

Sex Stereotyping In Advertising

Attention to Sex-role Stereotyping in Television Commercials - Jeffrey Lawrence Danon 1995

A Study Examining the Sex-role Stereotyping of Women in Advertising - Virginia Jenny Coco 1985

Learning to Sell Sex(ism) - Aileen O'Driscoll 2018-10-29

This book presents the first in-depth exploration into the gendered attitudes and worldviews of advertising students. Offering a significant contribution to other cultural sociological works concerning the cultural and creative industries, *Learning to Sell Sex(ism)* adds further weight to the argument that it is imperative that we look closely at the people who create media texts in order to better account for and challenge sexist media content. In this study, such media creators are the advertising industry's next generation of practitioners and creatives. Involving a mix of in-depth questionnaires, qualitative surveys, interviews with students, observational data, as well as an examination of the components comprising advertising modules, O'Driscoll documents the dominant gendered discourses articulated by advertising students and offers an opportunity for the advertising educational sector to reflect on how it might play its part in reducing stereotypical and sexist content emanating from the industry. *Learning to Sell Sex(ism)* will be of interest to students and scholars across a range of disciplines, including media studies, gender studies, sociology, cultural studies and marketing.

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.

Advertising and Popular Culture - Sammy Richard Danna 1992

"Subliminal perception debunked, senior citizen advertising comes of age, Mona Lisa goes commercial, and male ad image changes are

questioned! These and a host of other insightful, informative essays comprise this volume. Numerous advertising and marketing scholars united to bring the reader some of their most instructive, stimulating and entertaining works." "Advertising today, more than ever, is a field filled with change, challenge, and controversy. For about a decade, the Popular Culture Association's Advertising Area has proved to be a forum for a variety of topics that highlight advertising's impact on culture and society. This volume stems from a proposal to collect into a book some of the papers presented at PCA Conferences in the Advertising Area from 1985-1989. Authors represent a variety of interests and research areas." "While original plans did not call for any specific topic divisions in this volume, the articles do present variety, though somewhat loosely categorized. In general, these categories fall under the broad umbrella of popular culture studies. Besides the familiar historical and critical presentations, articles of controversy and interest are included, such as the one on subliminal advertising. Some of these articles attempt to debunk previously written pieces and serve as a stepping stone to much further discussion." "All-in-all, you will find something to amuse, amaze, inform and stimulate in this volume of advertising variety and versatility."--BOOK JACKET.

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.
Gender and Advertising in Southern Africa - Colleen Lowe Morna 2007

Images of Women - Canadian Radio-Television and Telecommunications Commission. Task Force on Sex-Role Stereotyping in the Broadcast Media 1982

Sex Stereotyping in the Mass Media in Hong Kong - Wai-Ching Susanna Lai Yeung 2017-01-26
This dissertation, "Sex Stereotyping in the Mass Media in Hong Kong" by Wai-ching, Susanna, Lai Yeung, 0000, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. DOI: 10.5353/th_b3195593 Subjects: Sex role in television - China - Hong Kong Sex role in advertising - China - Hong Kong Sex role in mass media Sex role in television Sex role in advertising Stereotype (Psychology) in mass media

Canadian Perspectives on Sex Stereotyping in Advertising - Alice E. Courtney 1978

Sex Stereotyping in Advertising - Alice E. Courtney 1983

Current Research on Gender Issues in Advertising - Yorgos Zotos 2020-10-12
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 and Advertising** - Marco Adorno 2013-11

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Connotations and Gender in Ads - Denise Ellinger 2005-04-16

Seminar paper from the year 2004 in the subject English Language and Literature Studies - Linguistics, grade: 2,7, Technical University of Braunschweig (Englisches Seminar), course: Proseminar, 13 entries in the bibliography, language: English, abstract: In this paper, I want to point out the characteristics of connotation and denotation and their relation to advertising. First, I will concentrate on connotation. I want to work out the structure and the way it is used and then go into its role in advertising. The chapter about denotation is supposed to give an overview of denotation. Just like the part about connotation I want to point out what the term denotation means and the usage of it. After that, I want to compare both aspects in an extra chapter. The last part of this chapter then illustrates the differences of connotation and

denotation to make clear in what way they are related. Chapter number three then is related to the topic of Gender in Advertising. First, I will give a general overview about the topic and analytic possibilities. Later I will go on with the topic of women and men in advertising. In chapter number four, I will come up with the hypothesis that women and men have different connotations to specific terms or advertisements. To achieve that I made two different polls, whose results are presented here. The aim of those polls is to clear if there are any differences in the connotations of each sex to simple words. Later I will go on with a poll I carried out with several male test subjects. This poll was done with printed adverts and its objective is to answer the question if men are able to assign ads to the right target group and what they associate with the respective advertisements. Another important and interesting question that I want to answer in chapter 4.2. is if men tend to feel adverts as sexist or not.

Social Communication in Advertising - William Leiss 1990

Now available in a significantly updated second edition featuring two new chapters, Social Communication in Advertising remains the most comprehensive historical study of advertising and its function within contemporary society. It traces advertising's influence within three key social domains: the new commodities industry; popular culture; and the mass media which manages the constellation of images that unifies all three.

Brandspaining - Jane Cunningham 2021-02-18

'It's high time we expose and remedy the pseudo-feminist marketing malarkey holding women back under the guise of empowerment' Amanda Montell, author of Wordslut

_____ Brands profit by telling women who they are and how to be. Now they've discovered feminism and are hell bent on selling 'fempowerment' back to us. But behind the go-girl slogans and the viral hash-tags has anything really changed? In Brandspaining, Jane Cunningham and Philippa Roberts expose the monumental gap that exists between the women that appear in the media around us and the women we really are. Their research reveals how our experiences, wants and needs - in all forms - are ignored and misrepresented by an

industry that fails to understand us. They propose a radical solution to resolve this once and for all: an innovative framework for marketing that is fresh, exciting, and - at last - sexism-free. _____ 'If you think we've moved on from 'Good Girl' to 'Go Girl', think again!' Professor Gina Rippon, author of *The Gendered Brain* 'An outrageously important book. Erudite, funny, and deeply engaging -- with no condescension or bullshit' Dr Aarathi Prasad, author of *Like A Virgin* 'This book has the power to change the way we see the world' Sophie Devonshire, CEO, The Marketing Society and author of *Superfast*

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

Exploring Gender at Work - Joan Marques

2021-03-25

A timely work that reviews the phenomenon of gender and its many manifestations of equality. Well-suited for increasing awareness and justice in academic and professional environments, this collective work addresses long-standing and ongoing social problems such as discrimination, stereotyping, prejudice, as well as a plethora of societal and industry influences that sustain the trend of gender imbalance. Aiming to span a broad scope in time, backgrounds and implementation, this book presents a wide variety of topics, including a historical overview, contemporary gender-based Issues, gender approaches across the disciplines, and cultural influences. The reader is guaranteed to confront existing biases when digesting topics related to gender communication differences, stereotypes, tensions and resistances, assigned social roles, transgenderism, non-binary identities, tension fields between equality and equity, relational aggression, and more. A critical underlying aim of this book is to contribute constructively and progressively to the dialogue on the definition of gender, thus addressing an ongoing challenge for policy makers, organizational leaders, and scholars.

Humor in Advertising - Marc G. Weinberger 2021-06-21

Humor has long been one of the most common approaches used in advertising. Whether in a big televised event like the Super Bowl or in new forms of digital advertising, everyone is exposed to funny ads, some of which both entertain the audience and help sell a product. Yet, the use of humor in advertising is complex; clearly not all humorous ads are successful. This comprehensive volume both summarizes the cumulative state of knowledge on humor in advertising and provides new cutting-edge research on key topics such as humor's use in conjunction with emotional and sexual appeals, its use in digital advertising, and issues related to gender and cross-cultural applicability. Special emphasis is placed on defining humorous advertising and types of humor used, as well as outlining what conditions work for advertisers. The chapters examine humor in advertising and add insights on several cutting-edge issues in this stream of research. An overview article summarizing the overall body of literature

accumulated over 50 years of research on humorous advertising defines types of humorous appeals. The degree to which humor is effective and the boundary conditions associated with when and how it works best in advertising is discussed. New research articles further contribute to cumulative knowledge by exploring the interaction of humor with other issues and techniques such as whether it travels internationally, gender issues, its use in conjunction with emotional and sexual appeals, and its presence in the digital contexts. The book concludes with an in-depth look at the evolution of humorous appeals over the oldest traditional advertising medium—outdoor advertising. The chapters in this book were originally published in International Journal of Advertising.

[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

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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.

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