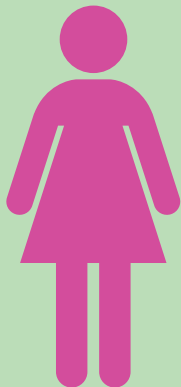


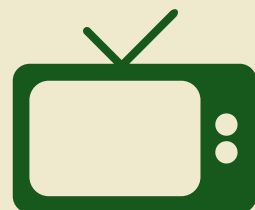
GENDER PORTRAYAL IN ADVERTISING: SEXIST OR STELLAR?



The ways gender identity communicates through the medium of advertising - including the ideas of stereotypes and common ideas associated with gender.

MAIN IDEA

Advertising have been one of the largest components of reinforcing cultural norms and ideas in society. Our interpretation of male and female identity has become heavily influenced by what is represented in the media. Every day we are interacting with strategized advertisements showcasing an often stereotyped version of gender.



STUDIES & EXAMPLES

THE NAIL POLISH CAMPAIGN



Masglo, a Colombian company, released nail polishes with names such as “prostitute”, “slut”, and “flirtatious”.

Women and men on twitter responded angrily to the company’s polish names, and began an online campaign to boycott the company altogether.

Anti-feminist individuals who applauded Masglo on Twitter thought the campaign to be “creative”. (Barrios, M. M., Cancino-Borbón, A., Arroyave, J., & Miller, T. 2021).

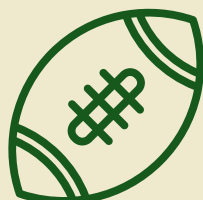
SUPER BOWL COMMERCIALS

A longitudinal study examined female and male stereotypes of Super Bowl commercials from 1990-1999 and 2000-2009. Various product categories were investigated, such as financial services, food and beverage, auto and related products.

Findings show that men were over represented, with a lack of female representation (Out of 585 commercials with gender stereotypes analyzed in the study, 349 commercials portrayed a male stereotype, while only 94 commercials portrayed a female stereotype). (Hatzithomas, L., Boutsouki, C., & Ziamou, P. 2016).

Main Women Stereotypes in Commercials:

- Housewife
- Women as sex objects
- Women concerned with physical attractiveness
- Dependent



Main Male Stereotypes in Commercials:

- Authority Figure
- Family Man
- Career Oriented
- Frustrated Male
- Man as loser

ANALYSIS

These stereotypes are woven into service and product advertisements, creating misconceptions about each gender, and perpetrating a false narrative about men and women.

Unconscious bias and assumptions about people are often results of the influence of gender stereotypes in advertisements (Institute of Physics, 2018).

THE BIGGER PICTURE

It is important to become aware of how gender identity is often. Although many companies are stepping up to help change the narrative of each gender and promote diverse portrayals of gender, these gender generalizations are still very much evident in advertising. Becoming aware of the impact of gender stereotypes in advertising can help people change their perceptions on what's being demonstrated.

SOURCES

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