The artistic role of women in television advertising (a comparative study between Jordan and Egypt)

By

Hamzeh Ali Baniata
School of Arts and Design, the University of Jordan – Jordan
Email: H_art2001@yahoo.com

Abstract

Advertisement is one of the major media that affect our daily life consciously and unconsciously. It is also responsible to play a significant role in shaping the society in a much broader perspective. There is a lot of dispute on the issue that whether advertisements depict what is prevalent in the society or the society embraces in itself what is portrayed in the advertisements and other media. Over the last few decades, there has been a great socio-cultural change in the society especially in the context of role and position of women in the society. There are increasing numbers of women pursuing careers of their choice, changing role in the family structure, negative attitude towards sex-role stereotypes etc. But has the representation of women in advertisements changed over a period of time? Or does it still confirm to some traditional notions about women and their role in the society? Such stereotypes projected about women go a long way in deciding what the society thinks about women and how the society treats women in the long run. The present paper is an attempt to study the different projections of women roles in various print and audio-video advertisements in India and how does it define the social acceptance of women in the society and the treatment they are met with. However, the depiction of women as sex symbols, objects of desire, and as having subservient behaviors has presented a great concern to feminist scholars, activists, and researchers. The objective of this research paper is to study how women's role portrayal impacts consumers' willingness to buy and to identify the difference in views of Indian men and women when it comes to the stereotypical role portrayal of women in advertisements. The study uses MANOVA statistics to identify whether significant differences exist between the men and women when it comes to willingness to buy. Exploratory and confirmatory factor analysis are used to identify the latent variables. The impact on purchase intent is determined by validating the proposed hypotheses through structural educational modeling statistics.

Keywords: Advertising, Gender, Women's portrayal, Sex symbol.

Introduction

One of the major media is advertising, which has a tremendous impact on how we live our lives both consciously and unconsciously and is responsible for helping to shape society on a much larger scale [1] Advertisements are messages that are sent and meant to inform or persuade recipients by being paid for by those who send them. Different strategies are used by marketers to influence how consumers view their products. One way to appeal to particular emotions and give them the impression that they are missing out by not using the items is through taglines, storylines, and the representation of women. Images are all around us right now. We encounter images everywhere we turn, including on the Internet and on television at home, as well as in fixed and moving advertisements on vehicles, The woman's image was used to declare as a technique to draw the recipient and encourage consumption in the era of images that we now inhabit, A woman seems to be a simple creature who only cares about

eating, drinking, and getting pretty. In some advertising, women are employed to promote products meant to draw in men. From this point, the advertisement exhorts women to place themselves in the woman's life cycle that generates the greatest desire to purchase the product, which is the man. The attractive woman who is offering the product as a prize for buying it may obtain the advertisement. The representation of a woman in the advertisement is as it is, revealing significant risks that must be highlighted and addressed. The advertisement also highlights the issue of women being used as commodities, which is crucial for women to address and is highlighted in the advertisement, promoting the purchase of this material good and making an announcement A media studies term for a communication that aims to shift the preferences of a certain audience toward a marketable consumer good, Additionally, the commercial frequently depicts the use of the product in a particular social and cultural setting for the recipient audience. Femvertising is an effort to lessen gender bias [2]. This shows women in more senior jobs and responsibilities. Femvertising, often known as "female empowered advertising," is a strategy [3]. One of the attempts to reduce gender bias is femvertising [4]. This shows women in more senior jobs and responsibilities. In addition to creating an unrealistic image of women in the audience's thoughts, these stereotyped difficulties with the projected image of women also motivate women to pursue the same goals.

Problem statement

Today's environment plainly demonstrates the growing sophistication and sophistry of advertising. Advertising copy that grabs attention and almost compels readers to pay undivided attention is an example of sophistication. It's understandable why advertising firms and professionals have been charged with unfair business practices such using misleading comparisons and bait-and-switch offers, Misleading testimonies, partial disclosures, and small print qualification, in addition to visual distortion and false demonstration, also exist. In addition to these deplorable actions, advertising are also skilled at using stereotypes, particularly when it comes to women. The two main stereotypes are that of women as housewives and sex objects. Women are frequently portrayed in constrained roles since they never appear in commercial roles, workplace settings, or any positions of authority. Women are portrayed as being more feminine, whereas men are more frequently depicted in dominant roles; they exhibit traits like being cool, self-assured, independent, powerful, etc. The issue this study looks into is how viewers perceive how women are portrayed in television advertisements.

Objectives of the Study

The study's overarching goal is to analyse how women are portrayed in television advertising. But the study's specific objectives are:

1- Measuring the amount to which women are used in television advertisements for products and services.
2- Determining if men or women are more frequently utilized in advertising.
3. Finding out how women feel about the representation of them in television advertising.

Literature Review

The way that women were portrayed in the 1980s was as conventional housewives who care for their families. Today, it is more common for girls to be treated equally to boys and for women to be strong, autonomous, and independent, Nevertheless, there are advertising that highlight and support a variety of historical prejudices, such as portraying women as solely responsible for taking care of household duties and being homemakers. Additionally, these

advertising have changed the way that our culture views women, portraying them as tall, fair, and attractive to the males in their lives. Such advertising affect not just how women feel about themselves but also how men view them. According to research, female viewers of advertising that show women with the ideal thin bodies have more body dissatisfaction, spend more money on their beauty, and develop eating disorders. (Grau & Zotos, 2016) The way that women are portrayed in these advertising directly affects how girls feel about themselves. Women's perceptions of their bodies can change after just 30 minutes of watching TV commercials, which causes them to overestimate their bodies. Although it has been disputed that media literacy has a more positive impact than these advertising have a negative one, putting more of an emphasis on limiting the use of unrealistic thin ideals will make women feel less anxious and dissatisfied. (Grabe, Ward, Hyde, & Shibley, 2008). Even though it has nothing to do with the advertisement, women have been portrayed in a number of advertisements as sexual objects. Advertisers occasionally used explicit images of women to draw in customers and sell their goods. Additionally, it was discovered that while males are seen in full attire in the same advertising, women are featured in less clothing, indicating that women are more frequently portrayed as sex objects than men. As long as these adverts are present in the media, people will start to think of women as simply sex objects and associate them with real life. (DiSalvatore, 2010) The bodies of women are used in ads to create demand for a product and draw viewers' attention to it. It was noted that some respondents believed that some advertising featured women unduly, damaging their image. Additionally, there is a shift in how those around them behave and how much respect they show for women. They think the adverts present an inaccurate image of women. The opposite group of respondents, however, thinks that having a woman in an advertisement can boost a product's demand and sales and that if there isn't a woman in it, viewers won't be interested in the product. (Shahwar, 2013) White women have been observed to exhibit death-like behaviour in response to British Women's Magazine adverts featuring slim, radiant, and skinny white ladies. These women allow a small amount of their daily mortality to occur by refusing to allow anything to enter their body. (REDMOND, 2016) In Indian commercials, women typically play ornamental (physical beauty-related) or familial (roles like daughter, mother) rather than independent professional roles. Women are frequently shown in commercials for cosmetics, jewellery, and hygiene products rather than advertisements for high-value items like real estate and cars, even if they are portrayed as independent and working women. Additionally, some advertising feature sexual depictions of women that are not necessary and cause viewers to feel uncomfortable when watching them with their families. People were found to prefer advertising featuring more average-looking women over slim ones . (Das & Sharma, 2016) The inclusion of women in commercial commercials may depend on their age. Compared to men their age, women in their late 60s had a lower chance of being featured in advertising. In the advertising, ladies are portrayed as young, attractive, and good-looking rather than as middle-aged, everyday women. Gender stereotypes are a result of this. The media's portrayal of women, who are an essential but vulnerable part of society, encourages other people to act in the same way. She says in her conclusion that the primary duty of the advertising media should be to present a true and more positive image of women and to concentrate on raising the position of women in society. (Pallavi, 2017). Given that commercials have a significant influence on people's thoughts, portraying strong, positive women in advertisements can encourage and inspire women in real lifeWomen will believe in themselves and be able to take control of their futures and careers if they see women as strong, independent individuals. However, if they are portrayed as having sexual dominance, it leads to objectification, eating disorders, and dissatisfaction in the recipients, who are usually women (Kordrostami, 2017). The media can do a lot to help women advance. It should work to eliminate gender-based preconceptions that are inaccurate by developing self-regulatory systems. A significant portion of their programming should go

toward educating people about women's rights and complaint procedures. As said by Swami Vivekananda "A nation which doesn"t respect women will never become great…" the author says that media and other agents should work towards the empowerment of women if we ever want to become a global player. (Goel & Kumar, 2015) Car commercials gave women more options while media was altering the roles of women, allowing them to create more contemporary feminine identities and imagine themselves as more autonomous and powerful. For instance, the advertisement for Cadillac's Type 61 model in 1923 used a photo of contemporary women, portraying them as young and stylish. She was cited in the advertising as an example of "perfect American women".

Understanding Advertising As a Concept

Any sort of paid non-personal communication link that is started by a known marketer and intended to build or maintain exchange relationships with clients, as well as occasionally with other stakeholders, is referred to as advertising. Companies use advertising to position a product or brand, create preference, and distinguish their goods or brands [5]. asserts that there have been numerous definitions of advertising as a planned communication since its inception. Any message intended to raise awareness of products and services that is paid for, identified by a sponsor, focused at a target audience, and distributed through a variety of mass media, including radio, television, billboards, newspapers, and magazines [6] argues that advertising is the structured and constructed non-personal delivery of information about products, services, and ideas by known sponsors through various mass media. It is typically paid for and typically persuasive in character. In a similar vein [7] defines advertising as any non-personal presentation and promotion of concepts, products, and services that is typically funded by a clear sponsor. One might go a step further and define advertising as a type of communication that makes an effort to translate the attributes of goods, services, and concepts into the needs and desires of consumers. [8] presented a thorough explanation of what advertising is, saying that it is the process of convincing potential customers to purchase items or promote services. The area of marketing that deals with informing customers about products, brands, and services is called marketing communications. Advertising is a type of communication that encourages viewers, readers, or listeners to act in a certain way in relation to certain goods, concepts, or services. The goal of advertising is most frequently to influence consumer behaviour with regard to a commercial product, while it is also common to promote political and ideological viewpoints. Sponsors typically pay for advertising messages, which are distributed through a variety of traditional media, including mass media like newspapers and magazines, television commercials, radio adverts, outdoor advertising, direct mail, and websites and text messaging. According to what has been said thus far, advertising is the process of spreading knowledge about concepts, ideas, products, and services. Therefore, every company that wants people to know about its products must use advertising to raise awareness [9] .

Women and Television Advertising

According to a number of studies, women are frequently portrayed in advertising in stereotypical positions or in ways that don't always reflect reality. Many scholars are concerned about how advertisements frequently portray women negatively and how this affects young girls [12]. the portrayal of women in television advertisements is criticized by many who believe that women's depicted roles in commercials have not kept pace with women's changing roles in society. women traditionally have been overrepresented in the home and underrepresented outdoors and in business settings. Whipple and Courtney's (1985, p.4) research found that there is evidence that advertising presents a traditionally stereotyped

portrayal of women and that demography and attitudes have changed dramatically over the past decade. Advertising industry continues to serotype women to be sex objects, house wives. Advertisers are culpable for the heightened body dissatisfaction amongst women, because they constantly use sexy unrealistic images of ultrathin models, the depiction of women as sex objects and the frequent use of sex, to sell products. Since the late 1960s, there have been concerns regarding the portrayal of women in the media. the portrayal of women in commercials and concluded that to an amazing extent, women are preoccupied with dirt. Visual advertisements are bombarded with images and slogans portraying women..info On the other hand, researchers have also found out that stereotypes can have a negative effect on women themselves. Women may perceive the "happy housewife" stereotype as a cultural directive, which in turn, may lead them to put aside their own desires regarding career and personal life and replace them with the idea presented through popular culture, including advertisements. Advertising is a powerful tool for selling, but it can also be a powerful tool for attitude change and behaviour. Hence, the danger of advertising, which stereotypes women is that it can lead to forming notions that undermine women and their abilities. One of the most strident criticisms of the way in which women appear in television and print advertisements is that women are portrayed in an extremely narrow range of roles, with depictions concentrated on the traditional occupations of housewife, a mother and secretary. One of the first studies that talked about the image of women in television commercials was by Bardwick and Schumann (1967). Bardwick and Schumann (1967) analysed male and female role portrayals in television commercials and concluded that women are portrayed primarily as homebound or as housewives. Women were over-represented in advertisements for cosmetics and were less likely to appear in advertisements for cars, trucks and related products. Seventy-five percent of all advertisements using women were for products found in the kitchen or bathroom, reinforcing the stereotype that a woman's place is in the home. Women as compared to men, were portrayed mostly in house settings, rather than business settings. Women did not make important decisions and lastly, women were depicted as dependent on men and were regarded primarily as sexual objects. Courtney and Whipple (1974) defined sexual objects as, where women had no role in the commercial, but appeared as an item of decoration. In most advertising, women are generally portrayed as subordinate to men or merely as a decorative item.

Women in the Jordanian Media

The Jordanian state continues to assert that it encourages female political participation. It also continues to assert that it is taking steps to improve women's rights and to enable female empowerment. Through a panoramic view of the media landscape, we do not discover that women have a place (in quantitative terms) in media content, compared to men. The community media in the Jordanian community does not distinguish between women and men except in terms of content or quality. If we desire the presence of a female media, this motivates us to search for a parallel male or male media. The percentage of female media professionals in the Syndicate Council and the leadership positions does not exceed 1% (there are two female editor-in-chiefs, one editor-in-chief of a magazine and the director of only one directorate). In particular, the daily newspapers, an increase in the rate of female journalists' employment, as they represent a quarter of the total number of members of the Syndicate of 900 male and female media professionals, or more than 200 female media professionals[11]. Despite the importance of the role of the journalist or media figure in defending women's rights and spreading societal awareness of women's issues, they have not been mentioned in any of the national studies and reports or indicators issued on the status of Jordanian women .This establishes a societal mentality that the status of women in the media is of no importance.

Women in the Egyptian Media

Representation of gender in Egyptian advertising has a long history of sick portrayal of the roles of women versus the roles of men. Researchers had argued for a long time that women are portrayed as less important, objectified commodity and soft victims. Although research shows that women in Egypt are negatively represented with the prevalence of unequal gender status through different media, it is observed that women representation in advertising in Egypt is evolving towards more equal and positive gender representation. Digital advertising is revolutionizing the way media affects people's cultures and values.

The Appearance of Women in the Arabian Media

The positive effects of employment

Ads affect the individual culture and thus the family culture and the traditions and traditions they follow, such as those that defined women to raise awareness of the importance of education care, the importance of teeth washing and the harms of circumcision, etc., which had a great impact on changing the wrong ideas and behaviors of family members, such as paste ads Singel teeth, which transmits a message that Your children imitate you in all your habits, so be a role model for them and teach them the correct habits such as brushing the teeth with the product, figure (1), figure (2) where the child reminds his parents of the necessity of brushing his teeth before bed every day. Vodafone also presented an advertising campaign showing its interest in one of the issues of family development, which is the issue of education and literacy in "Egypt", in cooperation with the Ministry of Youth and Sports and the Public Authority for Literacy, under the title "Egyptians learn", figure (3), where simple, educated rural women appear. She teaches her children in a stable and calm family atmosphere, Figure (4) a cleaning liquid advertisement calling on mothers to the importance of the children's participation with the mother at all times, even in the kitchen in which the mother spends a lot of time. Figure (5) for a washing powder advertisement showing the importance of the family gathering at the dining table, Figure (5) An educational announcement about the harms of circumcision.

Advertising media is a cultural source that greatly influences the trends of public opinion and crystallizes awareness in the community, and images of women in some advertisements have helped in building and consolidating many positive values, such as cooperation, sincerity in work and commitment. etc., which motivate the recipient to be good dealing with the community[10] , It deepens the experiences of women and girls and develops their creative and innovative capabilities or gives them many skills and increases the scope of their interaction. It also helps to solve some community problems besides the promotional goal, for example, the Pepsi advertisement in Ramadan, which calls for the return of the old traditions and customs that were characteristic of the Egyptian people in Ramadan. Lovers, friends and relatives gather at one table, figure (6), and in figure (7) a Pepsi advertisement that showsin figure (8) the customs of the Egyptian popular neighborhoods and the aspects of Ramadan celebration that have disappeared over time. And in the form of (9) an advertisement for Galaxy chocolate, where a lady working the cashier gives chocolate because she felt tired in a human gesture with a polite phrase Ramadan.

Figure(1) *Segnal TV ad*   **figure(2)** *Segnal TV*

Figure(3) *Vodafone TV ad*

Fig(4) *cleaning fluid Ad*   **fig(5)** *washing powder ad*

Fig(6)*Pepsi ad*

Fig(7) *Pepsi ad*   **fig(8)** *TV advertisement for Egyptian stars*

Fig(9)*Galaxy Chocolate TV ad*

The negative effects of employment

Advertising and marketing has a scientific culture that has its origins and foundations, But the competition and conflict between the advertising agencies, which bear a great responsibility, made most agencies turn to using women of beauty and attractiveness in immoral advertisements without regard to any moral or social value. Or the impact of that bad image on the values and traditions that children and youth learn from their parents and schools, and bad behaviors and cultures are implanted in them at the social and economic level, based on the principle of freedom of opinion, and they forgot that freedom of opinion should not cause harm to society and the nation.

Advertisements that present the image of women, the thing that shows women as a superficial-minded creature, who is occupied in life only by themselves and how they appear in the best and most beautiful outward form Perfumes such as using cosmetics, and luxury clothes, highlighting women's temptations, such as hairdos, dyes, makeup, eyeliner, and choosing clothes, in addition to visual effects | Used such as focusing on a specific part of The body, and presenting it as representing the top of the concerns of the "modern woman and that she is the source of happiness for the woman and the family", Figures (10), (11), (12) shows the elegant modern woman who draws the attention of men with her outward appearance.

Fig (10) *jewelry advertisement*

Conclusion

It is safe to say that stereotypes exist, are a part of our lives, and that because they are socially acceptable, people behave in ways that fit these clichés. Therefore, a woman would be utilized in an advertisement for a household cleaner if one were to come up with one. Particularly when women are portrayed in subordinate or submissive roles, these stereotypes are frequently present in television advertisements. Television commercials frequently feature women as the prize for guys who picked the appropriate product. As a result, there is a blatant gender bias in advertising, and the practise of modifying ads for different audiences based on their gender is so ubiquitous that we become aware of it at a young age. These misconceptions gradually gain cultural acceptance. Advertising is a form of social communication that is influenced by a variety of cultural factors, and cultural values may influence the diverse interpretations that consumers make of advertising messages.

References

[1] Bumb, A. (2021). Role Portrayal of Women in Advertising: An Empirical Study. Journal of International Women's Studies, 22(9), 236-255.

[2] Varghese, N., & Kumar, N. (2020). Feminism in advertising: irony or revolution? A critical review of femvertising. Feminist Media Studies, 1-19.

[3] Champlin, S., Sterbenk, Y., Windels, K., & Poteet, M. (2019). How brand-cause fit shapes real world advertising messages: a qualitative exploration of 'femvertising'. International journal of advertising, 38(8), 1240-1263.

[4] Pérez, M. P. R., & Gutiérrez, M. (2017). Femvertising: female empowering strategies in recent spanish commercials. Investigaciones feministas, 8(2), 337-351.

[5] Lewis, I., Forward, S., Elliott, B., Kaye, S. A., Fleiter, J. J., & Watson, B. (2019). Designing and evaluating road safety advertising campaigns. In Traffic Safety Culture. Emerald Publishing Limited.

[6] Lixandru, M. G. (2019). Narcissus myth in perfume advertising campaigns. Bulletin of the Transilvania University of Brasov. Series IV: Philology and Cultural Studies, 15-22.

[7] Deuze, M. (2020). The role of media and mass communication theory in the global pandemic. Communication today, 11(2), 4-16..

[8] Tapayan, A. (2018). Integrated marketing communications plan for a bakery..

[9] Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. Technological Forecasting and Social Change, 174, 121246.

[10] Sabri, Y. Y., Fawzi, M. M. T., Nossair, E. Z., El-Mandooh, S. M., Hegazy, A. A., & Tadros, S. F. (2020). CT findings of 795 COVID-19 positive cases: a multicenter study in Egypt. Egyptian Journal of Radiology and Nuclear Medicine, 51(1), 1-9.

[11] Tahat, Zuhair. The image of women in the Jordanian press.

[12] Clarke, V., & Braun, V. (2019). Feminist qualitative methods and methodologies in psychology: A review and reflection. Psychology of Women and Equalities Section Review, 2(1), 13-28.

[13] De Meulenaer, S., Dens, N., De Pelsmacker, P., & Eisend, M. (2018). How consumers' values influence responses to male and female gender role stereotyping in advertising. International Journal of Advertising, 37(6), 893-913.

[14] Ahmad, A. Y. Bani ahmad . (2019). Empirical Analysis on Accounting Information System Usage in Banking Sector in Jordan. Academy of Accounting and Financial Studies Journal, 23(5), 1-9.

[15] Khan, Y.; Su'ud, M.B.M.; Alam, M.M.; Ahmad, S.F.; Ahmad (Ayassrah), A.Y.A.B.; Khan, N. Application of Internet of Things (IoT) in Sustainable Supply Chain Management. Sustainability 2023, 15, 694. https://doi.org/10.3390/ su15010694

[16] Ahmad, A. Y. Bani ahmad .(2013).The Ability of Accounting Information Systems to support Profitability and Growth (Industrial Sector-Jordan Companies)European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.5, No.19, 2013

[17] Ali Alsheikh GA, Binti Abd Halim MS, Ayassrah AYA, Theeb Alnawafleh EA, Bin A Tambi AMS. (2018) Investigation of Factors Influencing Customer Loyalty in Malaysia and Jordan Hotel Industry. J Hotel Bus Manage 7: 181. doi: 10.4172/2169-0286.1000181

[18] Ahmad Yahya Bani Ahmad, Nawwaf Hamid Alfawaerah, Anas Al-Qudah, Mahmoud laham. The Governance Capability to Support Accounting & Financial Disclosure in the financial Statements (Case Study – Industrial Sector) , Research Journal of Finance and Accounting www.iiste.org ISSN 2222-1697 (Paper) ISSN 2222-2847 (Online) Vol.4, No.10, 2013