

GENDER STEREOTYPES IN ADVERTISING

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INTRODUCTION

- To initiate the aim of our project of creating an aware atmosphere our group decided to make posters to convey our message of the deeper implications of gender roles in advertising
- Our outcome resonates the same idea of advertising; communicating a message through a glance
- We wanted to portray the development of gender roles and maturity of advertising with the passage of time hence recreating older advertisements.



Mummy's a Suffragette.

CURVES OF YOUTH
will be yours if you will
"Pull the Cords"

Gives the Flesh the Resiliency and Freshness of Youth

PROF. MACK'S Chin Reducer and Beautifier

Prevents Double Chins

Effaces Double Chins

Reduces Enlarged Glands

The only mechanism producing a concentrated, continuous massage of the chin and neck, dispelling flabbiness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$10. What better investment could be made? Sent postpaid immediately.

Free Booklet
--giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to

Prof. Eugene Mack
507 Fifth Ave. Suite 1004 New York

Learn to **Train your wife**
in 5 easy lessons...

FREE booklet shows you how!

Teach her to:

- Fetch your slippers and pipe
- Massage your feet
- Serve you ice cold beer and snacks
- Sit quietly while you browse your favorite television stations
- Respond to non-verbal cues, such as the snapping of fingers
- Answer "Yes, dear" to any and all requests
- Greet you at the door wearing nothing but cellophane wrap

New scientific method works on the most difficult cases!

WRITE TO: The Committee for a Better America, 200 King Street, Washington, D.C.

IT JUST TASTES BETTER

IT'LL BLOW YOUR MIND AWAY

ANTI-SUFRAGETTE/
ANTI- WOMENS VOTING

TARGETING BODY STANDARDS

HOME MAKER/
HOUSEHOLD HIERARCHY

OVERSEXUALISING OF WOMEN TO SELL PRODUCTS and OVERTLY MASCULINE PORTRAYALS TO PANDER

1900s-1920s

1940-1950s

1950s-1960s

2000-2010s
(current)

INDIA'S TAKE

- Social marketing in India has become increasingly focused on gender roles, family hierarchy, and traditional marriage practices. Different forms of ‘femvertising’ – female empowerment through socially-focused marketing – has taken hold there in unexpected ways.

AN EXAMPLE

- The famous MTR advertisements shows a daughter in law cooking variety of dishes for members of her joint family. As soon as she starts cooking, her hands multiply, replicates Goddess Durga and finishes the cooking without any help in no time much to her husband's surprise.
- Amrita, a 21 year old advertising and Public Relations student said, "I watched this advertisement a few years back and it didn't strike me then because it represented my mother and showcased reality of most middle class family. The idolization, I thought was empowering. But now I realize that it is a very impractical and over the top portrayal of women where everyone just expects too much for them."



REGULATION OF GENDER-DISCRIMINATORY ADVERTISING IN NORDIC COUNTRIES

- In Nordic countries, gender discriminatory advertising has been on the public agenda since the 1970s and 1980s, the time when equality legislation was adopted. However, these countries have chosen different ways of regulating gender discriminatory advertising. All the other Nordic countries, except for Sweden, consider gender-discriminatory advertisement to be under the legislation.
- The Swedish Women's Lobby conducted a study and studied Nordic countries work against gender discrimination in adverts, concluding Sweden was one of the poorest in fighting this stereotype; mostly due to a lack of legislation that Reprimands any kind of sexist advertising
- These is an example of sexist advertising from Sweden



PORTRAYAL OF GENDER ROLES IN THE JAPANESE ADVERTISING INDUSTRY

- In a recent study, it was investigated how male and female main characters in Japanese television advertisements from a decade ago were portrayed differently.
- In these advertisements, women appeared in “household chores related product,” “cosmetics,” and “service”, whereas men appeared in “electronic appliances” more often than women.
- Women played housewives, whereas men played “office workers”. It was also observed that there were more women in swim/underwear, aprons, and the Japanese Kimono, (often showing more skin, being sexualised and objectified) as a marketing technique to sell the product); while men were dressed in suits and casual clothing.
- However, the Japanese advertisement industry is slowly starting to progress in recent years, the portrayal of gender roles are still a prevalent issue.

THESE ARE A FEW EXAMPLES OF SEXIST ADVERTISEMENTS THAT GOT POPULAR IN JAPAN



men wouldn't look



at me when I was skinny

This poster depicts a doll dressed in summer clothes surrounded by sexist ads and cut out letters via newspaper; “men wouldn’t look at my when I was skinny”

- The doll is surrounded by sexist ads to drive home the influence media and advertising has onto people.
- The phrase itself “men wouldn’t look at me when I was skinny” truly exhibits the constant morphing of ideal body standards; the phrase comes from a real-life ad shown in the 1940s-50s
- The use of dolls was to symbolize the ‘perfect’ body everyone is told to have, suggesting everyone in this day and age struggles internally due to mass discrimination and scrutiny in advertising

show her it's



a mans world

The poster depicts a wife tending to her husbands needs whilst on her knees. With the slogan "show her it's a mans world" surrounded by other various sexist ads from the 1960s to show its heavy popularity.

- This poster is a recreation of the real life advertisement of the PVH corporation that was created in the 1950s promoting neckties.
- It further Acts as an example of the gender roles in advertising in the post World War 2 era
- It portrays the house tending roles that women harboured and the submissive character that they were forced to embody. Husband. It further promotes the common belittlement of women practiced in society
- The man epitomises authority and is portrayed to be the only employed member of the household.

THANK YOU

- SINCERELY FROM OUR GROUP