

**POSITIVE GENDER NORMS IN ADVERTISEMENT AND ITS  
IMPACT AMONG YOUTH**

*Dissertation submitted to the University of Kerala in partial fulfillment of the  
Requirements for the degree of Bachelor of Arts*

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**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**SREE NARAYANA COLLEGE, KOLLAM**

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**POSITIVE GENDER NORMS IN ADVERTISEMENT AND ITS  
IMPACTS AMONG YOUTH**

**Career related first degree programme in Mass Communication and  
Journalism Under CBCS (2a)**

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## DECLARATION

We here declare that the project entitled, Positive Gender Norms in Advertisements and its Impact among Youth is submitted to the department of journalism and mass communication, Sree Narayana College, Kollam in partial fulfillment of the requirements for the Degree of BA mass communication and journalism. This is record of original work done by us and that it has not formed the basis for award of any other degree/diploma / fellowship or any other similar titles.

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## **CETIFICATION**

This is to certify the project entitled “**POSITIVE GENDER NORMS IN ADVERTISEMENT AND ITS IMPACTS AMONG YOUTH**” submitted for the award of degree of BA Mass Communication and Journalism, University of Kerala is bonafied research carried out by Ananthan S, Sreelekshmi S S, Krishna Rajeev, Kavya T J, Navya A, Sruthy D, Vivek S under our substitution this dissertation has been submitted for the award of any other degree before.

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## **ABSTRACT**

The subject is about the positive gender norms in advertisement and its impact among youth. Representations of gender in advertisements provide powerful models of behavior to emulate or react against. Masculine images typically convey power, strength, virility, athleticism, and competitiveness whereas feminine images show beauty, submissiveness, nurturance, and cooperation. Positive gender socialization refers to processes that challenge and change harmful norms in order to achieve gender-equitable outcomes. Gender stereotypes are generalizations about the characteristics of a group of people based on gender. Gender portrayals in advertising have been examined extensively in the last five decades and still remain an important topic. Changing role structure in the family and in the labor force has brought significant variation in both male and female roles and subsequently how it is reflected in advertising. It has been noted that there is a culture lag. Sexes for a long period of time were depicted in advertising in more traditional roles. Women were presented in an inferior manner relative to their potential and capabilities, while at the same the data indicated a shift towards more positive role portrayals. The changing role of men is the area that has seen the greatest interest in the past few years. Men are depicted in advertising in 'softer' roles, while interacting with their children. Men are also shown in more egalitarian roles. The study is conducting among 205 persons from different age categories and there response are recorded .The study is about the positive gender norms in advertisement among youth conducted among different Age categories of our society to record their reaction and approach to the advertisement and it's positive gender norms. Positive response is largely from the youngsters and mainly from females which prove the study

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**CHAPTER-1**  
**INTRODUCTION**

# ADVERTISING

Advertising is a promotional activity which aims to sell a product or service to a target audience. It is one of the oldest forms of marketing which attempts to influence the actions of its target audience to either buy, sell or do something specific. Using a highly tutored message the advertisement can be niche (target a small audience) or general (target a large audience).

Advertising is a lot older than most other marketing activities like email marketing and search engine marketing. Since the internet has become the norm, advertising has been divided into two fields; traditional advertising and digital advertising. Traditional advertising relates to print, TV and a radio advertisement that has been popular for over 150 years. Print advertising is the most effective advertising for business as it revolves around a target audience personally receiving the advertisement.

Digital advertising revolves around any advertising activities online like display, advertisements, PPC, social media advertising etc. This form of advertising is cheaper and easier to track. So it has become a more widely used form of marketing.

Advertising is a marketing communication that employs an openly sponsored, non personal message to promote or sell a product, service or idea. Sponsors of advertising are typically business wishing to promote their product or services. Advertising is differentiated from public relations is that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, not directed to a particular individual. Advertising is communicated through various mass media including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail. and new media such as search results; blogs, social media websites or text message. The actual presentation of the message in a medium is referred to as an advertisement (advert or add for short). Commercial advertisement often seek to generate increased consumption of their product or services through 'branding', which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are know as -direct response advertising. Non commercial entities that advertise more than consumer product or services include political parties, interest groups, religious organizations and government agencies. Non profit organizations may use free modes of persuasion, such as public service announcement. Advertising may also help to reassure employees or share holders that a company viable or successful.

Modern advertising originated with the techniques introduced with the tobacco advertising in the 1920s, most significantly with the company of Edward Bernays, considered the founder of the 'Madison Avenue' advertising.

## **History of Advertisement**

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15<sup>th</sup> and 16<sup>th</sup> centuries. In the 17<sup>th</sup> century weekly newspapers in London began to carry advertisements, and by the 18<sup>th</sup> century such advertising was flourishing. The great expansion of business in the 19<sup>th</sup> century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20<sup>th</sup> century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. Magazines, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products of particular interest to such people the chance to make contact with their most likely customers. Many national magazines publish regional editions, permitting a more selective targeting of advertisements. In Western industrial nations television and radio became the most pervasive media.

In the 21<sup>st</sup> century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. In 2009, for example, the world's first video advertisements to be embedded in a print publication appeared in Entertainment Weekly magazine. The thin battery-powered screen implanted in the page could store up to 40 minutes of video via chip technology and automatically began to play when the reader opened the page. Various forms of advertising have been around for thousands of years. The Egyptians used papyrus to advertise goods and services. In ancient

Rome and other parts of the ancient world mosaics, pictures on signs or walls were used by businesses to advertise their wares. The Athenians, however, took advertising to a whole new level by using town criers to stroll the streets advertising products and services (very similar to our television and radio commercials) and can probably be credited with being the inventors of advertising as we know it today. Advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising – the earliest known record of an advertising agency dates back to 1786.

Newspapers rapidly became a dominant advertising medium during the first half of the 19<sup>th</sup> century, a position that would remain virtually unchallenged until the emergence of television in the 20<sup>th</sup> century. It was the papyrus created in 3000 BC on behalf of a slaveholder who was trying to find one of his slaves. Here's the full transcript translation made by James Playsted Wood: According to the Story of Advertising by James Playsted Wood, the first known written ad in the history of advertising was found by archeologists in the ruins of Thebes, known to the ancient Egyptians as Waset

### **Relevance of Television Advertising**

Television is the largest mass medium that is used for advertising more than 60 years. Advertising influences nearly 90 percent of consumer decision to purchase goods and services. Television advertising offers benefits ahead of any other medium. Television advertising can help to reach larger audience in a targeted manner, that consumers get a trust. The advantage of television advertising is it can reach a mass audience with a single ad spot. The number of TV viewers is very high and television is the most watched mass media, therefore the television ads will reach wider audience. The television advertisement is considered more trustworthy than other advertisements, because world known companies have been using TV Ads for centuries. By using television advertisements, the companies can build more credibility and trust for their brand.

### **There are some factors that are TV ads are most effective :**

- People watch television in leisure time this means they are able to give their complete attention to it and the ads being aired in it.
- Ads on the television matched the show being aired there is a dedicated media buying department in every ad agency that makes sure of this.

- Even a few seconds of commercials during a popular show or event can have a immense effect on the image of the brand
- TV ads have a major effect on buying behavior of adults and people of older generations that have higher disposable incomes and financial stability

Television ads are typically structured in 15 seconds and 30 seconds, but ads that play during huge events will run as long as 90 seconds and more. Television ads also allow business to show their products, tell stories about these products, and generate laughter and emotion without having tell to the audience how to feel. Television ads are more costly to produce than other ads and commercial air time can be expensive, promotional material on television is the most influential because consumers trust it above other mediums. It has the advantage of sophistication ahead of any other medium because it combines with both visual and auditory stimulation. Interesting camera angles, and the combination of pictures and words is not only exciting, but also gives a more realistic view of the product. Television advertisement has the ability to show a product, demonstrate it use and explain the benefits of ownership or consumption.

The television advertisement primary promotionally is to reach a lot of people. An ad on a local network television affiliate usually has a larger audience than any other traditional means of promotional for local companies. Television ads allow for a much higher degree of creative appeal than other media. A product demonstration is one of the more powerful ways to promote a product. Television offers one of the best media to showcase how the product works. In a householder cleaner commercial, for instance, they will show a customer using that product. Car commercials routinely depict the car being driven in town or highway. Seeing a product in action helps the customer get a better sense of what it would be like to own. A common long-term advertising building and maintaining a brand image. The benefits of television as a message medium and its reach, it is a great means to accomplish this objective. Visual images tend to resonate longer with customers than auditory or copy driven messages.

Television advertising increases the willingness to pay in direct and indirect manner. In addition ads positively affect the customer engagement with the brand as it is considered as the most credible and relevant means of advertising according to the consumers. Advertising and marketing serves a critical purpose within the enterprise global, because it increases sales, attract consumer's interest, and makes the target audience aware of services or products,

releases and upgrades. Nowadays modern generation lays the inspiration for the surroundings where advertising and marketing can be easily applied to any sort of platform, irrespective of the dimensions of the business and whether or not its far run online or offline, finding the correct manner to promote it their services or products growth their commercial enterprise's capability for profitability. Despite the diversity in media advertising big companies still prefer

TV Ads for promotion, this is mainly due to the fact that television is the world's most favorite video its consumption remains constant around the globe and still can excellent way to generate large numbers of ad views in terms of reach. In addition, recent literature which compared television advertisement with those on other platforms stressed out that marketing in TV is more credible and relevant the consumer's precipitations, leading to higher purchase intent than YouTube ads.

### **Relevance of Print Advertising**

Print advertising connects more on an emotional level with readers than digital. It offers readers A chance to linger over your product and its message in a way that other channels don't. Print Advertising provides prospects a tangible way to engage with your brand message. Why is print still relevant prints allows you to tell a story effectively. And the readers Catching the advertising products the value of print advertising is advertisers who place massager In know relabel publications there own level of trust worthiness and brand recognition. In Addiction print holder. Readers attention, increasing the likelihood that the audience not only Viewers your ads but is also able to focus on its message.

Print targets advertising to a relevant audience. · Advertising in print offers flexibility and cost effectiveness. · Reading print boasts better ...Print targets advertising to a relevant audience.

Advertising in print offers flexibility and cost-effectiveness. Reading print boasts better. Print Targets advertising to a relevant audience. Advertising in print offers flexibility and cost-effectiveness. · Reading print boasts better . While print advertising isn't dead and is still effective – depending on your business – it is More costly than other forms of advertising. Advertising is often thousands of dollars more expensive than online advertising.

- The printing press allows us to share large amounts of information quickly and in huge numbers. In fact, the printing press is so significant that it has come to be known as one of the most Important inventions of our time. It drastically changed the way

society evolved. Whilst we are living in an increasingly digital world, print media is still an incredibly important Part of the marketing mix. Investing in print media can help businesses to extend their reach to Potential customers, gain exposure and engage their target audiences with campaign sprint advertising penetrates Consumer awareness and leads to consumer action. In a world where print is continually under threat from other media such as digital, these results show that print can be considered the “haute couture” of advertising. In today’s digital world, its easy to discard print media and focus solely on Social Media, PPC, Website optimization and other online media. However, print is still alive in this digital age.

### **Relevance of Online Advertising**

The progress of the World Wide Web over the past few years has completely changed the way advertising is done. Online advertising is growing rapidly over time. People of all ages are connected to the web. In addition, almost half of the world’s population use the Internet. Online Advertising can make a big difference in your business. Online ads are easy to manage. It allows all companies, large and small, to increase their sales efficiency and get multiple opportunities. Online advertising is crucial to the success of an online business. Today every product people buy at the internet of their choice. In addition, you can learn more about the quality of the product through a few online channels. Ads cannot be ignored as half the world uses online products. Advertising on the Internet can highlight business and reach target audiences around the world without having to travel anywhere. You can easily connect with the audience with the help of internet. Expectations later turn into customers and help them make more profit. This will increase the scope of the Internet and create more opportunities in the future and ensure greater profitability.

The biggest advantage of advertising is that it’s cost effective and a lot to promote products and services because it’s cost effective. You do not have to spend a lot of money to promote products and services. Online advertising helps to find the right audience. Each product is released according to the interests of the audience.

Online display ads can easily reach the audience, such as social media ads and video ads. People also make changes in their lifestyle through online advertisements. Each product leads to the showing of each human kidney. In addition to the quality, people buy the product based on the price of the product. No matter how popular a brand is, it is very important to continue to reach a diverse audience. Must be appropriate marketing. Targeting different

audiences with the right marketing ideas helps to create more leads and attract new customers. Each product will have a brand and a brand barcode to indicate quality. Not all products are fully acceptable to all consumers. Consumers face both pros and cons when buying products online. Every customer submits their information online. Sometimes the information is hacked. That leads to a huge loss of customers. Few people use online because of this, but some do not use it online. At least some people do not use online because of this. There are pros and cons online. Every product must be made with the human mind in mind and made in such a way as to attract advertisements.

### **Positive Impacts of Advertising**

Advertising has brought in an advanced manner of building awareness about any product or a service in the society. It has enabled the consumers to have knowledge about the service or the product before making any purchase. Advertising has grown on the levels of creativity and innovation. The types of ads being produced these days have shown great influence on the minds of people by persuading them through attractive advertising tactics. Today the human needs are fulfilled by the source of advertisements. Almost every product today is advertised in order to reach larger group of people. This benefits the company with increased sales. For instance, if a person wishes to buy a car and is in dilemma whether to make a purchase for it or not. In this case his target would set and he would be eager to learn more about it from the advertisements. The advertisement will in a way provoke him to buy. In this way advertisements control the mind of the interested person by fulfilling their want. Advertising has increased the awareness of the people by keeping them updated with the activities of market like what product is launched? What is the market price of that product? What is its use? How is it used? Etc. This enables them to participate in the ongoing happenings market actively. In other words advertising influences the consumer behavior. However, it does give a negative impact on society by creating unrealistic expectations for the product. The features that are usually advertised Generally are not same when dealt in real. This disappoints the consumer and the relationship gets harmed.

### **Negative Impacts Of Advertising**

Advertising impacts on the economic stability of the society. We work with true medical digital healthcare provider to give you a consistent standard of service. The influence of ads on the society builds their desire to purchase. This increases the sales of the company

which sums up to benefit the economic stature of the country. The impact of advertising on society has brought in a great change. It has made people think beyond their compact world of stability. It has made society to change their way of living. The marketers try to influence or persuade consumers to buy the particular product. It is also a medium serving many businesses. Through advertisements, the society is informed of various products, their uses, best bargains, safe handling of dangerous goods, effective use of scarce resources like petroleum and electricity, technological advances, etc. But for advertising, the society would have remained a less informed one. The advertisements on health drinks, toiletry products, sanitary ware and their installation, etc., Make the people become aware of health and hygiene. Also advertisements on protected drinking water, effluent treatment, etc., help people live better. Generally, people are traditional. They should be informed of the development of latest technology. Creative advertisements render an effective service here. For example, the sex of the newborn baby is determined by father's chromosome and not of the mother's. An effective advertisement would certainly help in dispelling the myth that it is the female who is responsible in sex determination of a new born. Advertisement contribute creativity of people look at certain advertisements. Your bathroom can be a glamour-room is presented by the parry's sanitary ware. Perhaps, next to nature, the art of advertising is more creative is anybody's knowledge another important positive impact is environmental protection. Environmental protection is the need of the hour. The brutal onslaught on nature by indiscriminate felling of trees, letting off untreated industrial effluents into the open, growing urbanization and consequent burgeoning urban slums, etc., are brought to the knowledge of people and an awareness is created against environmental degradation. Social changes like accepting women as equals, empowerment of women, concern for the girl child and curbs on female infanticide, National interest is promoted through advertisements as well. Complying with tax laws, complimenting export achievement, promotion of tourism, protection of monuments, creating political awareness of citizens, etc., are pursued through advertisements. Developing public opinion against child labor, etc., are created through advertisements only affect positively on economy. Advertising affect positively on economy . Advertising can provide a healthy competition between companies of same product and thus could be helpful in development of new product also could help improving quality of life of the society. Once mobile was very expensive and a symbol of status but now it is feasible and has made communication a lot easier. Advertising can help to improve unemployment. As the demand for products and services goes up because of advertising, more people are needed to

manufacture, supply, ship and test those products and services. Thus, more jobs are created. In addition to encouraging consumers in choosing the products that suits them best, advertising, at least in democratic nations, allows individuals to learn about the wide variety of product/ services for same need and political choices available to them and choose the ones that they find best. For example, in India, candidates for an elected position often run advertisements that discuss their strengths and the opponent's weaknesses. These advertisements encourage people to compare the candidates and choose the one with whom they most agree. It is another issue that overall literacy rate in our country is also a factor that affect in making decision yet these advertisement help them to refine their choice for better candidate.

Negative advertising, on the other hand, is the advertisements which work by warning the consumers about the negative consequences of some habit or behavior.

One negative aspect of advertising is its potential to feed into unrealistic expectations, breed discontentment and influence our thought processes in ways that are beyond our control. This happens partly because we are consuming the advertisements as individuals but also because the advertisements influence the wider culture that shapes us.

Things like materialism, workholic, unhealthy lifestyle habits, alcoholism, political mudslinging and unrealistic views of body image in advertisements negatively shape our culture and impact the most vulnerable among us. While outright lies are not allowed in advertising, lies of omission are common, and advertisements frequently prey on our emotions to get us to buy into what they are telling us. A good example of negative advertising could be smoking advertisements. It is important for readers to remember that even negative advertising strategies have many positive elements in it.

## **1. Misrepresentation**

All advertisements tend to display the products and services in the best possible light. And many advertisements often tend to cross the line of a little exaggeration to utterly falsely representing the product or the service. There are many government organization which charges hefty fines for misrepresentation.

## **2. False Image**

Advertisements tend to invade all possible spheres and because of that one can often develop a false image. This false image also often tends to make an individual feel bad about himself or herself. This is also one of the negative effects of advertising to children.

## **3. Unrealistic Expectation**

This negative effect is common in case products which tend to exaggerate regarding its effectiveness. It sets unrealistic expectations which are hard to meet.

These are the major negative effects of advertising.

### Gender

Advertisements often depict gender roles in traditional ways that reinforce stereotypes. Think about how many times you have seen cleaning, diet and beauty products marketed toward women, while tools, cars and beer are marketed toward men. These stereotypes are not represented across the board in advertising but enough that children watching them are going to get the idea of who they are supposed to be when they grow into women and men.

It is true that we can partially counter the negative gender-role stereotypes in advertising at home or in schools, but with the younger generation engaging in more and more screen time with less sense of positive well-being, advertising still has a large influence on daily life and beliefs.

By studying the cross-gender effects of gender-stereotyped portrayals in advertising (i.e. the effects on consumers of a different gender to the persons depicted in the advertising), this research highlights the need to consider reactions across gender, regardless of target audience. This investigation of cross-gender effects is warranted because the discourse on gender issues in advertising research has changed considerably in the past few years. The study of gender roles in advertising is evolving into a research field closely aligned with the current societal and cultural changes, where a clear distinction between gender and sex is prevalent.

Another major drawback of advertisements is the effect it has on the brains of children. They tend to want the products displayed on the advertisements oblivious of the level of harm it could cause. Junk food, sugary stuff and violent toys are all made popular by

creative advertising. It is sending a wrong message to our young ones. Advertisements have known to have a negative effect on adults as well. It sets in an inferiority complex amongst people. The fact that you NEED to be fair to win hearts or you NEED to wear an expensive perfume to win a lady is something promoted by adverts. They have set a point of view into the society that a female should be a thin, fair and beautiful who should work as well as be family keepers and men should be bulky, muscled pieces of flesh that should smell intoxicating and be virile 24/7. A false sense of insecurity is heightened through advertisements. Also, adverts give rise to impossible expectations that can never be fulfilled by products. Instant fairness and pimple removing agents are fantasy products that have no existence in the real world.

**CHAPTER – 2**  
**REVIEW OF LITERATURE**

## **How advertising can create social change**

Author – Brooke Tully

Advertising influences people's understanding of the world around them. This influences can be in different ways. Advertising has the ability to catch our attention, emotions and even shape our perceptions. Undoubtedly we can say, Advertising is a powerful tool, can influence and shape the people's mind; and that's why thousands of companies use advertising for achieving their business goals. But advertising is not only a tool for business but also advertising has a great role towards social change. Advertisements always introduces new things for people and it ask audiences to adopt or accept new behavior or change the existing ones. And it helps people to come out from their comfort zone and do something new. Advertisements always encourage the people who have courage to try new things. Advertisements also remind us to think about ourselves and our own needs. Advertising can serve as a crystal ball, showing us what the future look like and motivate us to obtain it. Most importantly, advertisements has a great role in breaking stereotypes and to stimulate a positive social change or create a positive social norm. It will help the people to rethink and accept the positive social change.

## **A study on gender portrayals in advertising through the years**

Article by Shraddha Shivani

In recent years, researchers have been monitoring an increasingly dynamic consumer market with respect to social roles relating to gender. In particular, most of the attention has focused upon the changing role of women in contemporary society. Much of the research has been limited to the examination of sex role portrayals in advertising. In addition, a large number of feminists, unlike traditionalists, perceived that role portrayals in advertising depict women as "sexual objects" and do not reflect changes that are taking place in contemporary social values. The measures employed were self reported general attitudes. In contrast, the current study undertaken actually measures reactions to specific role depictions in varying advertisements. Gender advertisement refers to the images in advertising that depict stereotypical gender roles and displays. Gender displays are used heavily in advertising in order to establish the role of one gender in relation with the other, and some scholars argue that advertisers are obsessed with gender. Advertisers focus on gender relationships, because

people define themselves by gender, and gender can be “communicated at a glance”, making it easy for advertisers to use this theme in their work. The effects of advertising on body image have been studied by researchers, ranging from psychologists to marketing professionals. “These days we know that the media and body image are closely related. Particularly, the body image advertising portrays affects our own body image. Of course, there are many other things that influence our body image: parenting, education, intimate relationships, and so on. The popular media does have a big impact, though.” This is because thousands of advertisements contain messages about physical attractiveness and beauty, examples which include commercials for clothes, cosmetics, weight reduction, and physical fitness. It is argued that these images could be teaching the viewers a vast array of social cues, and even the most subtle ones make an impact on the viewers. Further it is said that gender relations are learned through advertisements. Among these learned gender roles are those of femininity and masculinity. Men and Women are portrayed in advertisements according to the constructed definition of femininity and masculinity. To be a woman is to be feminine and to be a man is to be masculine. There is little room for variation or a reversal of roles, except within the smaller frame of niche marketing.

### **Gender stereotypes in advertising**

Article by Stacy LandrethGrau&Yorgos C. Zotos

The purpose of this article is to highlight the historical background of gender stereotypes in advertising, and then examine the stock market related to gender stereotypes. QualityIn modern days, advertising has become a matter of gender representation and categorizing both men and women, rather than a commercial aiming to advertise a certain product. Effective approval is generally associated with some form of gender representation, along with social values. It is rather doubtful that a successful ad lacks controversy regarding the illustration of women in particular. This is because, gender identity is not natural- it is deliberately created by the media and society around us, as well as adopting the traditional portrait of femininity and masculinity We are taught to believe in stereotyped ideas of how a person should look, remembering to fall between the margins of society,. Either categorized as a strong, powerful man or a weak, delicate woman. Gender representation in advertising has been thoroughly examined over the last five decades and remains an important issue. Changes in the role structure in the family and in the labor force have led to significant variations in both male and female roles and subsequently how it is reflected in advertising.In

was noted there is a cultural shift. The genders for a long time were represented in advertising in more traditional roles. Women were presented in ways inferior to their potential and capabilities, while at the same time the data indicated a shift towards more positive role portrayals. The changing role of men is the area that has generated the most interest in recent years. Men are represented in advertising in “sweeter” roles while interacting with their children. Men are also shown in more egalitarian roles. The paper finally attempts to outline the future direction of research on gender portrayal in advertising. First, research should focus on examining gender representation on online platforms and identifying ways to modify existing coding schemes into digital formats. Second, businesses and media are beginning to focus on a segment of lesbian/gay/bisexual/transgender (LGBT) consumers who have been largely ignored. Third, recent advertising has focused on the ‘empowered’ women called femvertising.

### **The Changing Roles of Gender in Advertising: Past, Present, and Future**

Article by Eirini tsichla

Eirini tsichla states through her article is to browse through the rich academic literature about gender representation in advertising, and then provide. Gender representation in advertising has been thoroughly examined over the last five decades and remains an important issue. The changing role structure in the family and in the labor force has led to significant variations in male and female roles.. It was noted that there is a cultural disconnect. Gender has long been represented in advertisements in more traditional roles. Some progress has been acknowledged in recent decades, but it seems that female stereotyping is becoming more subtle but still remains present. The new regulation stipulates that “advertisements must not include gender stereotypes that are likely to cause harm, or serious or widespread offense”, and also cannot show people “failing to achieve a task specifically because of their gender”. Male depictions have also changed, moving from simple traditional male depictions to a greater variety of roles, including decorative and family roles. IN addition, the document offers a cultural perspective by summarizing key findings about the relationship between gender stereotypes in advertising and various countries gender indices. Popular methodologies used by content analysis studies in print advertising are also presented. Gender advertising refers to images in advertising that depict stereotyped roles and posters. Gender displays are used heavily in advertising in order to establish the role of one gender in relation to the other and some scholars argue that advertisers are obsessed with gender. Finally, the

paper focuses on current developments and trends with regard to gender in advertising and presents a research program which proposes timely and promising avenues for future studies.

### **5 main benefits of advertising to society**

Article by – samiksha . S

Advertising has lots of benefits that are profitable for the society and people. Advertising can act as an instrument to generate more opportunities for jobs and it introduces diverse kind of jobs. Now advertising become a profession, which needs different kind of artists, and talented people. So that people can discover and polish their talents by selecting advertising as their profession. By understanding the importance of advertising Many of the companies do advertising job only.

Through advertising, people can always get information about new products that are available in market. By buying these new products people can improve their standard of living. This will stimulate the courage to try new things in their life too. Advertising job can also help in improving standard of living, by giving employment and good salary. In traditional medias like newspaper, television, radio etc advertising is the main source of income. So advertising help for their survival. These medias have a great role in society so their survival is important for the society. When a company get advertised it will increase their selling and it results the lowering of price and increase in quality. So advertising creates a healthy competition between companies ,this will help people to get high quality products in minimum price Today advertising is not limited in four walls of the country. It reaches to a great extent and crossed national boundaries. Through new technological advancements advertising itself can act as a medium of communication. As a result export- potential of a country will be boosted. Foreign exchanges get stimulated and it helps in economic growth of a country.

### **Gender Stereotypes In Advertising Have Negative Cross Gender Effects**

The article Written by Nina Akestam published on 29 march 2021

In this article Nina Akestam says that the advertising portrayals of women and men have a presumed negative influence on others, leading to higher levels of advertising reactance which has a negative impact on brand related effects across model and participant

gender, and for gender stereotypes in terms of physical characteristics and roles. Cross gender reactions to gender stereotyped portrait advertising should be of great interest to marketers. The discourse concerning the concept of gender becomes more nuanced in many societies today. She says that gender stereotypes are consequently based on the beliefs that certain characteristics, attributes and behaviors differentiate the different genders. The research of Nina Akestam investigates consumer reaction to gender – stereotyped advertising portrayals. Gender stereotypes are sometimes simply referred to as gender roles, having a long history in advertisement and still using today. The gender stereotypes will cause harm to assumptions about adults and children negatively. Still marketers want to reduce the use of gender stereotypes by exploring non – stereotyped gender portrayals. In most cases, cross-gender targets will even be a desired audience, since customers of different genders will likely be interested in the same products and constitute an exposure audience. At social level advertising is part of the cultural expressions that reflect and impact on how consumers perceive themselves and others. A binary concept of gender is also central to the gender stereotypes found in advertising, which are characterized by portrayals of men and women that conform to the stereotypes for their respective genders. Non-stereotyped gender portrayals in advertising thus differ from stereotyped portrayals by not portraying gender stereotyped physical characteristics, role, behaviors, occupational status or personality traits. Stereotyped depictions of women tend to portray slim women, the stereotyped depictions of men rather emphasize athleticism and muscularity, but exposure to stereotyped depictions of men has similarly negative effects on men's body satisfaction, body esteem and self esteem. A negative of the use of these stereotypes in advertising is the career disadvantages of not considering some occupations due to the prolonged exposure to occupational gender role stereotypes. Like all stereotypes, gender stereotypes are also culturally dependent and change over time, meaning that responses to gender stereotypes in advertising can vary between different cultures and across different periods of time. Gender stereotypes will likely be affected by changing societal views of the gender concept, including the increased understanding of concepts such as gender fluidity and limitations of using binary definitions of gender stereotypes are culturally and temporary contingent and as time passes and cultures change, so will the gender stereotypes.

## **Female Stereotypes in Advertising**

Author Yorgos C Zotos

In the article Female stereotypes in print advertising Yorgos C Zotos says that the depiction of females in advertising has received considerable attention fuelled by the feminist movement and the evolution of women's roles in the society. The prevalence of traditional portrayals such as housewives, women dependent on a man's protection and depictions of sexual objectification. Even though a decrease in female stereotyping would be reasonable considering the contemporary structure of society that prescribes multiple gender roles. In his study he documenting the female stereotyping is alive and well, even it is manifests itself with different types women patterns that it did some origins. The rise of the women's movement in the 1960s contested equal opportunities for males and females and propelled a gradual change in occupational settings and domestic structures as well. The tendency of more and more women to acquire higher education, their growing participation in the workforce and the claim for highest and executive positions previously dominated by their male counterparts brought about compelling changes. Not only did women acquire a financial independence that allowed for an increased disposable income, but more importantly, their social and educational status has significantly evolved. According to Yorgos the western thought has been constructed on a systematic repression of the feminism argued that advertising in popular media can be viewed as a primary means for introducing and promoting female roles stereotypes and sexism. Particularly feminist theorists mainly centered on the following images :- Portrayals that were unrealistic and limited pictures of women as sex objects, happy housewives themes of females as incompetent, portrayals of women's dependency upon men and underrepresentation of working women stereotype as a group concept that reflects inferior judgment and gives rise to a simple structure, implying a high probability that stereotypes are predominantly evaluative. He argues that a stereotype involves the reduction of persons to a set of exaggerated, usually negative, character traits and stressed that stereotyping reduces, naturalizes, and fixes differences. Stereotypes do not necessarily bare negative connotations, though may lead to oversimplified conceptions and expectations. Gender stereotypes in particular, are defined as beliefs that certain attributes differentiate women and men. Gender stereotypes have four different and independent components: trait descriptors (e.g., self-assertion, concern for others), physical characteristics (e.g. hair length, body height), role behaviors (e.g., leader, taking care of children), and occupational status (e.g. truck driver, Housewife). Every integral part is associated with a

masculine and feminine version, which is strongly related to males and females, respectively. Each gender stereotyping component may lead to negative consequences particularly for women, such as body dissatisfaction, reduced self-confidence and confinement of professional opportunities. Hence, it is no surprise that. According to him such stereotypes provide a limited “vocabulary of interaction”, encouraging people to think and speak of women primarily in terms of their relationship to men, family, or their sexuality. Gender stereotypes in the media, and the mass media in particular, have a long-recognized capacity to define “socially-acceptable” ways of being or relating to others, as well as to give, or withhold, public approval.

### **Stereotypes In Advertising : Normalizing Gender Roles Through Problematic Ideals**

This article is written by Ritika A

Advertisements whether in the form of print, hoardings on road, radio, internet or television serve one purpose – to create awareness about certain products and in turn, increase their sales in the market. While most advertisements reproduce the prevalent norms and beliefs, a few speak and question them and try to offer a counter narrative.

Since advertisements aim to sell products and services, they also tap into the psyche of the society when they try to position their themes in ways that are appealing to potential consumers. They pander to popular morality and majoritarian ideals because that is where most of their target groups are. In the process, they end up normalising rigid, patriarchal norms and reaffirming problematic values. For example, Imperial Blue has an advertisement titled Men Will Be Men. This advertisement was posted on the official account of Imperial Blue Super Hits Music CD’s and showcases a female doctor checking the pulse and other parameters of a male patient lying unconscious on a hospital bed. A couple is seen seated near the patient, and the man is shown to be gawking at the doctor. The heartbeat of the patient rises when the doctor holds the patient’s hand. The end message is that whether unconscious, or visiting a severely ill kin, men will always ogle at women. The woman is sexualized and the advertisement is made to appear as if the woman is enjoying being stared at. The derogatory behavior of the men in the advertisement is not penalised but celebrated as something which is natural to all men. To an impressionable person watching this ad, it may appear that it is okay to stare at any woman with desire, because like the doctor, the woman

will also enjoy it. The fact that it is a breach of personal space, or blatant objectification is not even vaguely touched upon.

### **Consumers' Response to Format Characteristics in Native Advertising**

A book written by Yoori Hwang, Se-Hoonjeong

Customer feedback on the format characteristics of local ads is huge. People describe and look at a native ad very carefully. People are increasingly focusing on native parasites. Besides, people look at an advertisement in different ways. The formats of each ad are so varied that people analyse it and sniff out all the positive and negative things about it. Then they analyse it and then talk about it. On the editorial pages you can see both the positive and negative analysis of the ads and the reactions of the people. More nautical matters will be discussed. Each format will be based on the analysis and response of the people. Advertising always affects individuals and the movement as well. Advertising always changes people's behaviour as well as their lifestyle. There are a lot of ads. People today are based on ads. People today are moving forward based on ads. Every object used by man on a daily basis is based on advertisements. In the old days, people did not give much importance to advertisements. In the old days, people did not give much importance to advertisements. In the past, people were less knowledgeable about technology than they are today. Gradually, the pioneering advancement of science and technology led to the further education of human beings and their understanding of how to use it. In this way, advertisements took place in the human mind and so on. If there were no ads today, there would be no mind. With the advent of advertisements in the minds of the people, today we see advertisements full of variety every day. Advertising Distinguishes Better man And Its Quality Man Distinguishes Advertising Inadequate Daughter And Its Quality Man distinguishes It Further Analysis And Speaking Against It And so on. Different types of ads are coming up today. Each ad has different characteristics based on the nature of the ads Each ad has different characteristics based on the nature of the ads today human beings have become addicted to ads. In terms of dress as well as in terms of dress as well as in terms of food, everything is changing and imitating countries. Kerala gender ecomity as well as transgender advertisements can cause a lot of negative comments and other problems in the hearts of human beings. It also includes a group of people who do not agree with the opinion. In today's world there are no more advertisements that are more innovative than the ones that

existed in the past. Everything from the birth to the death of a human being is today prepared in a very colorful way for advertising. Children are more likely to be affected by acne.

Advertisements are always made based on a target audience. Every ad is designed with people's minds in mind. Not all products are people. The subsequent increase in the number of customers will depend on the opinion of the users who first bought and used the products in the advertisements. As the number of customers increases, the quality of the item changes.

### **Understanding AI Advertising From the Consumer Perspective**

A book written by Linwan Wu, Taylor Jing Wen

Mainly learned through AI-Advertising from a consumer perspective. In recent years, it has become clear that artificial intelligence technology is being used to create advertising messages. Advertising has helped to delve into the depths of human life as well as convey more innovative messages. AI created and conducted to analyse ads. AI conducted a survey to find out the factors that influence the overall customer impression of the ads towards the ads created by the customers. At the heart of their work was a personal gagnet, backed up by huge customer data. Current literature focuses heavily on explaining the principles of AI-Sushti and building All-systems for actually creating content, but has not paid enough attention to how 'All responds to the ad content it creates. Compared with most of the topics found in this study, AI-powered content generated a large portion of the negative comments on the topic of generating AI-powered content compared to most of the topics found. However, although the current literature of the all-Ad is adequate on this subject, the current literature of the AI-Ad does not pay enough attention to this subject. This is understandable as consumers do not interact directly with all Programs that provide or generate advertising messages. AI – Makes cases when people talk about dealing with ads while interacting with powered consumer tools and finds that they are Effective in controlling human-AI interactions and can also be used to control human-AI interactions. Provides world-class self-service analytics solutions for forecasting, forecasting, stream processing, visualization, stream processing, visualization and more. Excommunications can utilize the full power of analytics A throughout its entire data life cycle. This will increase the next level business results. Artificial Intelligence has been rapidly recreating consumer experiences with brands in recent years. However, there has been uncertainty as to whether humans respond to robots.

The task of understanding the artificial intelligence consumer journey in advertising is complex. Consumers express their needs, desires, attitudes and values in various salvages. Influence of AI on the Advertising Process Knowing that the need for advertising in a growing e-commerce marketplace in Benay licensors cannot be adequately addressed in a traditional advertising model, advertisers also apply artificial intelligence (AI) technologies in advertising to improve efficiency and meet market demand. From the observations of the Chinese advertising market for the past five years, AI has been using technologies in the advertising process. The authors gain insight into this and suggest that the advertising process provided by AI Technologies is built in four stages. Consumer Insight Discovery, Ad Creation media Planning and Purchasing, Advertising Impact Evaluation. This new process is supported by a data-based platform with algorithms at its core.

It is tool based and integrated with high efficiency. AI redesigned and upgraded the traditional advertising process and improved advertising efficiency; However, the new process is still born out of the traditional process and it has not yet been rebuilt.

### **Female power portrayals in advertising**

A book written by MelikaKordrostami& Russell N. Laczniak

Although depictions of women are still common in advertisements, there has been a recent movement to portray women in powerful positions in research. Based on previous literature on social power, femininity, and current trends in advertising, a typography of femininity is suggested and confirmed by two studies. It is believed that when individuals know about brands, products, services and ideas, they will reflect the current trends in the advertising culture. Therefore, the way women are portrayed in advertisements is important. Because it reflects and indicates the expected roles of women in society. In the 21<sup>st</sup> century, jobs such as police officers, lawyers, and elected officials have taken the place of women. It seems to reflect this trend. Women are still portrayed in advertisements in stereo-tele-fashions like housewives or secretaries. In fact, many recent studies have shown no significant change in advertising imagery with women over the years. Focuses on the proliferation of advertising messages that express women's abilities and include pro-women messages. The authors conclude that various factors, such as activism and regulatory efforts, led women more into advertising. The study concluded that the advertising environment, which includes advertisements that seek to empower women through women-centric messages, and the

different elements of women that are now being featured, is changing. Analysing the content of the current ad, their results show that the female empowerment ad is mostly focused on female consumers and that it is portrayed through the agent power of female models. It's also important that consumers see how women's visuals are portrayed. It is important to determine if the ads match the strong portrayals of women in the perception of the ad recipient. It has been argued that studies that explore the depiction of women's power may shed more light on society's current views of women. The primary aim of the current research is to illustrate the depictions of women in power in advertisements, arguing that studies may shed more light on society's current perspectives on women. The primary goal of the current research is to explore how advertisers understand the depictions of women in power in advertising. It is hoped that the study will help to understand in more detail and detail the basis of the depictions of femininity in advertisements. Represents a deviation from the preconceived notions of power from a male perspective. Previous research has shown that the use of feminist empowerment in advertising can lead to resistance to the message contained within the ad and a more positive attitude towards advertising among the female audience.

### **Portrayal of women's in advertising**

By Pallavisoni

Although stereotypical female portrayals are still common in advertisements, in recent years it appears there has been a move toward portraying women in powerful positions in ads. This research investigates the recent trend in advertising that portrays women in positions of power and offers a typology of female power dimensions in ads. Building on previous literature on social power, feminine power, and current trends in advertising, a typology for female power is proposed and verified using two studies. In the first study, data from a pile sort of current print ads is collected and analyzed by cluster analysis and multidimensional scaling. In the second study, semi-structured interviews are employed to verify the proposed typology. Results verified that receivers perceive female power in advertisements in the following power dimensions: sexual power, expert power, family power, and empowerment including athletic power. Advertising is the main factor of in every human life. Daily we are following advertisements. Advertising are influenced in our every life. But today advertising focused by gender equality. Means some other advertising using transgendered. That means there are human beings in our society. We have to accepted. The gender role that women played in advertisements are decorative role, reactional

role, independent role, self involved and family roles. Basically the advertising prefer to women's that means the objectivity women showing women as subordinate to men and as mentally withdrawn from the larger scene. Gradually this portray of women changed shape with later 70s and 52 percentage women were reflected as employed. Ads are also began portraying stronger women in their changing roles in the socio-economic or industrial world as business people and. Even some at the top of hierarchies. An example is the considered there're numerous ads that create a deprective and superficial images of women. Ads like fair and lovely which portrays that if a women in not fair then life in difficult for her and will be criticised for looks. Such as ads might affect the self confidence or girls who are fair in complex. This is the Although stereotypical female portrayals are still common in advertisements, in recent years it appears there has been a move toward portraying women in powerful positions in ads. This research investigates the recent trend in advertising that portrays women in positions of power and offers a typology of female power dimensions in ads. Building on previous literature on social power, feminine power, and current trends in advertising, a typology for female power is proposed and verified using two studies. In the first study, data from a pile sort of current print ads is collected and analyzed by cluster analysis and multidimensional scaling. In the second study, semi-structured interviews are employed to verify the proposed typology. Results verified that receivers perceive female power in advertisements in the following power dimensions: sexual power, expert power, family power, and empowerment including athletic power. My opinion is advertising is to be a field of creativity. Truly respect advertisers who present strong women and portray how they have envolved in to empowered human. Such as indecent ads should be banned and more ads depicting women of strength and powerful character should be made.

### **Has a problem people's hate ad**

By Tiffany Hsu

Then the advertising industry faced by a lot of problems. People's hate ads. That means producing companies are looking and trying make profit of our product and etc. Budget limits, compelling content, choosing the right method, measuring effectiveness, rising through the competition, these are some problems faced by today advertising industry. A good content create a good ad and product value. And competition companies are competition. The pandemic situation covid changed the advertising industry. This is one of the main reasons that online advertising is so competitive. That ever-increasing competition is

just one of the challenges that brands face when they do online advertising (and we'll dive into this more below). The truth is, as humans, we don't like to feel like our behavior is being tracked and analyzed, even if it is common practice these days thanks to digital marketing. When it comes down to it, advertising can sometimes feel like an invasion of privacy, or in other words, an infringement on our personal space. And several major components are lack of trust, Ad fatigue, Quality of the creative, People power, Poor customer experience, No value add, Woke washing etc. For small business owners, it pays to work with sincerity. An honest, reliable, and commendable service is a good way to set your business apart from the competition. Give your customers a great buying experience, and do not be afraid to ask for recommendations because this is the best form of advertising that you could ever have.

### **What Drives Consumers To Engage with Influencers?**

Written By: Justine Rapp Farrell, Colin Campbell, Sean Sands

Now Advertising was Greatly influence consumers for buying a product, in the last few years have seen a significant increase in influences in advertising, a strategy applied to drive brand awareness and purchase by leveraging everyday opinion leaders on social media. Although a growing body of research focuses on what makes influencers effective, the authors took a step back to determine what drives consumers to follow influencers. To address two research questions, the authors explored consumer heterogeneity to understand how consumers derive value from the influencers they follow. Following a large-scale survey of consumers across social media platforms like (Facebook, Instagram, YouTube, Snapchat, and Twitter) etc. the authors used latent class segmentation to uncover six consumer segments. The segments differ in why people follow, and how they react to, influencers. The findings provide both brands and influencers with insights that can guide better management of influencer–consumer relationships.

### **How Male Consumers Respond to “Enlightened Manvertising” Campaigns**

Written by : Miglena Sternadori, Alan Abitbol

The survey of the last few years. As the result Men indicated that participants' gender schemas, hostile sexism, political orientation, and support for women's rights influenced their attitude toward “enlightened manvertising,” which refers to advertising that redefines masculinity by promoting both masculine and feminine traits as elements of contemporary

manhood. The study uses the advertising self-congruence framework, which in previous research has not been applied to the context of gender and gendered identities. The results show that enlightened manvertising messages resonate with men who self-identify strongly only with masculine traits or who score high in both masculinity and femininity. Support for women's rights was positively associated with attitude toward enlightened manvertising. Men who expressed overtly misogynistic views more likely would have a negative attitude, as were men who identified as more conservative in their political orientation. The overall results suggest a link between men's views on redefining masculinity and their views on women and women's roles in society, with implications for the success of campaigns that attempt to tackle gender identity and equality.

## **The representation of women in advertising hasn't improved in a decade**

By Rachel Gee

Media and advertising play an important role in our culture, reflecting the social norms of our society. Representation of women in ads are often defined by how men see women or by how society expects women to look and behave. This hasn't improved in a decade. The percentage of women in ads has only risen slightly from 33.9% in 2006 to 36.9% in 2016.

Men are given more screen time than women and they talk less than men. Men typically convey power, strength and competitiveness whereas women concentrate on beauty, sexuality and emotions. Women in the ads are mostly in their 20s and are typically pictured as less active and more concerned with physical appearance and beauty whereas men who are aged between their 20s and 40s are most likely to be shown as leaders. They should be equally represented. Advertising has the power to shape how we see each other. By changing the narrative, the image we use about women can dramatically change the way the world values women and how women see themselves.

## **Why Do Some Advertisements Get Shared More than Others?**

Written by Daniel McDuff, Jonah Berger

Advertising influences people by altering what they think or feel about a product and encouraging them to purchase it. According to a study the authors examined the link between

consumer facial expression and sharing of hundreds of videos. And the result suggest that facial actions linked to positive emotions like smile were associated to increased sharing and negative emotions like sadness were linked to decreased sharing.

Facial expression provide a valuable tool to predict and understand consumer behaviour. People share things that make them feel good and avoid sharing things that make them feel bad

**CHAPTER-3**  
**RESEARCH AND METHODOLOGY**

### 3. RESEARCH

Research is a scientific and systematic search for relevant information. It's an art of scientific investigation. Research involves collection, organization and a systematic analysis to increase our understanding of a topic or issue. There are two basic approaches for research, quantitative approach and qualitative research.

Quantitative research from the name itself can be identified that it is the research that is Expressed using quantities. It is the generation of a data in quantitative form. This method Emphasizes the statistical, mathematical or numerical analysis of data collected through polls, Questionnaires and surveys. Qualitative research is concerned with subjective assessment of attitude, opinion and Behavior. Generally the techniques of focus groups interviews, projective techniques and Depth interviews are used.

#### 3.1 General objective

To study how the positive gender norms in advertisement affects or impact youth.

#### 3.2 specific objective

- To study about the gender stereotypes in advertising
- To Study about changing role of gender in advertisement
- To Study female stereotypes in advertisement
- To analyse positive and negative impact of advertisement
- To analyse how advertising create social change
- To Study female portrayals in advertisement

#### 3.3 Research Design

A research design is the set of methods and producers used in collecting and analyzing Measures of the variables specified in the problem research. Here we have both quantitative and qualitative form of analysis. Quantitative research, from the name itself can be designated that of analyzing research using quantities. Studying and emphasizing the statistical, Mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Qualitative research on the other hand is an assessment of analyzing attitude, opinion and Behavior. Techniques of focus groups interviews, projective techniques and depth interviews are used to interpret and analyse the qualitative research.

### 3.4 Method of study

Here we use quantitative analysis and survey as method of study. Here we conducted a survey from age category 15 to 33 and by seeking the opinions of advertisement and positive gender norms.

### 3.5 Field of study

The survey is conducted among different age categories but mainly focused on the new Generation. Students ranging from 21 to 26 responded highly to the survey and an opinion of the Coming generation can be taken from the survey. Total of 205 responses had been recorded Which 55.1% Are from 21 to 26 age category where 63.4% are females and 113 students.

### 3.6 Period of study

The study was conducted from 2022 January to 2022 April .the span time is mainly Focused on collecting data, analyzing the presentation of stories in different channels and Reading related books and reviews. The study is conducted among different age groups of Society via online through Google form and response is recorded via online.

### 3.7 Selection of sample studying

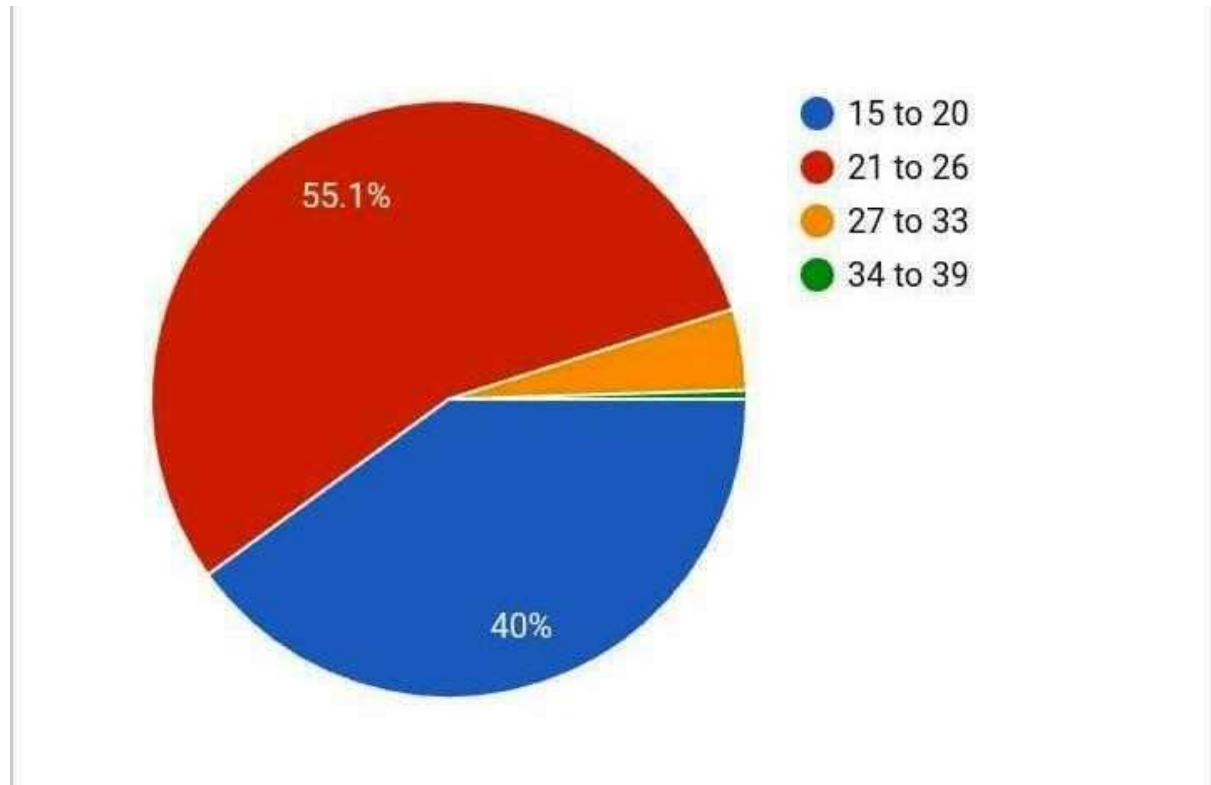
The study is about the positive gender norms in advertisement among youth conducted among different Age categories of our society to record their reaction and approach to the advertisement and it's positive gender norms.

### 3.8 Hypothesis

- Positive gender norms in various types of advertisement has the capability to influence youth.

**CHAPTER-4**  
**FINDINGS AND ANALYSIS**

## What is your age?



15 to 20 – 82 (40%)

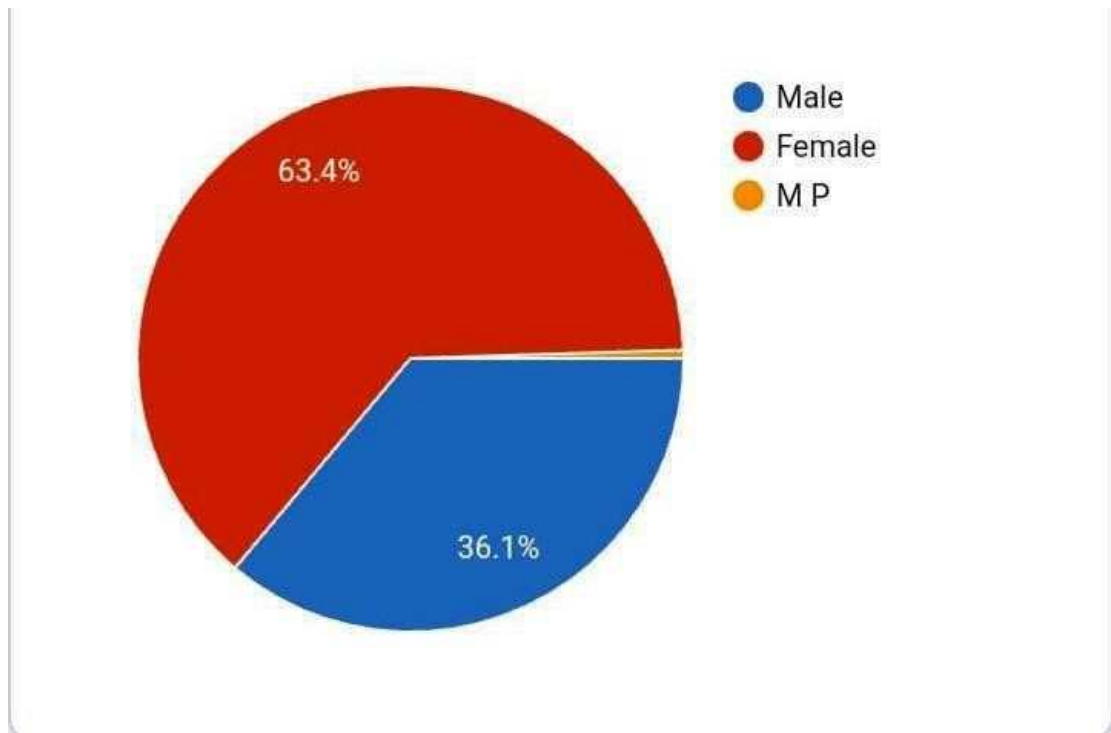
21 to 26 – 113 (55.1%)

27 to 33 – 09 (4.4%)

34 to 39 – 1 (0.5%)

From the figure, it can be analyzed that 55.1% of people are in the age group of 21 to 26. 40% of people are in the 15 to 20 age group, the rest of them are 4.4% in the 27 to 33 age group and one is in the 34 to 39 age group.

## What is your gender?



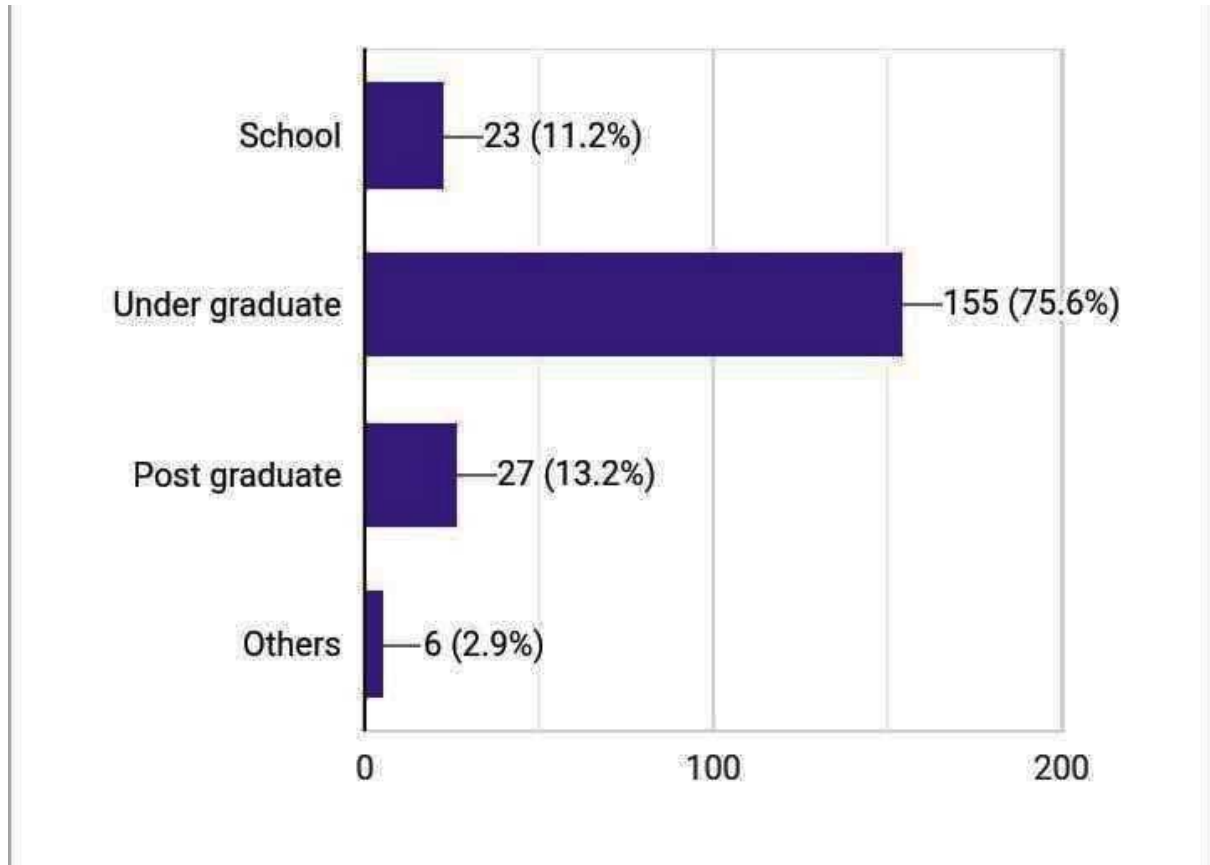
Female – 130 (63.4%)

Male - 74 (36.1%)

Others – 1 (0.5%)

From the figure it is clear that the majority of the people 63.4% are female. The rest of them are 36.1% male and 0.5% others.

## Educational Qualification



School – 23 (11.2%)

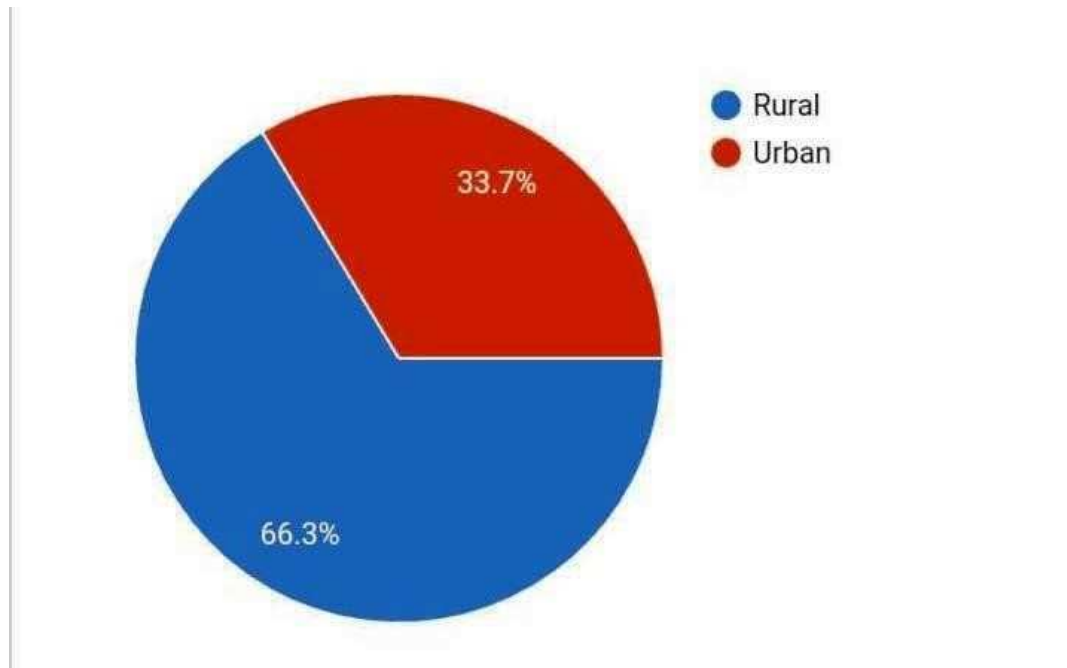
Under Graduate – 115 (75.6%)

Post Graduate – 27 (13.2%)

Others – 6 (2.9%)

From the figure, it can be analyzed that the majority of people have an education qualification (75.6%) of Degree, 13.2% of Post Graduate, 23% of Schoolchildren. Rest of 2.9% who have learned other courses

## Which area do you belong?

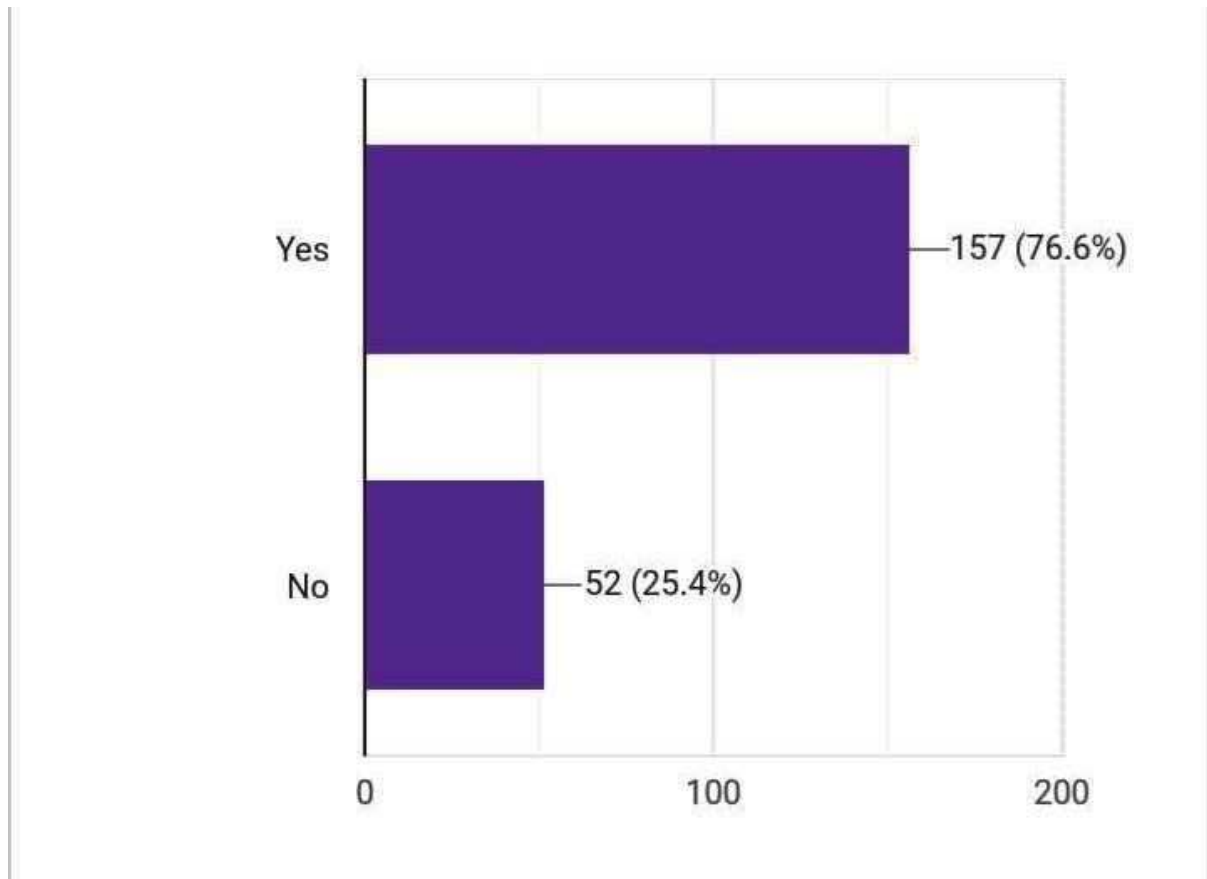


Urban -69 (33.7%)

Rural – 136 (66.3%)

When we ask about their locality according to our research majority of the people which means 66.3% (136) people are from rural areas and only 33.7% of people are from urban areas. So we get a conclusion that the majority of the people who gave responses to our research were rural people

## Do you like advertisements?

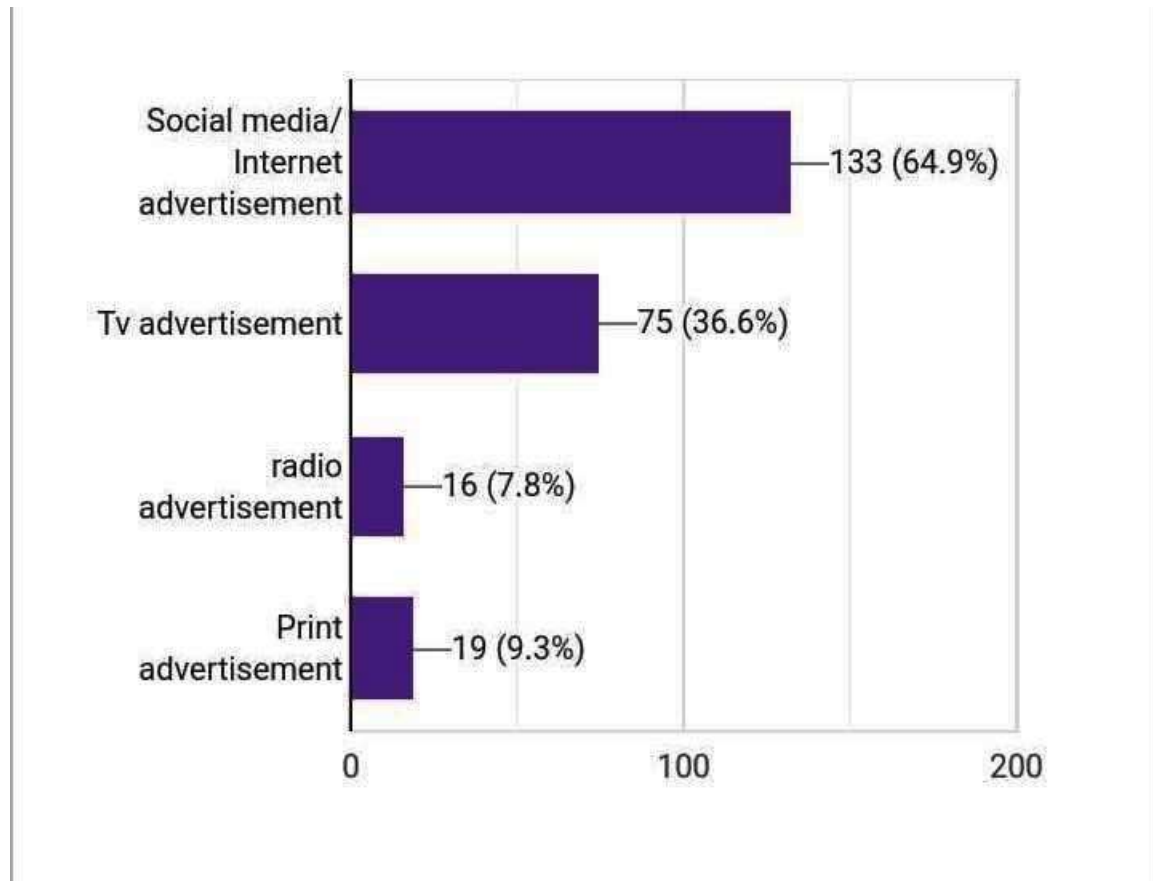


Yes – 157 (76.6%)

No – 52 (25.4%)

From the figure, it can be analyzed that the majority of the people like advertisements. From our survey 157 (76.6%) people like advertisements and 52 (25.4%) of people don't like advertisements

## Which kind of advertisement do you prefer?



Social Media / Internet media – 133 (64.9%)

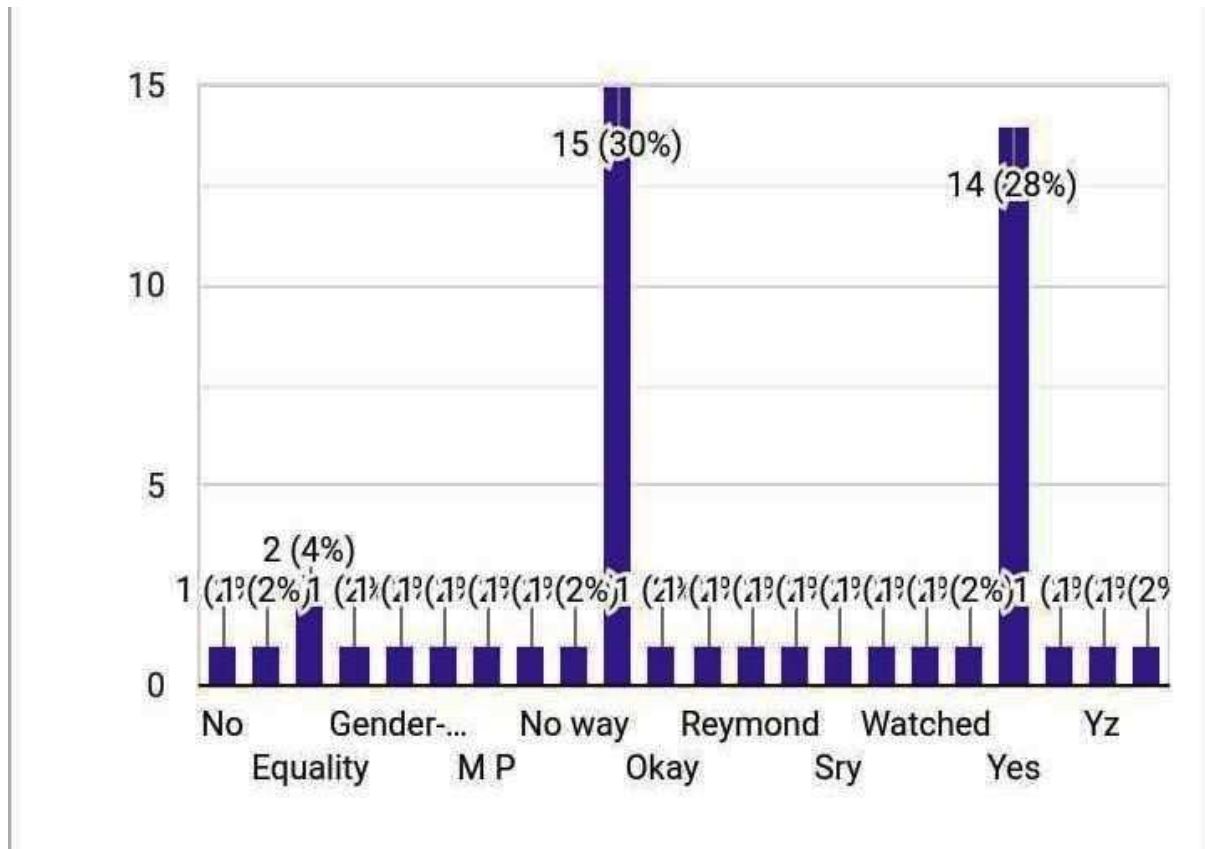
T.V Ads – 75 (36.6%)

Radio Ads – 16 (7.8%)

Print Ads – 19 (9.3%)

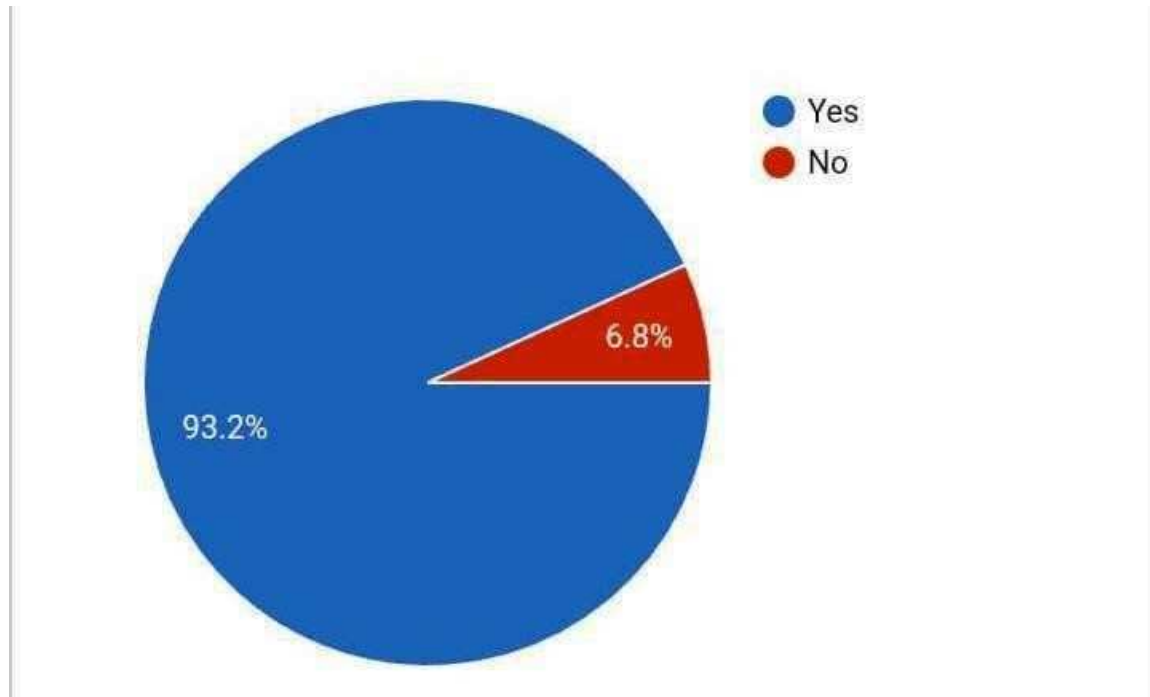
The majority (64.9%) of 133 people rely on social media to watch advertisements and 36.6% of people who are watching television advertisements and a small percentage 9.3% of people rely on print media for advertisements. A very small percentage 7.8% of people prefer radio for advertisements

Please watch some of the advertisements attached below.



In our survey, we attached some of the gender roles advertisements. The majority of the people watched it and they sent their responses. 2(4%) of people watched Gender equality advertisements, 15(30%) watched the ad of Reymond.

**Do you like Gender equal content in advertisements?**

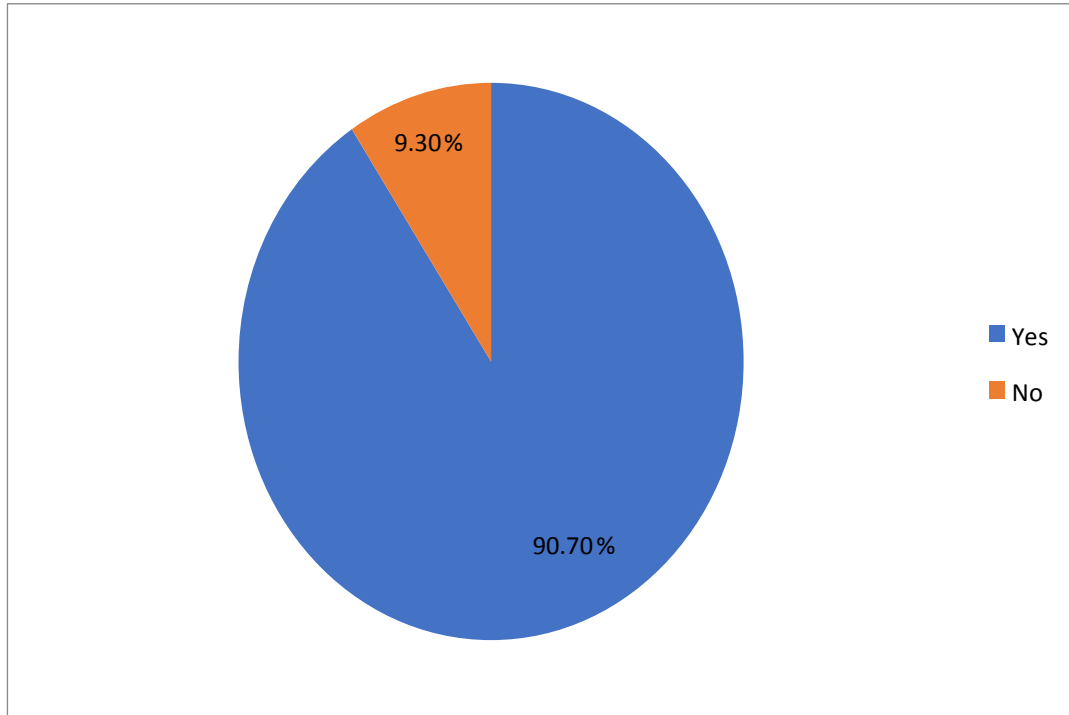


Yes – 191 (93.2%)

No – 14 (6.8%)

Most of the people (93.2%) 191 say that they like gender-equal content in advertisements and only 6.8% of people say that they don't like gender-equal content

**Do you think the above-mentioned advertisements are positive in nature?**

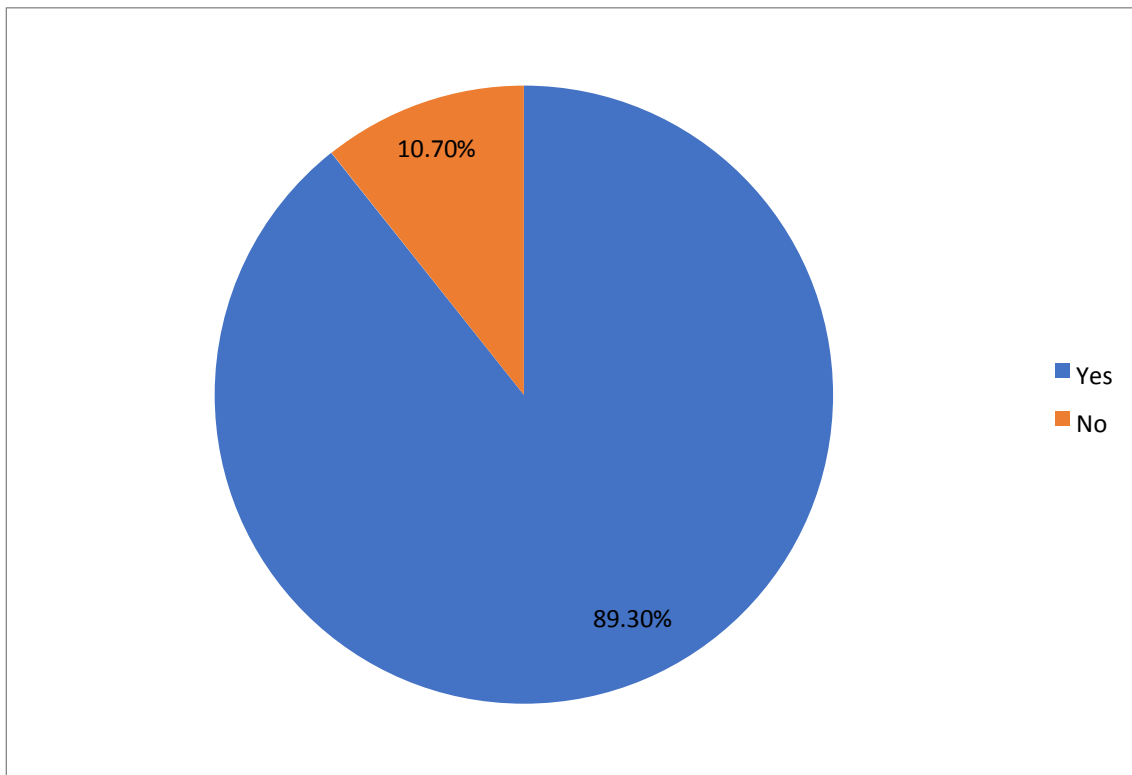


Yes – 186 (90.7%)

No – 19 (9.3%)

From the figure, it can be analyzed that the majority of the people think that the above-mentioned advertisements are positive in nature and only 9.3% of people think that the advertisement has done any positive in nature.

**Do you like post or share gender equal advertisements?**

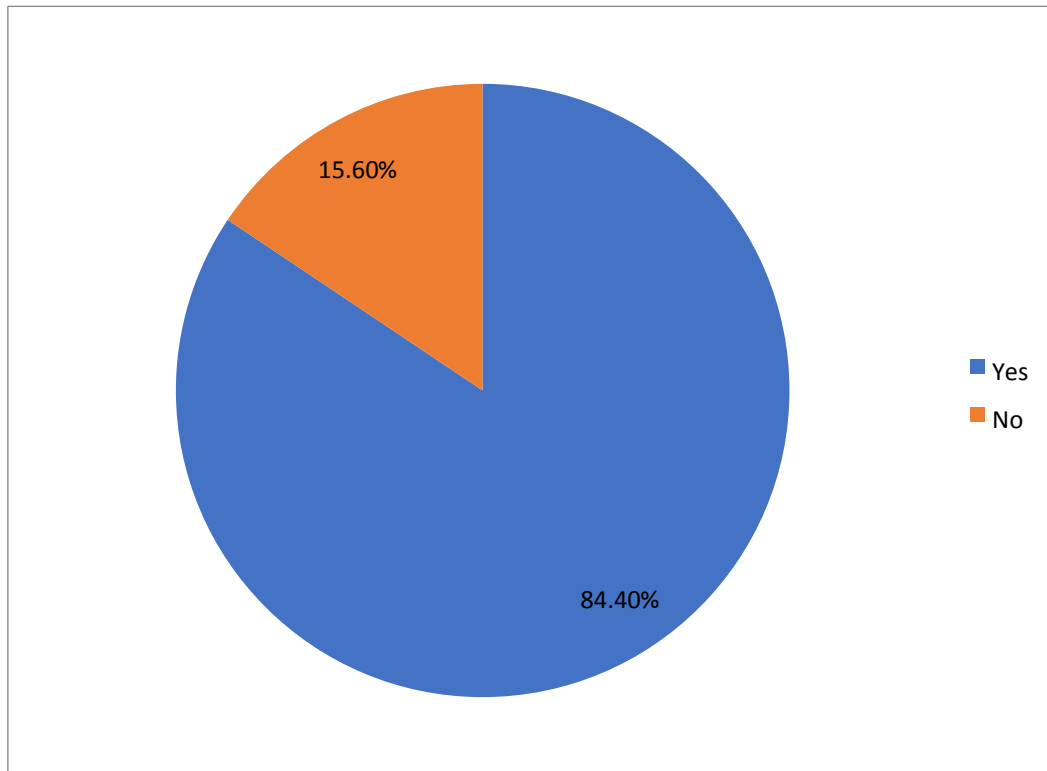


Yes – 183 (89.3%)

No – 22 (10.7%)

Most of the people 183 (83.3%) like post and share gender-equal advertisements and only 10.7% people don't share like or post such types of gender equal advertisements .

**Whenever you going through these types of ads, does it make you happy?**

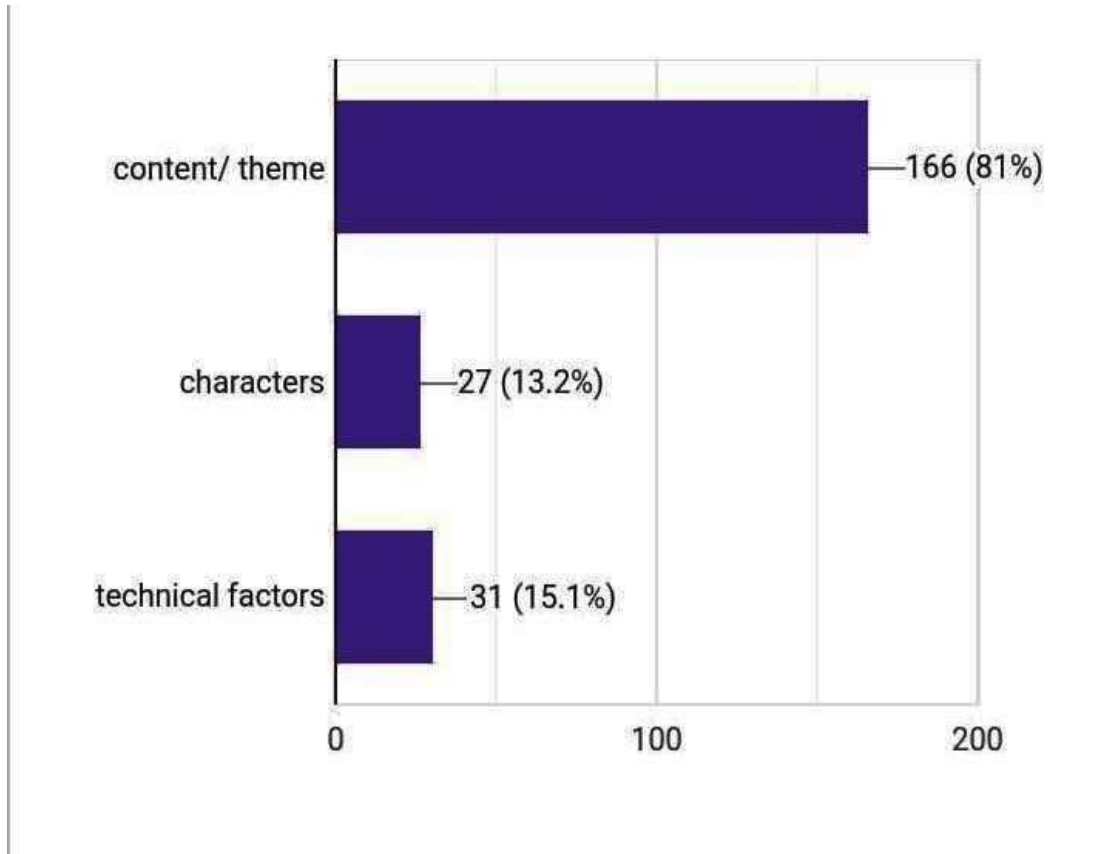


Yes – 86 (84.4%)

No – 12 (15.6%)

From the figure, it can be analyzed that majority of the people feel happy when they go through these types of advertisements. Only a small amount (15.6%) of people don't feel happy when they go through these types of advertisements.

**What are the factors that influence you to share, like, and post these types of advertisements?**



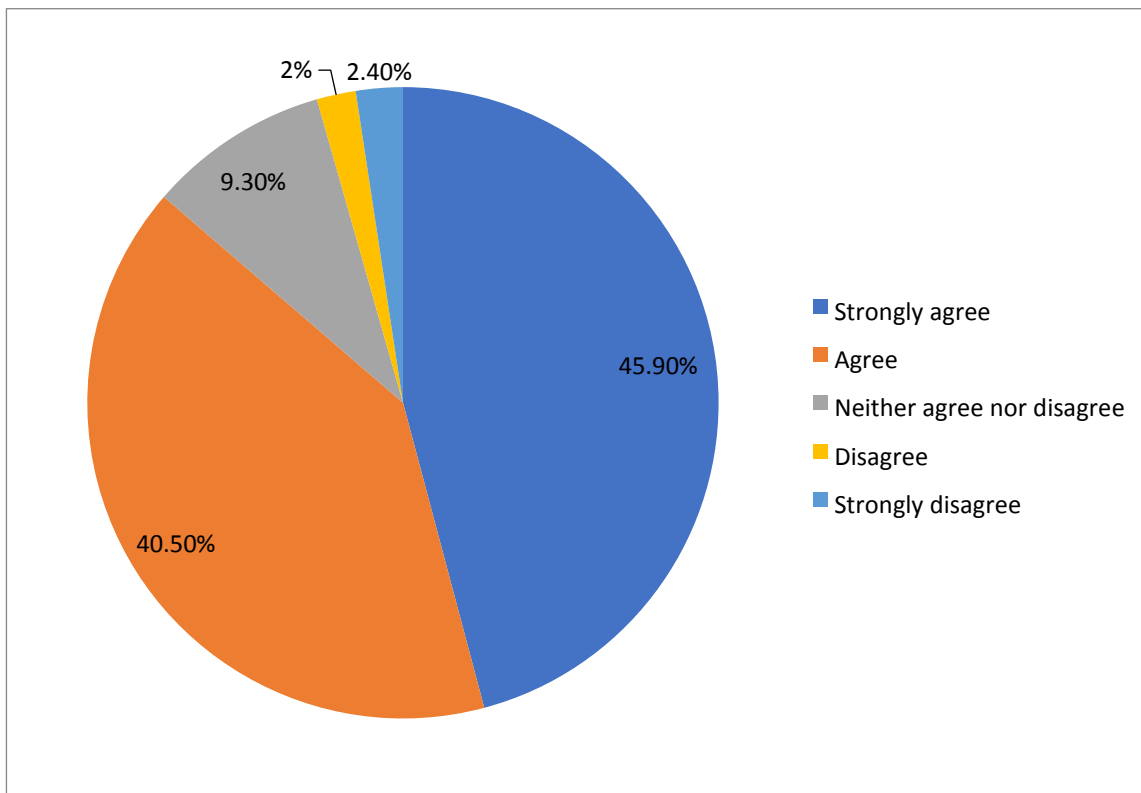
Content/Theme -166(81%)

Characters – 27 (13.2%)

Technical factors – 31 (15.1%)

From the figure most of the people 166 choose content and theme as the factor that influences them to share like and post this advertisements. 15.1 % of people selected technical factors and only 13.2% choose characters in advertisements as a factor that influenced them to share like or post these advertisements

## The content of advertisements influenced me



Strongly agree – 94(45.9%)

Agree- 83 (40.5%)

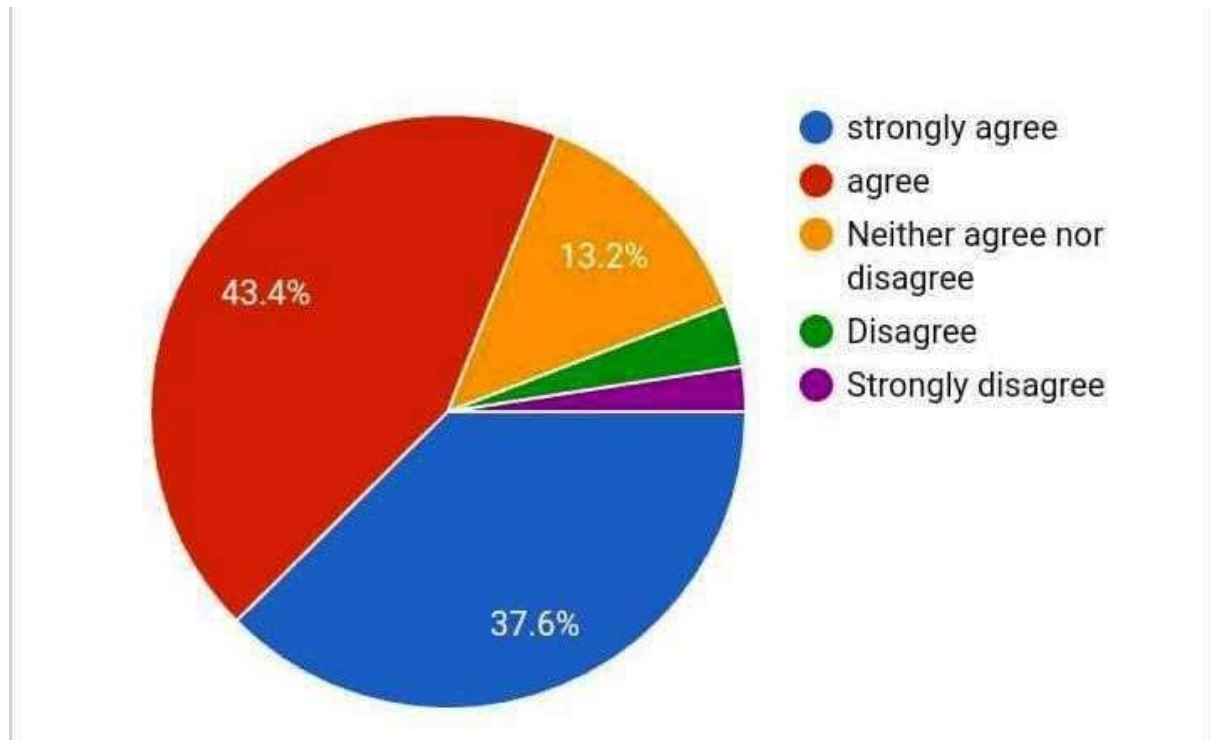
Neither agree nor disagree – 19 (9.3%)

Disagree – 4 (2%)

Strongly disagree – 5 (2.4%)

Most of the people (94) strongly agree that the content influenced them. Then 40.55 people agree with that the content influenced them. Only 9.3% people neither agree nor disagree and a small number of people strongly disagree and a very small number (2%) disagree to this statement.

## Advertisements has the capability to change individuals' perspective?



Strongly agree – 77 (37.6%)

Agree -89 (43.4%)

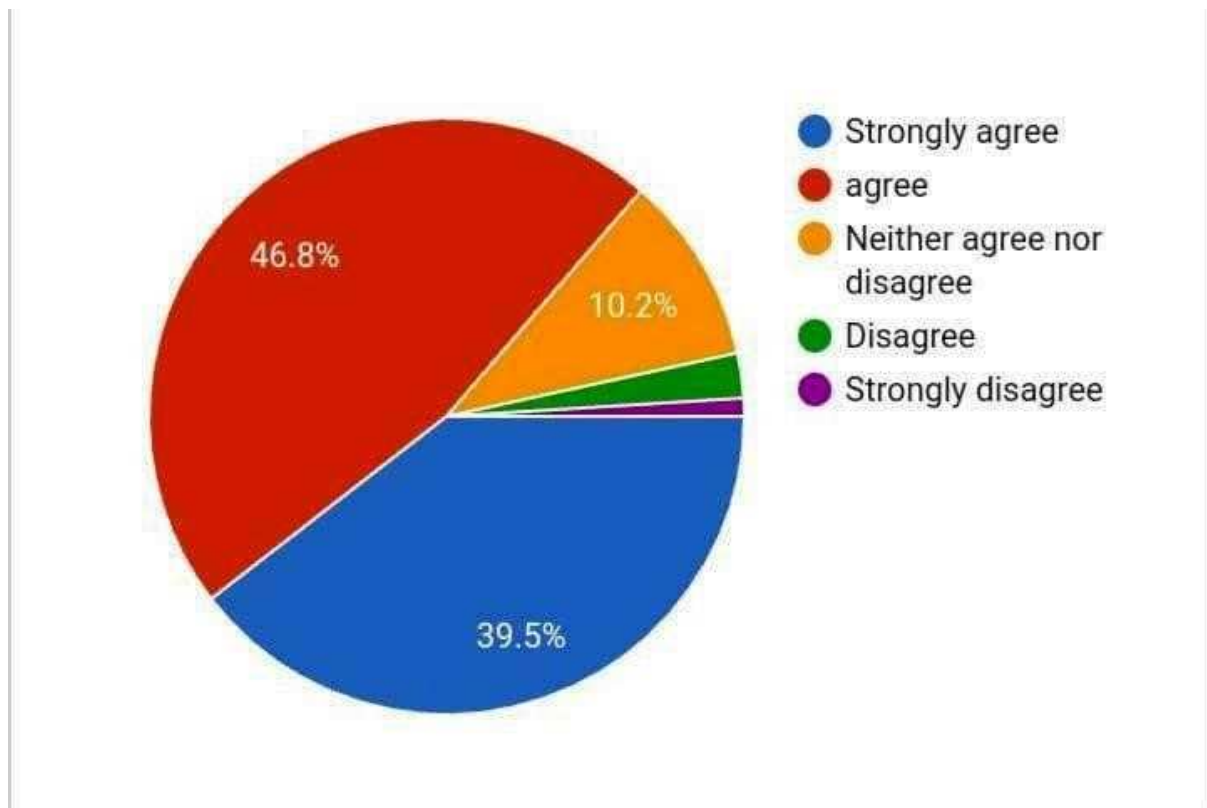
Neither agree nor disagree – 27 (13.3%)

Disagree – 7 (3.4%)

Strongly disagree – 5 (2.4%)

From the figure most of the people 89 (43.4%) agree that advertisements have the capability to change individuals perspective and 77 (37.6%) people strongly agree with this.27 (13.2%) people neither agree nr disagree. Only 2.4% strongly disagree and3.4% people disagree

## Gender equality in advertisements should increase in number?



Strongly agree – 81 (39.5%)

Agree – 96 (46.38%)

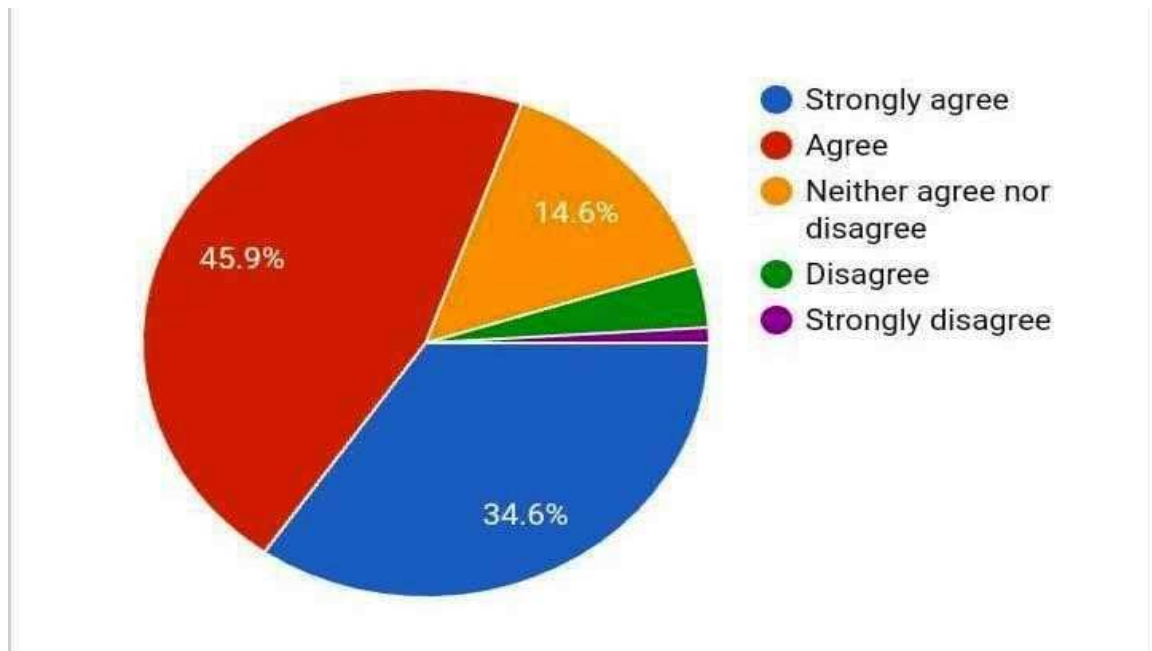
Neither agree nor disagree – 21 (10.2%)

Disagree – 5 (2.4%)

Strongly disagree – 2 (1%)

Majority of the people (46.8%) agree that gender equality in advertisements should increase in number. 81 people strongly agree with this opinion. 10.2% people neither agree nor disagree. A small amount (2.4%) disagree this opinion a very small amount 2 (1%) strongly disagree with this opinion.

**I always felt respect towards brands after watching gender equality in advertisements?**



Strongly agree – 71 (34.6%)

Agree – 94 (45.9%)

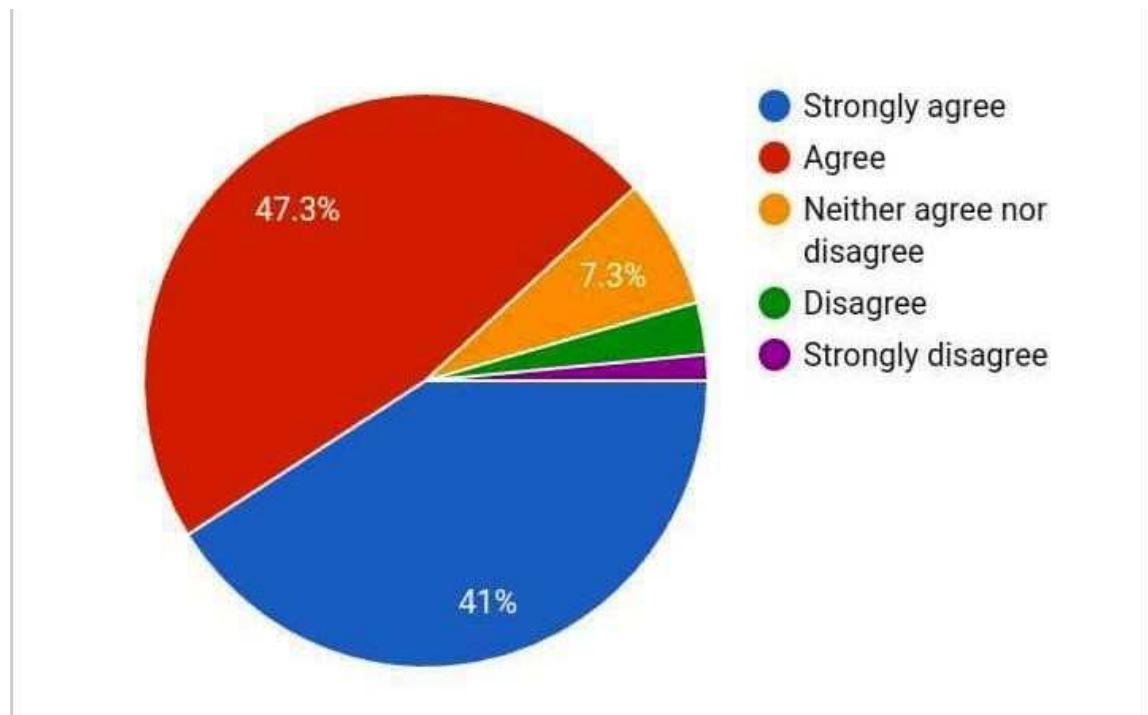
Neither agree nor disagree – 30 (14.6%)

Disagree – 8 (3.89%)

Strongly disagree- 2 (1%)

From the figure majority of the people (45.9%) agree that they always felt respect toward brands after watching gender equality in advertisements. Some people (34.6%) strongly agree with his statement. 30 people neither agree nor disagree. A very small disagree and strongly disagree

## I like advertisements when they represent old gender as equal



Strongly agree – 84 (41%)

Agree – 97 (47.3%)

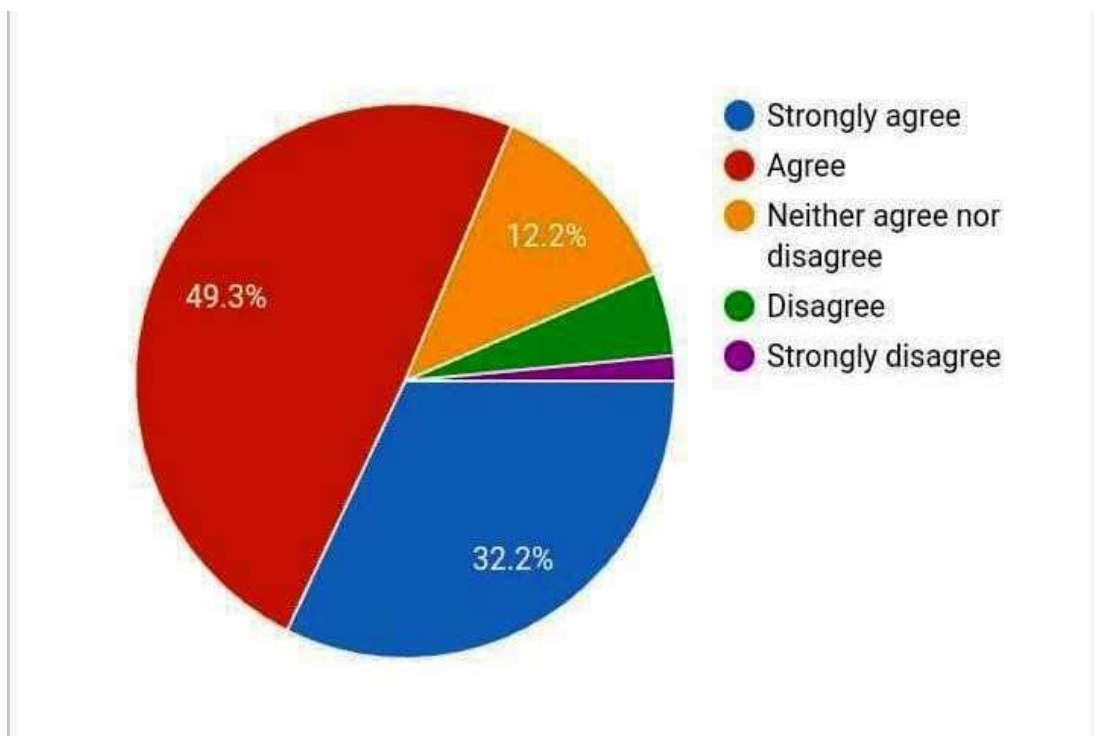
Neither agree nor disagree - 15 (7.3%)

Disagree – 6 (2.9%)

Strongly disagree - 3 (1.5%)

From the figure, most of the people 97 (47.3%) agree that they like advertisements when they represent all gender as equal. 84 people agree with that statement. Only 7.3% people neither agree nor disagree. 2.9% people disagree with the statement and 1.5% people strongly disagree

### I would prefer brands or products which represents positive gender roles



Strongly agree – 66 (32.2%)

Agree – 101 (49.3%)

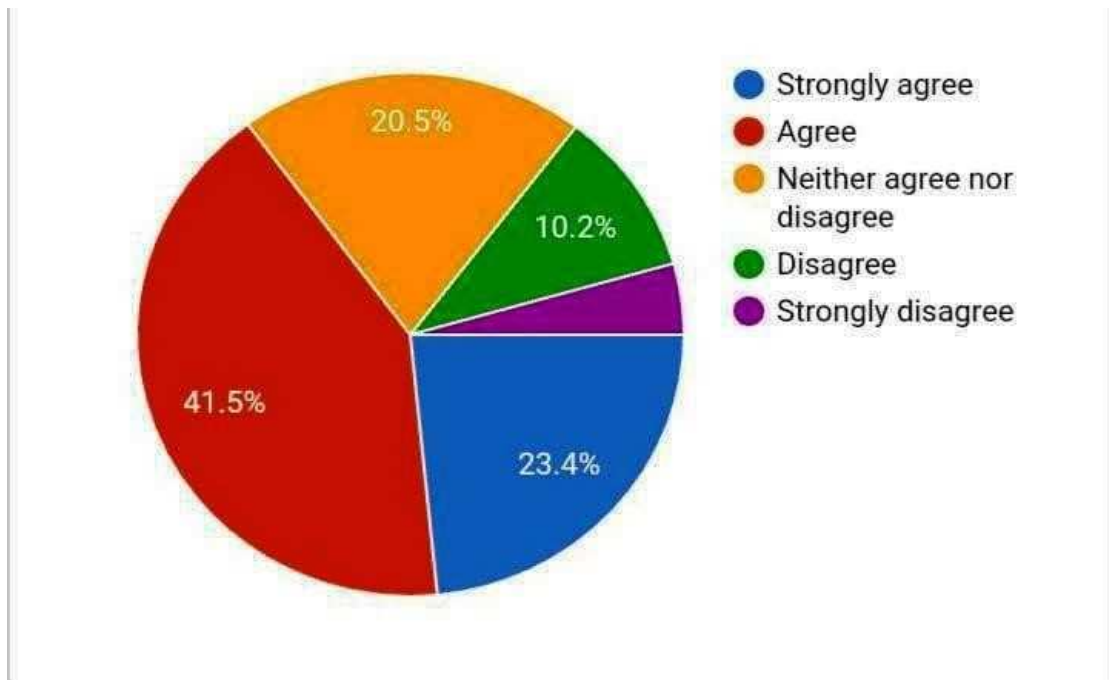
Neither agree nor disagree – 25 (12.2%)

Disagree – 10 (4.9%)

Strongly disagree – 3 (1.5%)

Most of the people 101 (49.3%) agree that they would prefer brands or products which represents positive gender roles. 66 people strongly agree with this statement and 25 people neither agree nor disagree and rest of them disagree this statement.

## I won't purchase some brands because of their sexist branding?



Strongly agree – 48 (23.4%)

Agree – 85 (41.5%)

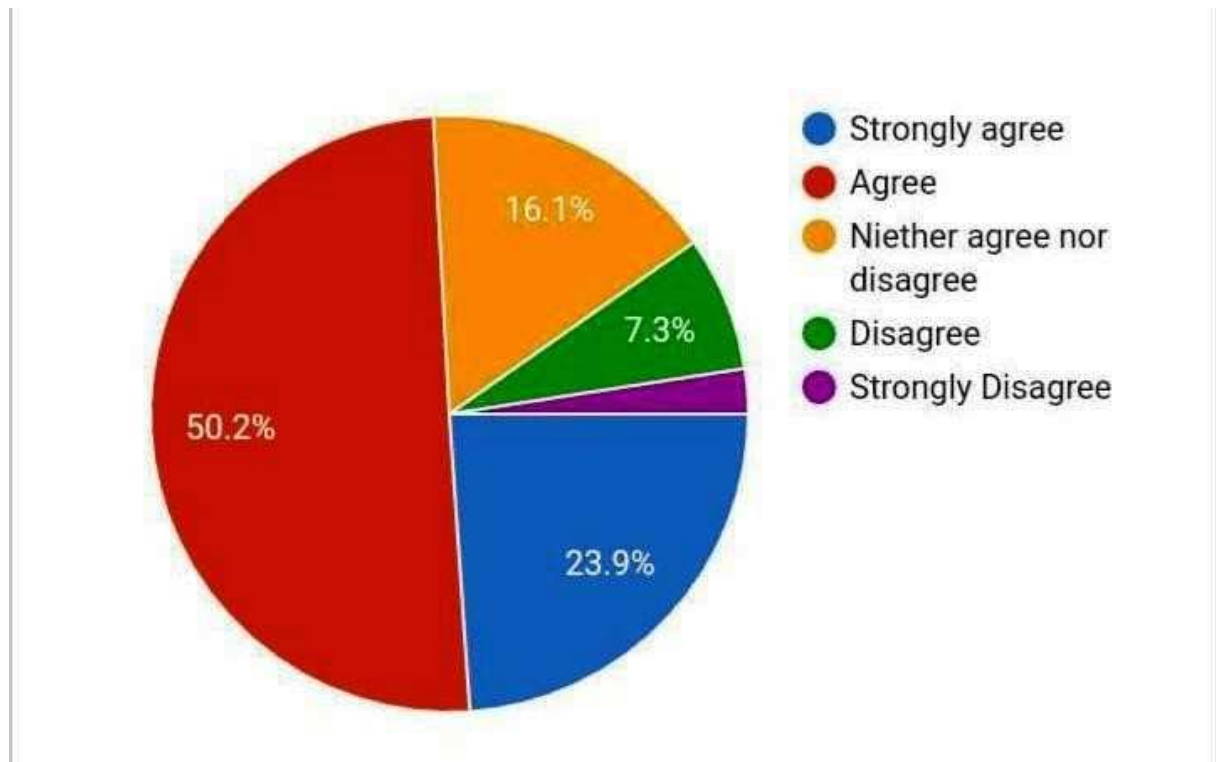
Neither agree nor disagree – 42 (20.5%)

Disagree – 21 (10.2%)

Strongly disagree – 9 (4.4%)

From the figure. Most of the people 85 (41.5%) agree that they won't purchase some brands because of their sexist branding. 48 people strongly agree and 20.5% people neither agree nor disagree only 21 people disagree with the statement and 9 people strongly disagree.

## Some advertisements changed my way of thinking on gender equality



Strongly agree – 49 (23.9%)

Agree – 103 (50.2%)

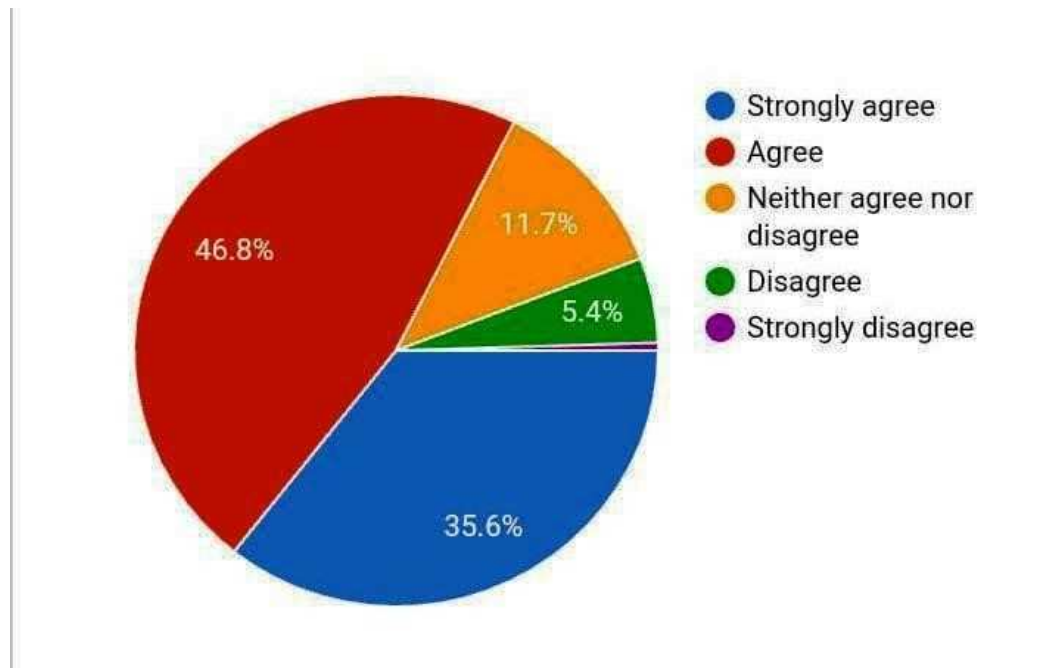
Neither agree nor disagree – 33 (16.1%)

Disagree – 15 (7.3%)

Strongly disagree – 5 (2.4%)

Most of the people 103 (50.2%) agree that some advertisements changed audience way of thinking on gender equality, 23.9% strongly agree, 33 people neither agree nor disagree and rest of the people disagree and strongly disagree.

**Some advertisements helped me to think women and men are equally responsible for doing household activities**



Strongly agree – 73 (35.6%)

Agree – 96 (46.8%)

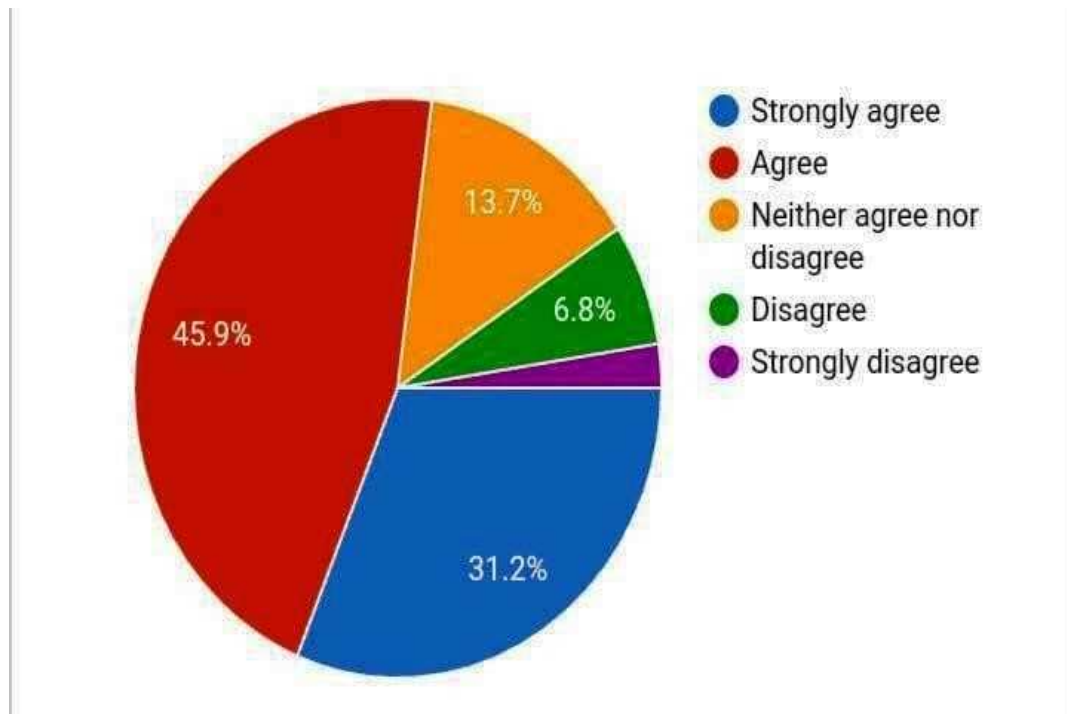
Neither agree nor disagree – 24(15.7%)

Disagree –11 (5.4%)

Strongly disagree – 1 (0.5%)

From the figure, most the people agree that some advertisements helped them to think women and men are equally responsible for doing household activities.35.6% of people strongly agree with the opinion. The rest of hem disagree and strongly disagree

**Stereotyping gender roles (women should cook, men should not cry) should give no importance since today's advertisements**



Strongly agree – 64 (31.2%)

Agree – 94 (45.9%)

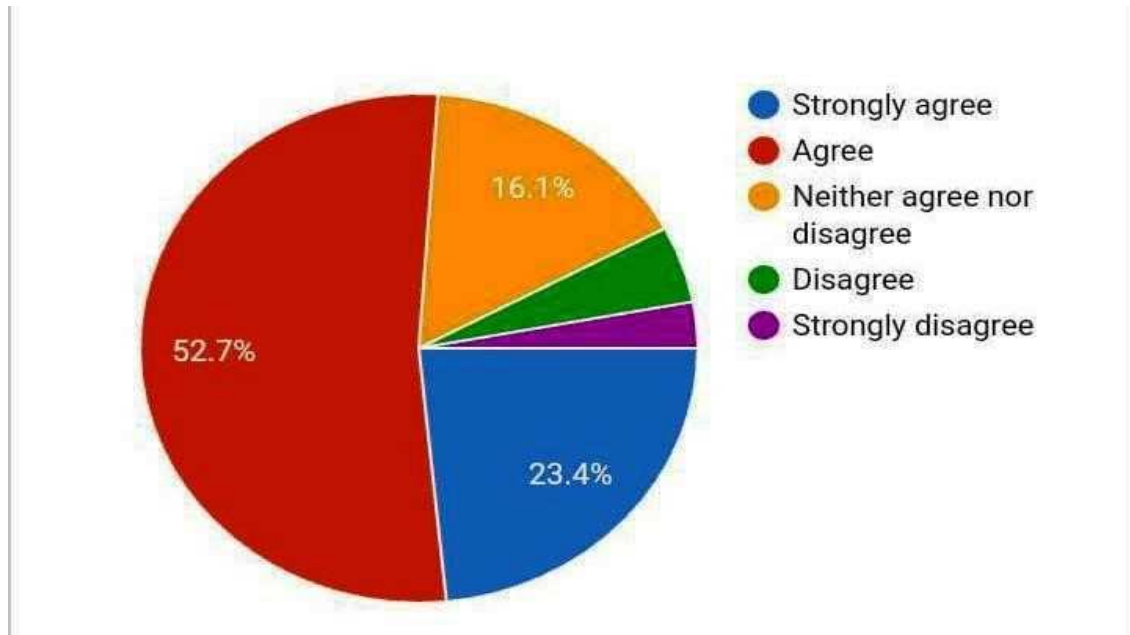
Neither agree nor disagree -28 (17.7%)

Disagree – 14 (6.8%)

Strongly disagree – 5 (2.6%)

Majority of people (45.9%) agree that stereotyping gender roles should give no importance in today's advertisements. Some the people strongly agree with this statement. A small amount of people neither agree nor disagree and a very small amount of people strongly disagree with this state statement .

**People around me including my friends changed their views on gender equality and become more progressive after watching these advertisements**



Strongly agree – 48 (23.4%)

Agree – 108 (52.7 %)

Neither agree nor disagree - 33 (16.7%)

Disagree – 10 (6.8%)

Strongly disagree – 6 (2.6%)

Most of the people 108 (52.7%) agree that they and their friends changed their view on gender equality and became more progressive after watching these advertisements. Some people (23.4%) strongly agree with this opinion. 33 (16.1%) neither agree nor disagree. Only 10 people disagree and 2.9% of people strongly disagree with this opinion.

## FINDINGS

- † Majority of the people who responded to the survey is youngsters, in the age group between 15- 26
- † All categories of genders responded to the survey
- † People from both rural and urban areas are accessed to advertisements
- † Out of 209 responses ,157 like to watch advertisements
- † Majority of people prefers internet media or television (digital medias) rather than traditional medias
- † Majority of responses proves that they are interested in gender equality concepts in advertisements
- † Majority of people are attracted towards advertisements based on its quality of content or the theme.
- † Majority agrees that advertisements influenced them in various manner.
- † Majority approved the statement that , advertisements has the ability to change individual's perspectives.
- † Majority of people wants to see more gender equality contents in advertisements for a positive change.
- † Majority approved the statement that, I always felt respect towards brands after watching gender equality in their advertisements
- † A large percentage of people prefers brands or products which represents positive gender roles
- † A large number of people agrees that advertisements changed their way of thinking on gender equality.
- † Advertisements as a strong medium for creating positive social change, out of 205 responses 169 agrees that advertisements helped them to understand all genders are equally responsible for household activities
- † Majority of people wants to see the ads which breaks gender stereotypes
- † A large number of responses approved the statement that , people around me including my friends changed their view on gender equality and became more progressive after watching these kinds of advertisements.

**CHAPTER-5**  
**CONCLUSION**

## CONCLUSION

Advertising is one of the most pervasive and all-encompassing forms of communication in the modern world. By demonstrating and showing what appropriate behaviors look like, advertising can send signals and cues that motivate people to join the Advertising also impact values. While it reflects society to a certain degree, it also has the effect of ‘normalizing’ values or behaviors. Our study is about the positive gender norms in advertisements and its impact among different age categories of our society. From the responses of our survey we can clearly understand the impact of advertisements among people especially among youth. Students ranging from the age 21 to 25 responded highly to the survey and an opinion of the coming generation can be taken from the survey. From this study we can say that, positive gender norms in advertisements has shaped the perspective of gender equality among people. And also people are interested to see these kinds of advertisements. Majority of people agrees that gender equality in advertisements should increase in number and also they believe that it can create a positive social change. Our study is aimed to analyze the positive impacts of advertisements, and how it helps to change the stereotypes and reshaping perspective among people. Advertisements can be propagated through different types of medias. But now a days most of the people prefer digital medias to watch advertisements. Because of its timelines and accessibility. By the influence of these digital media advertisement s people were started to rethink about stereotypes and patriarchal approaches in their own social life and they want to correct their mistakes for a positive social change. From analyzing the survey responses we can undoubtedly say that , advertisements have a greater role in our society. Because it reaches to a great number of audience. So that the positive gender norms in advertisements has influenced the people and it helped them to rethink. Majority of the responses from the survey approves that advertising shapes and reinforces gendered ideas about what it means to be a woman or man and how women and men are valued in our society. But advertising can also positively transform gender norms and to support and normalize gender equality.

**CHAPTER-6**  
**APPENDIX**



# Me.No.Pause.

Supporting women through menopause, naturally.

**HOLLAND & BARRETT**







**CHAPTER-7**  
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