

Gender Stereotypes In Commercials

Marco Adorno

Current Research on Gender Issues in Advertising Yorgos Zotos, Stacy Grau, Charles R. Taylor, 2018-12-14 Gender stereotypes are general beliefs about sex-linked traits and roles, psychological characteristics, and behaviors, all of which contribute towards describing women and men. Gender role stereotyping in advertising has been a critical topic since the 1970s, and there is a long-lasting debate between advertisers and sociologists about the role and the social nature of advertising. Although changing role structures in the family and the labor force have brought significant variation in both male and female roles, it has been noted that there is a cultural lag in advertising, where men and women were, for a long period of time, depicted in more traditional roles. This book extends the research on gender stereotypes in advertising over the past 20 years, highlighting key themes such as attitude towards sex and nudity in advertising; women in decorative roles; the changing roles of women and men in advertising; and the viewpoints of those advertising professionals who design campaigns. This book was originally published as a special issue of the International Journal of Advertising.

Gender Stereotyping in U.S. Print Advertisements Sarah Höchst, 2017-08-03 In contemporary society advertising is everywhere. Advertisement is always with us, no matter where we are. Although we are aware of the constant bombarding by advertisement everywhere we go, we hardly recognize the influence that it has on us. Thereby, advertising has a great influence on us as individuals and on society as a whole. Through the media, we make sense of our cultural identities, gender and sexuality. The central goal of this book is to examine the development of presentations of gender stereotypes in print advertisements over a time period of 40 years via content analysis of a sample of magazine advertisements. The key questions are: How do U.S. print advertisements construct gender stereotypes? How did these stereotypes develop and do they have an influence on the consumer and the U.S. culture? Content analysis has been proven in decades of research on gender stereotyping as it relates to mass media and because this is an appropriate method to not only focus on images, but also on verbal messages. Magazines present an especially enduring, popular medium, thus this study focuses on gender stereotypes in print advertisements of magazines. More specifically, it focuses on the magazines Cosmopolitan and Esquire due to the varying target audiences, and because they might be a potential indicator of U.S. magazine advertising in general. To further limit the object of investigation, this study concentrates on beauty product advertisements. From the text: - Gender studies; - Cosmopolitan; - Esquire; - Identity; - U.S. Magazines

The Regulation of Gender Stereotypes in Advertising David Davies, 2025-02-17 This book provides an innovative and policy-oriented analysis of gender stereotypes in advertising regulation from a socio-legal perspective. Examining the law and policy of the European Union and three case studies in Sweden, Spain and the UK, the book draws on interviews, focus group data and desk research to critically assess the legislation and regulation on the use of gender stereotypes in advertising. Its focus is on the largely neglected question of the EU's competence in the area of gender. And to assess this, the book considers various forms of 'good practice' through legislation, regulation and policy. It also explores the proscribing of gender stereotypes in advertising through 'soft law' measures such as self-regulation at state level, and action programmes and roadmaps at EU level. Finally, it critiques the lack of progress in achieving a unified code on the regulation of gender stereotypes whilst imagining what such a code might look like. The book will appeal to academics with research and teaching interests in EU law, gender equality and comparative law, as well as academics and practitioners involved with media and advertising regulation, anti-discrimination law and freedom of expression.

Gender and Advertising Marco Adorno, 2013-11 Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,3, University of Koblenz-Landau (Anglistik), language: English, abstract: In this term paper, in order to analyze how gender roles and stereotypes are built in magazine advertisements, overall 280 advertisements of men's magazine Men's Health and women's magazine Women's Health, published in 2012 in the USA, were surveyed. Three issues for each magazine were selected to collect enough data for a content analysis. For the semiotic analysis ten advertisement were chosen as representative of gender advertising that appears in our society. The final conclusion of this term paper will be that, gender stereotypes are highly expressed, conveyed and confirmed in magazine advertisements and that although changes are visible, they are merely only on the surface, pretending to change.

Gender and Advertising Marco Adorno, 2013-11-12 Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,3, University of Koblenz-Landau (Anglistik), language: English, abstract: In this term paper, in order to analyze how gender roles and stereotypes are built in magazine advertisements, overall 280 advertisements of men's magazine Men's Health and women's magazine Women's Health, published in 2012 in the USA, were surveyed. Three issues for each magazine were selected to collect enough data for a content analysis. For the semiotic analysis ten advertisement were chosen as representative of gender advertising that appears in our society. The final conclusion of this term paper will be that, gender stereotypes are highly expressed, conveyed and confirmed in magazine advertisements and that although changes are visible, they are merely only on the surface, pretending to change.

Comparison of Gender Stereotypes in German and East Asian Television Advertisements Sarah Heitz, 2015-10-23

Research Paper (postgraduate) from the year 2004 in the subject Communications - Intercultural Communication, grade: 1,3, University of Augsburg, course: Academic Writing, language: English, abstract: Stereotypes and prejudice are omnipresent and therefore influence every person in his or her perception. Undoubtedly, most of us are unaware of this fact. As a phrase from the "Handwörterbuch der Psychologie" states, "The prejudice of our own impartiality is the strongest prejudice of all"(Asanger, & Wenninger, p. 539). Gender stereotype refers to the subjective perception of what a male or female should be or how one should behave. For example, a stereotypic Hong Kong Chinese person would perceive that females should be gentle, sympathetic and shy, whereas males should possess strong personality and leadership abilities (Fung, & Ma, 2000). Gender roles can change in alignment with changes in society. However, the Arima (2003) study determined that television advertisements in Japan still depicted the old gender stereotype of "men at work and women at home", even though the rate of women attending college and of women in the working population has increased. Moreover, the younger generation in Japan supports the new gender stereotype of "men at work, women at both work and home". In the US, television advertisements reflected gender role expectations, as well. Products that are assumed to appeal to female customers are presented exclusively by a female main character. Respectively, products predominantly designed for men, are exclusively presented by male characters (Blain, & McElroy, 2002). Although gender representation has been studied extensively in the US, little is known about the portrayal of gender stereotypes in German and Asian television advertisements. This study proposes to fill this gap by analysing German television advertisements and by comparing the findings to the results of latest studies on gender stereotypes in East Asia.

The Changing Portrayal of Women in Advertisement over the last Sixty Years. "Show her it's a man's world" Stephanie Desoye, 2021-03-26 Seminar paper from the year 2014 in the subject Sociology - Consumption and Advertising, grade: 1,3, University of Trier, language: English, abstract: The purpose of this term paper is to analyze the portrayal of women in print advertisement over the last sixty years to represent changes in the depiction of females over this period. This topic is of interest since mass media plays an important role in our society today and it can be considered as one of the major agents of socialization. Consequently, gender stereotypes presented in advertisement influence the way we think men and women shall be. However, since the role of women has changed dramatically over the last decades due to feminist movements, it will be of interest if these social changes have been depicted in advertisement as well. In particular, it is assumed that the portrayal of women in advertisement has been shifting from an overt, traditional stereotypical portrayal of women as housewives or highly dependent on men to a slightly more subtle stereotypical portrayal of women as decorative, sexy, and using facial expressions and body positions to demonstrate subordination and weakness. To prove this hypothesis this term paper will first compare past studies focusing on the stereotypical depiction of females in advertisement. For this purpose two studies were considered most important: These were Courtney and Lockeretz quantitative print magazine analysis covering the year

1970, and Erving Goffman's selective print magazine analysis published in 1979. Furthermore, there are many relating and follow-up studies that are based on the coding schemes used in these two analyses which provide the possibility to show changes over time. Afterwards, the second part will be more practical, examining portrayals of women in example print advertisements. To be able to provide a consecutive and meaningful depiction of the changes, advertisements of two companies from different years were chose to be analyzed.

The Effects of Gender Stereotypes in Television Commercials Kayla Killingsworth, 2018

Regulation of Gender - Discriminatory Advertising in the Nordic Countries Kosunen, Niina ,Asikainen, Anna-Rosa ,Gústafsdóttir, Guðný ,Haggrén, Heidi ,Lång, Karolina ,2017-06-14 Due to the media's normative power to reflect daily life and to shape our understanding of gender, media plays a vital role in constructing - or deconstructing - gender equality. In modern societies, the advertising industry plays a major role in the media landscape. In the Nordic countries gender discriminatory advertising has been on the public agenda since the 1970s and 1980s, the time when gender equality legislation was adopted. However, the Nordic countries have chosen different ways of combating and regulating gender discriminatory advertising. This report presents results of a survey on how gender-discriminatory advertising is regulated in the Nordic countries. The survey was conducted as part of a project on gender equality in the media carried out during the Finnish presidency of the Nordic Council of Ministers in 2016

The Changing Portrayal of Women in Advertisement Over the Last Sixty Years. "Show Her It's a Man's World"

Stephanie Desoye, 2021-02-25 Seminar paper from the year 2014 in the subject Sociology - Consumption and Advertising, grade: 1,3, University of Trier, language: English, abstract: The purpose of this term paper is to analyze the portrayal of women in print advertisement over the last sixty years to represent changes in the depiction of females over this period. This topic is of interest since mass media plays an important role in our society today and it can be considered as one of the major agents of socialization. Consequently, gender stereotypes presented in advertisement influence the way we think men and women shall be. However, since the role of women has changed dramatically over the last decades due to feminist movements, it will be of interest if these social changes have been depicted in advertisement as well. In particular, it is assumed that the portrayal of women in advertisement has been shifting from an overt, traditional stereotypical portrayal of women as housewives or highly dependent on men to a slightly more subtle stereotypical portrayal of women as decorative, sexy, and using facial expressions and body positions to demonstrate subordination and weakness. To prove this hypothesis this term paper will first compare past studies focusing on the stereotypical depiction of females in advertisement. For this purpose two studies were considered most important: These were Courtney and Lockeretz quantitative print magazine analysis covering the year 1970, and Erving Goffman's selective print magazine analysis published in 1979. Furthermore, there are many relating and follow-up studies that are based on the coding schemes used in these two analyses which

provide the possibility to show changes over time. Afterwards, the second part will be more practical, examining portrayals of women in example print advertisements. To be able to provide a consecutive and meaningful depiction of the changes, advertisements of two companies from different years were chose to be analyzed.

Advertising, Gender and Society Magdalena Zawisza-Riley, 2019-07-03 Advertising, Gender and Society explores contemporary social-psychological theory and original research that examines the portrayal of gender in advertising. It reports empirical data, discusses the social implications of gendered advertising and comments on the relevant 2019 ASA rules. Zawisza-Riley analyses theories such as stereotype content and elaboration likelihood models, stereotype threat and ambivalent sexism theories, the selectivity hypothesis as well as implicit and embodied cognition to illuminate the relationships between sex, gender and advertising in cultural and social contexts. The author thus examines the portrayal of gender in advertising, its effectiveness and effect on audiences and the ways in which audiences, marketers and policy-makers can mitigate potential harm of gendered advertising. She offers theory extension and novel application of existing theory and research to the subject of gender advertising. Advertising, Gender and Society is ideal for students, academics and professionals in the fields of psychology, gender and media studies as well as marketing, advertising and policy-making.

Children, Adolescents, and the Media Victor C. Strasburger, Barbara J. Wilson, Amy B. Jordan, 2013-03-14 Children, Adolescents, and the Media, Third Edition provides a comprehensive, research-oriented overview of how the media impact the lives of children and adolescents in modern society. The approach is grounded in a developmental perspective, focusing on how young people of different ages and levels of cognitive, emotional, and social development interact with the media. Incorporating the most up-to-date research available, Authors Victor C. Strasburger, Barbara J. Wilson, and Amy B. Jordan target areas most controversial and at the heart of debates about the media and public health—equipping students to approach the media as critical consumers.

Audience Responses to Gender Stereotypes in Advertising Laura Genn, 2019 Advertising has demonstrated linguistic, contextual, and sexual gender stereotypes since its inception; it seems poised to continue doing so as advertising's presence in society proliferates. Upon analyzing these stereotypes, examples can be found throughout media, especially in television. All this begs the question: Are these stereotypes actually effective at selling products or services to their intended audience? Do men react positively to stereotypes of men or women; and vice versa, how do women react? If gender stereotypes are employed in advertising purely through force of habit and not evidenced prudence, then the advertising landscape stands to gain immensely from taking a more progressive view; otherwise, stereotypical advertising is defensible if only from a financial perspective.

Made Up Martha Laham, 2020-10-10 Made Up exposes the multibillion-dollar beauty industry that promotes unrealistic beauty standards through a market basket of advertising tricks, techniques, and technologies. Cosmetics magnate Charles

Revson, a founder of Revlon, was quoted as saying, In the factory, we make cosmetics. In the store, we sell hope. This pioneering entrepreneur, who built an empire on the foundation of nail polish, captured the unvarnished truth about the beauty business in a single metaphor: hope in a jar. *Made Up: How the Beauty Industry Manipulates Consumers, Preys on Women's Insecurities, and Promotes Unattainable Beauty Standards* is a thorough examination of innovative, and often controversial, advertising practices used by beauty companies to persuade consumers, mainly women, to buy discretionary goods like cosmetics and scents. These approaches are clearly working: the average American woman will spend around \$300,000 on facial products alone during her lifetime. This revealing book traces the evolution of the global beauty industry, discovers what makes beauty consumers tick, explores the persistence and pervasiveness of the feminine beauty ideal, and investigates the myth-making power of beauty advertising. It also examines stereotypical portrayals of women in beauty ads, looks at celebrity beauty endorsements, and dissects the "looks industry." *Made Up* uncovers the reality behind an Elysian world of fantasy and romance created by beauty brands that won't tell women the truth about beauty.

Thriving Concepts in Women's and Gender Studies Reshma Shrivastava, Gazala Yasmin Ashraf, Gunjan Mishra, Tarranum Sarwar Dani, 2025-07-11 Reflecting on gender issues, including violence, justice and social protection, and the means to attain gender equality and social justice, this new volume explores women and gender as an intersection between social, political, and economic issues faced by societies. It discusses gender roles in both historical and modern society, while also looking at how larger structural influences—such as nationbuilding globalization, economic advancements, and the legal system—shape the lives of women. Chapters address violence against women, including those that happen in cyberspace; gender parity in the workplace, in leadership, in politics, and in the financial sector; breaking barriers and the impact of social protection on gender equality; stress and women's health; and more.

Gender Stereotypes Susan A. Basow, 1986

Gender Roles in Super Bowl Commercials Christa Loree Havenhill, 2022 Although numerous studies have examined gender stereotypes in advertising, relatively few have investigated the communication of gender roles in Super Bowl commercials. The Super Bowl attracts the largest televised audience in the United States; thus, it holds the power to shape, influence, and reinforce attitudes and beliefs. Through a sociocultural lens, this qualitative study examines the communication of gender roles in Super Bowl commercials across a 10-year period from 2013 to 2022. Utilizing a longitudinal content analysis design, 279 Super Bowl advertisements from 2013, 2016, 2019, and 2022 were analyzed. The problem addressed is how the depiction of gender roles in Super Bowl commercials has changed over the past decade. The purpose of this qualitative longitudinal content analysis is to understand and explore how gender roles have changed in Super Bowl commercials from 2013 to 2022. Four research questions guided the study in which seven primary themes and 12 subthemes emerged. Key results include shifts in sexuality, role types, and product categories. Although many shifts

occurred to varying degrees, traditional couples and family units continue to be communicated through heterosexual narratives. A significant number of commercials utilize the role of celebrity, comedic appeal, and elements of competition regardless of product type. Theoretically, the mirror argument and the mold argument are both at play. Six suggestions for future research are presented.

A Content Analysis Comparing Commercials in Children's Programming in China and the United States Tao Wang, 2007

Gender & Utopia in Advertising Luigi Manca, Luigi Daniele Manca, Alessandra Manca, 1994 This work explores the connection between gender and utopian imagery in advertising. It argues that utopian visions reflect traditional and nontraditional gender roles and have shaped consumer's fantasies. Subjects include fashion magazine advertising and images of men in 1980s magazines.

Gender Stereotypes in Advertising Ashley Czapkowski, University of Hartford. College of Arts and Sciences, 2010

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Gender Stereotypes In Commercials Introduction

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web an augury is a sign or omen the poem begins to see a world in a grain of sand and a heaven in a wild flower hold infinity in the palm of your hand and eternity in an hour 2 lines 1 4 it continues with a catalogue of moralising couplets such as a robin red breast in a cage puts all heaven in a rage 2 lines 5 6 and

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