PORTRAYAL OF WOMEN IN ADVERTISING MEDIA

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ABSTRACT

The descriptive research method with comparative research design was used in the present study Portrayal of Women in Advertising Media – to identify and compare the opinion of adults. The independent variable in the study is Gender (Male, Female) and Age (20-35 yrs, above 35 yrs). The dependent variable (opinion towards portrayal of women) was measured by an opinion scale prepared for the purpose. The control variables are Locality (urban) and Type of media (advertisements) and employability (employed), education (graduation, post graduation) the different areas of portrayal of women are (PartA-Features of advertisements, PartB-Portrayal of women in advertisements, PartC-Reasons for the objectification of women, PartD-Impact of negative portrayal of women, PartE-Suggestions for actions. The opinion on portrayal of women is collected by Self Prepared Tool with 39 items with 8 items in PartA-Features of advertisements, 15 items in PartB-Portrayal of women in advertisements, 5 items in PartC-Reasons for the objectification of women, 6 items in PartD-Impact of negative portrayal of women, 5 items in PartE- Suggestions for actions in the respective areas. The Response pattern of Suggestions for actions Features of advertisements , Reasons for the objectification of women, Impact of negative portrayal of women, Suggestions for actions has two point scale i.e.:- Yes and No. The scoring for the response of Yes is 1 and 0 for No. The rating scale of partB-Portrayal of women has three point scale Always, Sometimes, Never. The scoring for the response of always is 2, sometimes is 1, and never is 0.a total sample of 120 (60 male and 60 female) was selected from the two age groups of 20-35 yrs and above 35 yrs The data was analyzed by using percentages, frequencies, mean, median, mode, standard deviation, t-test. ratio were used to analyze the data in the present study. The result revealed that most of the educated men and women in two different age groups reported high objectification of women in advertising media.

KEYWORDS: Advertising Media , median, mode, standard deviation.

OBJECTIVES
- To survey about the opinion on portrayal of women in advertising media among males and females of 2 different age groups
- To compare the opinion of male and female about the objectification of women in advertising media.
- To compare the opinion on portrayal of women in advertising media among people of different age groups.

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RESEARCH DESIGN

The descriptive research method with comparative research design was used in the present study Portrayal of Women in Advertising Media – to identify and compare the opinion of adults. The independent variable in the study is Gender (Male, Female) and Age (20-35 yrs, above 35 yrs). The dependent variable (opinion towards portrayal of women) was measured by an opinion scale prepared for the purpose. The control variables are Locality (urban) and Type of media (advertisements) and employability (employed), education (graduation, post graduation) the different areas of portrayal of women are (PartA-Features of advertisements, PartB-Portrayal of women in advertisements, PartC-Reasons for the objectification of women, PartD-Impact of negative portrayal of women, PartE-Suggestions for actions. The opinion on portrayal of women is collected by Self Prepared Tool with 39 items with 8 items in PartA-Features of advertisements, 15 items in PartB-Portrayal of women in advertisements, 5 items in PartC-Reasons for the objectification of women, 6 items in PartD-Impact of negative portrayal of women, 5 items in PartE- Suggestions for actions in the respective areas. The Response pattern of Suggestions for actions Features of advertisements , Reasons for the objectification of women, Impact of negative portrayal of women, Suggestions for actions has two point scale i.e.:- Yes and No. The scoring for the response of Yes is 1 and 0 for No. The rating scale of partB-Portrayal of women has three point scale Always, Sometimes, Never. The scoring for the response of always is 2, sometimes is 1, and never is 0.a total sample of 120 (60 male and 60 female) was selected from the two age groups of 20-35 yrs and above 35 yrs The data was analyzed by using percentages, frequencies, mean, median, mode, standard deviation, t-test.

Sample

The sampling technique used in the present study for the selection of sample is cluster sampling in the area of habsiguda, snehapuri colony was taken as a cluster .educated adults residing in that colonies in the age group of above 20 years were selected for the data collection .The total sample consists of 120 people (60 male, 60 female) 30 male and 30 female from 2 different age groups (20-35yrs) and (above 35 yrs).

Tool

In the present study the researcher has prepared a self made opinionare to collect the data from the respondents (Males and Females). Total 39 items covering the areas of part-A, part-B, part-C, part-D, part-E having 8 items in part-A,15 items in part-B,5 items in part-C,6 items in part-D,5 items in part-E The prepared tool was given to subject and language expert for the editing of items. A pilot testing was also done on a group of both male and female. The feedback of pilot testing and recommendations were incorporated in the final tool.

The rating scale of part A, C, D, E has two point scale i.e.:- Yes & No. The score for Yes is 1 and 0 for No. The rating scale of part B has three point scale i.e.:- Always, Sometimes, Never. The scoring for the items are 2 for Always, 1for sometimes, 0 for Never.
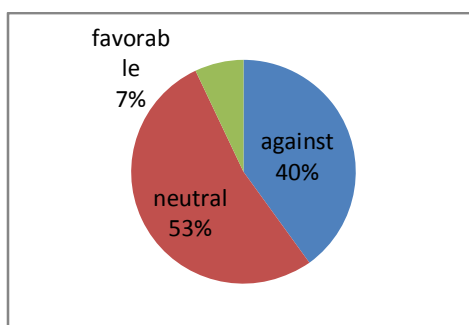
Results
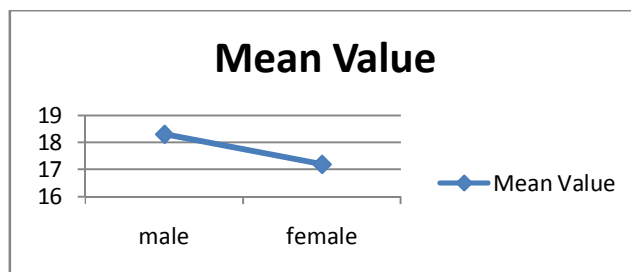
Objective 1: To know the level of objectification of women in advertising media.

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Scale of opinions about portrayal of women

TYPE	SCORE	F	%
Against	21-30	49	40
Neutral	11-20	64	53
Favorable	0-10	09	7
		N=120	100

Opinion on objectification of women in advertising media

Findings: The majority of adults are of neutral opinion on portrayal of women in advertising media. And next to neutral the one which is close and more than averge is adults are against the objectification of women in advertising media.

Objective 2:- To compare the opinion among male and female about portrayal of women in advertising **hypothesis:-**There will be no significant difference in opinion on portrayal of women in the advertising media among men and women.

s.no	Gender	N	Mean	SD	df	"t "ratio	Table value
1	Male	60	18.3	4.24	118		1.98(5%)
2	female	60	17.2	3.31		1.44	2.61(1%)

Comparing the opinios of males and females on portrayal of women in advertising media
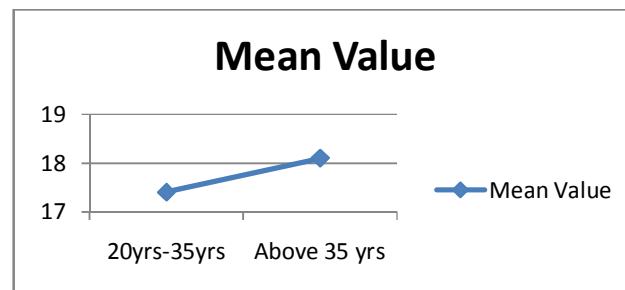
Findings: There is no significant difference in the opinion of men and women about portrayal of women in the advertising media. The mean of males on the opinion of portrayal of women in advertising media is high compared to females opinion which indicates that men are more against than women in objectification of women in advertising media.

Objective 3:- To compare the opinion on portrayal of women in advertising media in 2 different age groups 20-35 yrs and above 35 yrs .

Hypothesis:-There will be no significant difference in opinion on portrayal of women in the advertising media among different age groups of men and women.

Portrayal of women in advertisements opinion , among 2 different age groups .

S .no	Age group	N	Mean	SD	df	"t "ratio	Table value
1	(20-35) yrs	60	17.4	3.50	118		1.98(5%)
2	(>35) yrs	60	18.1	3.17		1.15	2.61(1%)

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Figure 4.3 to compare the opinion of males and females on portrayal of women in advertising media

Findings: There is no significant difference in opinion on portrayal of women in the advertising media among different age groups of men and women.In comparison with different age groups, people above 35 yrs age, have high mean about the opinion on the objectification of women in the advertising media.

MAJOR FINDINGS
➢ In general only 7% of adults are in favor of the portrayal of women in advertising media.
➢ Only few of the respondents believe that sale of a product is directly related to sexy portrayal of women.
➢ Most of the adults believe that they find some advertisements offensive, and there is definitely a need of regulation in such advertisements.
➢ Objectification of women in advertisements is done only for the benefits of producers to sell their product, and to stand in the competition with opponents.
➢ Media is a mirror to a society, by seeing such advertisements in which women are objectified which are created by producers the youth , children and kids think that women are as such they think such .
➢ The objectification of women in advertising media definitely has a drastic impact on young minds attitude towards women.
➢ Young boys take girls and women for granted and start harassing young girls, thinking girls do like such nonsense.
➢ The advertisements in which women are shown as fools ,mums and sex objects are to stopped and such products should be banned or proper action should be taken on such advertisers

CONCLUSIONS
After analyzing the data collected with the help of survey research, it is concluded that the women are excessively and unnecessarily portrayed in the commercials. The results of survey research reveal the general public opinion regarding the portrayal of women in the advertisements. The Indian society for ages has been known worldwide for its social, religious and moral values and the findings suggest that advertising media are sending our entire value system down the shaft. Furthermore, new openness in advertisements renders them inappropriate to be watched with the entire family. The Indian tradition and culture does not permit it and hence it can be said that the findings support the contention that advertisements are at loggerheads with our social traditions and culture. Television viewing does have an impact on adolescents' sexual behavior and it can alter the sexual behavior of most adolescents for example watching sex on TV may predict and/or hasten adolescent sexual initiation. Reducing the amount of sexual content in entertainment programming, reducing adolescent exposure to this content, and/or increasing references to and depictions of possible negative consequences of sexual activity could appreciably delay the initiation of early sex debut. Sexual objectification of women also contributes to rape culture, it encourages people to see women as sexually available inactive objects, and not as individuals with their own feelings and thoughts."

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One of the most overlooked aspects of parenting is that children learn more from what we do than from our words. Even before the culture and its legion of challenges reach our children, the culture of our home is apparent. It has been said that "children learn what they live."This is particularly true when it comes to how we approach sex and the body. Children are worthy of our honor and sensitivity. A child learns basic cultural values at home initially ,these values if properly not learned may recreate a problem some of them are Modesty, language, Humor**,** anger **.**

Schools are a microcosm of society at large, it is important to examine the ways in which educational environments may foster and perpetuate a tolerance of gender-based violence. These include teaching power structures, in which males are more important than females, school tolerance of sexual harassment of females, and avoidance of issues such as violence. There is already sufficient evidence to suggest that violence is a serious problem for adolescents and teenagers-studies indicate that at least one-third of young adults have experienced violence.

A number of researchers have written about a "hidden curriculum" in schools, defined as the subtle influences on students that reinforce messages stereotyping of women. The hidden curriculum minimizes and maligns the contributions women have made in different areas . This is done in a variety of ways which, when viewed cumulatively, serve to reinforce sex-role stereotyping and promote violent and abusive behavior. Included here are such issues as females being excluded from texts, curricula, and history. These practices send different messages to males and females about their worth, their abilities, and their potential. Significantly, boys are more likely to attribute their achievements to their abilities, while girls attribute theirs to luck, depicting very different levels of self-confidence for males and females. Furthermore, in promoting a dichotomy in gender, males learn to reject supposedly "feminine" qualities of cooperation and sensitivity in favor of competition and objectivity. Such socialization only serves to lay the foundations for gender expectations based on male domination and female subordination.

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