, skywriting, bus and train advertisements, and electronic displays and neon displays.

## **Window display**

This is usually adopted by shopkeepers to display their products to attract customers and to advertise their collections through display either on showcase or on dummies. It easily helps in the increase of sales always proven as an effective method for advertising.

## **Exhibitions and Fairs**

A great way to canvas products in a mass way is by exhibiting them in the places which attracts much crowd. It is an opportunity for both buyers and sellers to gain experience and to get exposure. Even increase in selling is the main goal of this with advertising.

## Special Advertisements

In this method gifting articles/giving discounts for articles for special occasions and festivals for employees, clients, students, workers, passionate persons and sports persons is used to make advertisements. They may be in the form of calendars, key bunches, cups, bags, bottles, diaries, pen-drives, flasks, hot boxes etc. Company names are inscribed on it to increase the visibility of the brand.

## Sample distribution

Sample distribution is a method of advertising products in a better way. It attracts customers and gives assurance to consumers. Brand images and emerging companies can together attract customers. Sales is the main aim this type.

## Significance of promotion

Advertising or promotion is the need for the survival of any business. The following listings can be followed for better sales/profit.

1. Public Announcements are important for any product launch
2. Promotion activities
3. Publicity campaigns
4. Increase in sales
5. To find out genuine buyers for good income
6. Increasing the Return of investment
7. Customer awareness activities
8. Educating and providing information through advertisements

## Role of Gender in advertisements

Cook and Cusack (2010) defined a "Stereotype" as "a generalised view or preconception of attributes or characteristics possessed by or should be performed by, the members of a particular group". World Health Organization (WHO) defines gender as "The socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women."

Gender stereotype can be defined as the placement of male/female/transgender in a society. This makes the viewers to compare/ imagine/ relate themselves with their roles. Gender portrayal in advertisements is a common phenomenon. They sometimes define the duties of male and female in the society. Sometimes these role plays may create confusion or question among viewers. (Lundstrom, W. J., & Sciglimpaglia, D, 1977:07)

women in advertisements as "Women are portrayed as doing household chores, symbol of beauty, health Women and minority are mostly accused in advertisements. Researchers are proven that there is gender stereotyping is a constant aspect thought out these years. These results say about the role of and hygiene or as decorative and sex objects" (Harker, M. et al 2005:06)

## Women Stereotyping and Advertising

Indian and Western advertisements are different as consumer behaviour and culture varies. Society plays an important role in advertisement field. (Wolin, L. D., 2003:08) As through advertisements only a product/particular brand reaches buyers and the advertisements also educate consumers about their rights, loyalty, speciality etc. (Das, M., 2011:03)

The impact of gender stereotyping is seen in the field from past three decades. Artz and Venkatesh noted that there is direct correlation between gender stereotyping and branding (1991)

Different roles played by women in advertisements are

1. Homemaker: Here women are portrayed in a positive way as strong decision maker who controls and advices. She recommend particular product to protect her family from harms. She is portrayed as intelligent and caring mother, wife, sister, grandmother, daughter etc.
2. Sexual icon or object of desire: in male centric advertisements women are used to seduce male audience.

### **Male stereotyping and advertising**

As per J.A. Doyle's research on masculinity in Television says as aggressive, dominant and engage in exiting activities to receive awards from others for their masculine accomplishments. Some stereotyped male advertisements contain (Das, M.,2000:02)

1. Men as rude in office and sensitive at home
2. He is not interested with household chores like cooking, childcare etc.
3. They are tougher and lonely
4. Men represent power and ability

### **Portrayal of gender in advertisements:**

In Media also we can see the discrimination. Women in India are facing this discrimination on an average of 64%. Even after having equal qualification and occupation they are not equally paid. This can be seen in advertisements sector also. Gender stereotyping is present in this field while selecting a child artist itself. We can see this in the advertisements of various products like detergents, water purifiers, shampoo and creams. Male child is projected to be caring, brave and female child as with beauty products.

We have ample examples of Kajol, HemaMalini, Madhuri Dixit, Sunny deol, Akshayetc here. (Dwivedy A. K.,2009:04)

1. When compared to British advertisements women in India are portrayed as neutral/less sexual object. Indian women are pictured as more dependent than British women. Similar advertisements can be found in some other Asian countries also. Women are portrayed less negatively than in western nations.
2. In Indian advertisements women are restricted to be play the role as housewife, dependent, caring, concerned with looks, traditional, nowadays career oriented, authoritative and healthcare advisers. It is true that there is some increase in neutral roles of women in some products. Here the role is influenced by the nature of the product being advertised. Sexual objective image of women is less when compared to west. The main intention of the seller is to capture the attention of audience and to increase sales which results with good profit.

Maltin(1987) says that women are portrayed as object of sex to attract male customers. Even Shields alndHeeinecken (2002) opines that the advertisements represent women as weaker sex and forced to be submissive as they are dominated by males. Women fulfil the undue demands of other gender and clearly represent unequal role distribution. According to Yakkaldevi always women are portrayed in two roles a) as motherly image and b) as glamour girl image.(Ford J,1998:05)

The previous studies have showed that women in television advertisements are more often home bound, as sex objects, submissive and beautiful. In 70's and 80's they were pictured as house wives, busy with family, caring, obedient to men's decision and adding glamour to screen. The concept has changed and shown as decorative object than independent. Now in a health drink advertisement she is pictured as a trainer, professional and can train her children.

## Conclusion

Women portrayal is stereotyped in the field of advertisements. It appeals with various types such as; Psychological appeal, Personal appeal, Social appeal, Health and social welfare appeal, Comical appeal, Sexual appeal, Optimistic and music lovers, Rationalistic appeal and Tomboy appeal. Change in the mentality of society is reflecting in women portrayal in advertisements. The refined mind set of society to sketch masculine and feminine roles is under transformation. Still the concept of stereotyping is smashed in different advertisements. The media is focussing on equality, inspiring, sophisticated advertisements to show career oriented, authoritative, confident and caring gender roles for both men and women. A new awakening incites critical thinking among audience and sellers. A thought to create authentic people, relationships and attitudes in advertising is becoming a trend among the newly releasing products advertisements. The concept of gender equality is becoming inseparable from the consumerism. A ray of hope can be forecasted now.

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