

A Study of Audience Perception about the Portrayal of Women in Advertisement of Pakistani Electronic Media

Deeba Shahwar¹

Abstract

This research report will seek to define opinion and response of the viewers against the portrayal of women in these advertisements. Survey research method has been used for the analysis. The respondents for the survey were categorized on the basis of gender and age. The literature review indicates that the women are portrayed mainly in two types of roles i.e. as house wives and as attractive objects. Mostly the advertisers use females as the eye-catching object to capture the attention of the viewers. The results argue that the portrayal of women in advertising is changing the concept of respects about the women among the minds of viewers and also indicate that a woman's physical beauty is likely to be an instrument for inducing demands for products.

Key Words: Advertisements, Electronic Media, Products, Cultural Values, Women, Stereotypical Images, Femininity in Pakistani Media

Introduction

In today's society, advertising has a profound impact on how people understand life, the world and themselves, especially in regard to their values and their ways of choosing and behaving. The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and — while these purposes are distinguishable — both very often are simultaneously present.

Advertising is not the same as marketing or public relations in many cases, though; it is a technique or instrument employed by one or both of these. Advertising can be very simple — a local, even — or it can be very complex, involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults. Advertisement has enough power to change the public mind and it persuades the people to buy a product and to adopt a new fashion or idea.

There are many different media and techniques employed in advertising; advertising itself is of several different kinds: commercial advertising for products and services; public service advertising on behalf of various institutions, programs, and causes; and — a phenomenon of growing importance today — political advertising in the interests of parties and candidates.

"Advertising in the modern age has established itself as the most important selling media" (Khalid, 1990). "Research suggests that exposure to gender role stereotypes in advertising often influences gender-stereotyped attitudes" (Singorielli, 1989).

The insight research paper will examine the outlook and manifestation of women in the advertisements and also about the perception and estimation of the general public that whether their portrayal is according to the cultural values and norms and how stereotypical

¹ PhD Scholar, Institute of Communication Studies, University of the Punjab, Lahore, Pakistan

portrayals of Pakistani women in media advertisements are significant and also to know about their opinion that whether the portrayal of women is justified or not?

If we relate this study with any theory of social sciences then “Social Cognitive Theory of Mass Communication” proposed by “Albert Bandura” can be applied most efficiently as this research study will explore the perception of the audiences after watching the female portrayal in the advertisements. Because of major role of mass media plays in society, understanding the psychosocial mechanism through which symbolic communication influences human thought, affect, and action is of significant import (Midgley, 1978).

Social cognitive theory provides an agentic conceptual framework in which the researchers examine the determinants and mechanism of such effects. Human behavior has often been explained in terms of unidirectional causation, in which behavior is shaped and controlled either by environmental influences or by internal dispositions. Social cognitive theory explains psychological functioning in terms of triadic reciprocal causation (Bandura, 1986). In this transactional view of self and society, personal factors in the form of cognitive, affective, and biological events; behavioral patterns; and environmental events all operate as interacting determinants that influence each other bidirectionally.

Statement of the Problem

Images of women portrayed in media have restricted woman's body, mind and soul to serve male goals. The commercialization of the media has been largely responsible for stereotypes both old & new that have done immense harm to the image of women in society. The older stereotype is that of submissive, house-bound woman interested in nothing beyond her daily toils and foibles. The updated stereotype is that of attractive object. There is increasing use of chauvinist commercials which advertise the female anatomy to sell products that bear no relation either to their physique or needs. The present research article will try to find out about the perception of the general viewers of the advertisements.

Objectives of the Study

The fundamental question that is raised pertaining to every research project is about its needs, objectives and practical implications. Drastic changes in the field of mass communication has made advertising very important for people belonging to different boxes of life as it performs the function of making their mind sets regarding certain brands as well as the models presenting the message of the advertisement.

This research includes the opinion of people belonging to certain aspects of life regarding the portrayal of women in advertisements whether these portrayals have reduced the value of women among their minds or they idealize the status of women as given through the advertisements of media.

The objectives of this research can be specified as under which spotlights on finding the answers of following questions:

- To find out whether the images of women in the advertisement are close to our traditional and cultural values.
- The presence of female in advertisement affects the purchase of products?
- The unnecessary portrayals of Women in advertisements influence our cultural values?
- The portrayal of women in advertisements indicates the attitude of society towards women?

In a research article Jean Masquit describes that we are being exposed to the media from very early ages. The images shown through media surround us and teach us lessons about how the world should be viewed. Television is the main source of information for the

today's youth. This presents an alarming problem to females. The ways in which they are presented in media, especially on television, can lead to the continuing oppression of women and the continued belief that they are objects of male satisfaction. Further the studies show there was a shift in programs (feminist oriented) during 1970. After watching media portrayals of women, the people develop an idea of how woman should be, of what they are. It not just men that sees these images and learns from them; women also interpret these images and messages as directions as how to behave. In the end the research paper depicts that even through some progress has been made, women are still, in need of better representation in media as the media is so influential, it is important to look at the representation that it gives to society (Jean, 2006).

The finding of a research study conducted by Irina Webster, describes that it has become obvious that the media advertises and promotes to very unhealthy trends of extreme dieting and other bad eating habits to the women. Most of media portrayed the images of skinny emancipated females. By doing this they influence the sub-conscious mind of the masses. And women continue to spend their money to achieve this unattainable look they constantly see in the media advertising. The images of women portrayed through media in slim, even skinny un-natural looking women's bodies as being beautiful. Women being exposed to certain media i.e. T.V, magazines, movies and other media perceived the models as their role models to follow. Eventually achieving this look leads them to practice some kind of dieting, exercise or abnormal eating behaviors (Irina, 2007).

In the book "Advertising and promotion" it is described "Because of the role advertising and promotions are asked to assume, the message and media strategies design to accomplish the sales support objectives are again different from those in the consumers products market. Messages tend to be more information laden to the point and design to elicit inquiries or a question. Illustration, humor or sex appeals are much less commonly employed (George & Michael, 1998).

In a research article by Tatyana Burtina, the writer says that we are living in a fascinating society. We are the part of a culture where every morning we are exposed to certain programs of media. In this age life without technology is utterly impossible and life without media is simply unimaginable. Its every morning individual shape their lives, it is probably the commercials that have the most influence over their lives and decisions. Advertisements target various audiences, depending on the product but a lot of it is directed towards young adults. After being exposed these teenagers often feel self-conscious about appearance, their size or their clothes. Thus the advantage of advertising is that they target the insecurities and needs for acceptance, promising love and happiness the instant they purchase the given products. Eventually the commercials are the prominent factor affecting the decisions, choices and thinking of their targets towards certain issues (Tatyana, 2005).

The results of a research study indicate that female and male consumers exhibit significantly different emotional and attitudinal reactions measured in the terms of disapproval, approval, and surprise, attitude toward the ad, brand attitude, and purchase intentions. Both sexes respond most favorably to exclusive portrayals of their own gender. In addition, females exhibit the least favorable reactions to advertisements featuring female models in roles superior to males. Across genders, responses are significantly affected by consumers' a priori attitudes towards the sex role portrayal issue. (Holancova & Denisa, 2004)

In a research article by Gangadhar, the results show that Women are primarily used by advertisers to sell products to both women & men. There is increasing use of sexist commercials which peddle the female anatomy to sell products that bear no relation either to their physique or needs. Depending on the sex of the target group, the strategies vary. In female oriented advertisements, women are to identify with the female product representative

and easily enhance the appeal to men. In the male-oriented commercials, consumers are promised the attraction of females as it happens in the commercials after use of the particular product. Women are never shown to be knowledgeable about financial management. Commercials also promote another stereotypical image of woman being interested only in domestic affairs and having no interest in public affairs. These kind of stereotypical projections raise the expectation about a woman to be young and beautiful while man to be strong & healthy. Analysis of the settings in which male & female characters appear, provides support for the stereotypical contention that women's domain is the house or private sphere whereas that for the man is public or outside the house. Commercials also seem to channelize the children in sex role stereotypes and thus primarily entail the status quo (Nayana, 2008).

The research paper by Rosewarne is based upon the findings of a year-long data collection and subsequent data analysis of 177 outdoor advertising images, this paper provides insight into themes relating to the portrayals of women on billboards and in other outdoor displays in Australia. The research indicates that women in contemporary advertising continue to be portrayed as young, white, thin and idle (Rosewarne & Lauren, 2006).

Another study investigates women's portrayal in television advertising from the perspective of the Jordanian consumer, focusing on the degree of attraction, perception of women's image, and the influence of this kind of advertising on consumer buying behavior. The main research findings show that most Jordanian consumers did not seem to deny the fact that the sexual portrayal of women could make this kind of advertising visually attractive, though not convincing in principle, possibly due to incompatibility with women's image in the Arab culture. A woman's physical beauty was likely to be an instrument for inducing demands for products (Courtney & Lockeretz, 1971).

The research article explores the relationship between media and society whether media are agents of social changes or reinforces the status quo. The study used media portrayal of woman as an index to explore the relationship between the society and media within the Chinese context. Content analysis was the methodology for the collection of data regarding the portrayal of women in media. The results show that the portrayal of women in media relates to the social changes in China under authoritative communication and political system. Further the findings indicate that the image of Chinese women presented by the covers of women of China was to a large extent influenced by the socio-economic and political-ideological changes in China (Juan & Xiao, 2008).

The research article "The portrayal of women on Television" by Helen Ingham explored the fact that advertising is probably one of the most important and influential product of media. These advertisements are portraying the women as house wives or sex objects while when are shown in domestic in domestic situation, they are usually portrayed as being incompetent or are shown to be manipulate: smarter than the females. Women are being portrayed as tall and thin, with long legs, perfect teeth and hair and skin without blemish in sight. She is used to advertise cosmetics, health products and any thing that can improve the appearance of body. Moreover the study shows that women are being portrayed in variety of roles on television. Television can be said to reflect the changing role of women, it seems to portray them in the light of approval and disapproval, positive or negative according to the roles. More importantly, women are represented as not being as intelligent as men, and having to rely on them. These portrays of women have great effect on people (Helen, 1995).

The research study indicates that Television is widely known to represent and reinforce the main stream of ideology of western culture patriarchy. While Television representation have changed greatly in the last twenty years alone, Sexism is a systematic oppression of women by men, and so the amount of sexism investigated as various

representation of women in the study. Moreover the study shows that television sex stereotyping occurs in relation to various roles in which men and women are portrayed and which have a connection with the personality attributes they typically display. He therefore divides the stereotyping into sex role stereotyping and sex trait stereotyping. Gunter's results show that the portrayal of women on television is more stereotypical than that of the men (Gunter, 1986).

Paul Trowler's study indicates the portrayal of women in the form of percentages used in different types of product advertisements. The finding showed that women were seven times more likely to appear in personal hygiene product adverts; 75% of all adverts using women were for the products used in the bathrooms or kitchens, 56% of women in adverts were shown as domestic housewives and only eight different occupations were shown for women in comparison to forty three for men. On the basis of these findings it is clear that the role of women is much family and home oriented one (Towler, 1988).

The study of the book by June Sochen shows that despite constant pleas from feminists to TV advertisers to start portraying women accurately, erroneous and limiting stereotypes still prevail. If women are not depicted as the happy homemaker, they are being promoted as nameless, faceless objects of desire. These labels contribute much to impeding women's advancement into the traditionally male-dominated political, economic and social arenas. This paper defines what the images of women are that are projected through television commercials as well as determine the economic and cultural influences that mitigate such stereotypes. The writer shows that only in identifying the problem and measuring its gravity can we start to effectively reverse such restrictive portrayals of women in TV advertisements (Sochen, 1987).

"The women are portrayed in advertisement only as an object of beauty and sex by high lighting certain parts of their body, and this fake image of woman persuades the other women in the society to buy certain beauty products" (Kilbourne, 1999).

The findings of the research article by Timothy Sexton, indicate that advertisers are also keen to manipulate the guilty and insecurity of females by presenting the idea that their product will assist in household maintenance and by extension enhance their attraction and self-esteem. This kind of advertising typically underscores the ideology at work by presenting women as mostly and sometimes even utterly dependent on her family. Furthermore, women are rarely characterized by their cerebral abilities extant to the home environment, but instead are portrayed as the chauffer, cook and cleaning lady. In contrast, men are presented as more professional or else as a celebrity endorser (Timothy, 2008).

According to Rasul, women models are used as the item for promotion of selling of certain products. Further analysis of the advertisements reveals that the gender is being used in stereotypical way of portrayal, largely as their issues of male gaze and womanliness. Therefore the ads demonstrate females as sex objects, obsessed with beauty ideas and appearance (Rasul, 2000).

The constant flow of images on Media has great effect on masses. The findings show that exposure to thin-ideal magazine images increased body dissatisfaction, negative mood states, and eating disorder symptoms and decreased self-esteem, although it did not cause more internalization of the thin-ideal (Harrison, 1997).

Commercials that air during evening prime time hours are often more varied and will move to depict the needs of the working mother struggling to find proper equilibrium between family and career. Males are far more likely to be portrayed in the home in the role of parent or husband in evening commercial. These commercials set up an ideal for perfection that is unattainable for most women through the utilization of ridiculously thin models and actresses. Invariably, female characters are presented as objects of sexual domination that seem to exist entirely to prepare themselves for the approval of the male.

Commercials that air during primetime also reproduce the traditional roles of gender inequality by not only equating femininity with sexual desirability, but also by inculcating the ideological concept that men are naturally dominant and authoritative by making them the keeper of the knowledge that the advertising is intended to communicate (Bhat, Thomas & Wardlow, 1996).

Research Questions

The research questions are given as under:

- To know to what an extent people get motivated to buy a product after watching advertisements.
- Do cultural values really matter while making an advertisement, what factors an advertising agency keep in mind while making an advertisement for a particular gender?
- Whether the images of women in the advertisement are close to our traditional and cultural values?
- Are the Women being used as a tool for the promotion of advertisements?
- Does the presence of female in advertisement affect the purchase of products?
- Whether the unnecessary portrayals of Women in advertisements influence our cultural values?
- Does the portrayal of women in advertisements indicate the attitude of society towards women?
- Whether the stereotypical images of Women are being followed or not in the advertisements?

Research Hypotheses

“A hypothesis is an assumption not proved by experiment or observation that is made for the sake of testing its soundness”. It can also be explained as a “statement of the expected relationship between or among the things being studied” (Wimmer & Dominik, 1997).

In this respect a number of statements would be considered as hypothesis which would be tested to be proved; these hypotheses are given as under:

H1. Pakistani Electronic Media is portraying women against the cultural and social values in advertisements.

H2. Women are being used excessively in the advertisements.

H3. Media advertisements have enhanced glamour through attractive presentation of Women in advertisements.

H4. Portrayal of women in Advertisements is creating frustration among female viewers.

H5. Women are being used as decorative and entertaining element.

H6. A woman's bodily charm is used to promote ads concerning physical fitness products, cosmetics and those that add to appearance of the body.

H7. Young female models are treated by the advertisers as the important components in the advertisements.

Research Methodology

By considering the need, nature and objectives of this research project, survey research method has been used to verify the attitude of general public about the portrayal of women in the advertisement of electronic media. Survey research methodology is adopted to get the information about the point of view and thinking of general public and viewers about the image of women presenting in the advertisements that what type of impacts the ads are creating over the minds of viewers.

Universe/Population

Population is the citizens of Multan who are the viewers of Pakistani electronic media and for this a sample of 400 electronic media viewers were selected from the city of Multan/Pakistan.

Sample Size

As the electronic media mainly television is the general media for both educated and an uneducated individual, the sample was selected only on the basis of Television viewers. The sample comprised of male and female regarding their ages.

The sample was consisted of 200 members of youth age group (100 males+ 100 females). This category includes the students of Multan's leading University Bahauddin Zakariya University from different departments e.g. Mass Communication, International Relations, MBA, Commerce, English etc. While the college students were selected from Emerson College Multan for Boys and Government Degree College for Women.

For the category of middle age population the sample of 100 people was selected (50male+ 50female). This category includes 50 house wives and 50 working males; working may be at the offices or may be the shop keepers and other people belonging to certain different occupations. This category covered the general public both educated and uneducated.

For the third category of old age population the sample of 100 people was selected (50male+ 50female). For this category retired people were taken as the target sample. These retired people were also selected from the educational institutes.

Sampling Techniques

The basic population is selected with the help of convenient sampling (as the viewers of electronic media were selected by the method of simple random sampling technique.) Survey was conducted on the sample which was in easy access and was easily available to cater the different constraints like time, and finance.

Data Collection and Data Collection Mean

To get the basic data for testing the hypothesis and the research questions, the method of survey questionnaire from the viewers of the advertisement of electronic media has been used. The structured questionnaire comprises of mostly close-ended and a few open-ended questions have been used to get the basic information and the opinion of the target sample as a tool of data collection.

Data Analysis

Both the quantitative and the qualitative techniques have been used for the analysis of the information gathered in the method of survey. For the close-ended questions the quantitative technique was used and for the open-ended questions the qualitative technique is used.

Limitations

Due to the time and the resources constraints, this study has been limited to the survey from the residents of the South Punjab (Pakistan).

Data Presentation

The quantitative analysis of the results of close-ended questions of the survey research is presented in numerical, percentages, tables, graphs and descriptive forms.

The qualitative analysis of results of open-ended questions of the survey is illustrated in descriptive form.

Questions

Are the advertisements following the cultural and social values?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	24	11	0	0	0	2	37	9.25%
No	51	74	32	43	48	35	283	70.75%
Upto Some Extent	25	15	18	7	2	13	80	20%
Grand Total	100	100	50	50	50	50	400	100%

The responses regarding the question, whether the advertisement of our electronic media is following the cultural values or not, most of the responses are negative. We can say after analyzing the answers of general public that the portrayal of women in advertisements is not presenting our cultural and social values. The results also prove the 1st hypothesis that "Pakistani media is portraying women against the cultural and social values."

Portrayal of models and the settings of the advertisements are according to our cultural values?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	0	0	2	5	4	1	12	3%
No	43	52	36	14	27	43	215	53.75%
Upto Some Extent	57	48	12	31	19	6	173	43.25%
Grand Total	100	100	50	50	50	50	400	100%

The accumulative opinion of the people shows that the portrayal of the models in the advertisements is not according to our cultural values. 53.75% respondents have selected the option no 2 i.e. No and only 3% are in favor that the advertisements are following the cultural values. While 43.25% respondents think that this point is true up to some extent.

Presence of female models in advertisements is necessary to increase the salability of the product?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	20	12	12	4	0	3	51	12.75%
No	57	41	27	18	27	31	201	50.25%
Upto Some Extent	23	47	11	28	23	16	148	37%
Grand Total	100	100	50	50	50	50	400	100%

This table indicates the point of view regarding the question that whether the presence of female model increases the salability of the product. According to the data collected with the help of survey research 12.75% (51) viewers answered yes, 50.25% (201) viewers chosen

the option B which is No, while 37% (148) viewers chosen the option C which is up to some extent.

The portrayal of female model in the advertisements is presenting the actual status of women in our society?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	33	18	9	4	2	6	72	18%
No	23	35	3	18	27	20	126	31.5%
Upto Some Extent	44	47	38	28	21	24	202	50.5%
Grand Total	100	100	50	50	50	50	400	100%

The comparative analysis of the findings reveals a significant difference among the views of certain age groups and genders as well. 18% (72) respondents were of the view that the advertisements of the electronic media are portraying the female model according to their original image and status in our society, 32% (128) of the respondents chosen the option B which is No; while 50% (200) respondents answered that the status of women being portrayed in the advertisements is according to their original status up to some extent.

The advertisements without female model can never get the proper attention of the viewers?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	31	11	6	3	7	22	80	20%
No	5	43	21	36	31	8	144	36%
Upto Some Extent	64	46	23	11	12	20	176	44%
Grand Total	100	100	50	50	50	50	400	100%

The general public opinion regarding the presence of female models in the advertisements and the effect of their presence shows significantly different opinions i.e. 20% answers were in favor of this view point while 36% are against this and 44% opinions supported this point up to some extent. In this way 64% responses are in favor of this which proves the hypothesis No. 6 which is "A woman's bodily charm is used to promote ads concerning physical fitness products, cosmetics and those that add to appearance of the body." The findings also support the Hypothesis No. 5 which is "Women are being used as decorative and entertaining elements in the commercials."

The presence of female models in the male use product can raise the sale of that product?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	67	11	9	2	1	36	126	31.5%
No	4	7	18	43	45	14	131	32.75%
Upto Some Extent	29	82	23	5	4	0	143	35.75%
Grand Total	100	100	50	50	50	50	400	100%

The comparative analysis of the opinion about the presence of female in the male use products shows that the 67% Males and 11% Females of young age are in the favor of this

hypothesis and the opinion of middle age males and females also followed the same pattern as that of youth opinion but 72% females of old age were in favor of this while only 2% males chosen the option A. 32.75% of overall respondents preferred the option B which is No. But most of them preferred the option C which is up to some extent.

The results show that most of the opinions are in the favor of this concern that the presence of female can raise the salability of male use products.

Overall image of women in the advertisements is blemished?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	21	52	13	24	41	37	188	47%
No	34	37	5	7	0	0	83	20.75%
Upto Some Extent	45	11	32	19	9	13	129	32.25%
Grand Total	100	100	50	50	50	50	400	100%

The collective analysis of the responses regarding the overall image of female presented in the advertisements significantly elaborate the general public opinion that the advertisement's portrayal of female is vague rather than the actual respect of female in our Islamic and Pakistani society. These findings also strengthen the view that Women are being used as decorative and entertaining element and this portrayal is creating frustration among the minds of female viewers.

The portrayal of female models in the advertisements is decreasing the respect of women in our society?

Options	Youth		Middle Age		Old Age		Total	
	Male	Female	Male	Female	Male	Female		
Yes	11	47	8	36	47	21	170	42.5%
No	37	14	5	0	0	5	61	15.25%
Upto Some Extent	52	39	37	14	3	24	169	42.25%
Grand Total	100	100	50	50	50	50	400	100%

Comparative analysis of responses of the viewers shows a significant difference regarding the question that whether the portrayals of female models in the advertisement is decreasing the respect of the females in our society or not as 42.5% responses are in favor of this point of view and while 15.25% responses are against this point. 42.25% people think that this point is true up to some extent. The overall analysis shows that the portrayal of females in the ads is decreasing the respect of female in the society.

Qualitative Analysis

The qualitative analysis was used in analyzing the views of the general public regarding open ended question. There were two open ended questions asked from the public that why females are being used in all the categories of the advertisements? In response to this question most of the people were of the view that the most important motive of portraying the women in the advertising is to capture the concentration of the viewers towards their product and to grab the attention means to increase the potential consumer's market. Advertisers portray the female models in striking and colorful backgrounds just to make their commercial more eye-catching and another aim is to amplify the salability of that

product as the frequency and the reach are the factors which can change the minds of potential consumers. As the available research study covers all the commercials during a specific time duration that's why statistical test is not applied.

The other question was about getting opinion of the people that how the standard and quality of advertisements can make better or up to the mark. In response to this open ended expression the collective view of the people was almost same. Most of the people said that the advertisements should be according to our social and cultural values. Advertisements should follow the Islamic teachings as well.

The dressings of the models and the settings of the advertising should be according to Islamic values. There should not be any language or message which can cause the frustration in the minds of the viewers. Moreover the opinions showed that the advertisers were responsible for unnecessary and needless portrayal of women in the advertisements. So there should be some precautionary measures to prevent the minds of women about their distorted image in the advertisements as such type of faint and insulting image can cause annoyance among the minds of young girls.

Conclusion and Discussion

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. There were 400 respondents selected from the city of Multan.

98.5% respondents were the viewers of T.V and most of them i.e. 64.75% were heavy viewers of T.V. 69.75% respondents used to watch the advertisements of the electronic media. 70.75% general public was of the opinion that the advertisements are not following the cultural and social standards. 58.25% public believed that the advertisements are the best medium of exchanging the cultural diversities.

69.5% respondents believed that the advertisements are the agent of change in the field of language and the dressing patterns i.e. advertisements are changing the language styles of the viewers. 53.75% opinions were against the view that the advertisements are following our cultural and social norms.

75.75% opinion proposed that the setting of the advertisements followed the mixed culture i.e. Pakistani, Indian and Western as well. The presence of female is not necessary in the opinion of 50.25% respondents. While 50% opinions assumed that the portrayal of female is according to the actual value given to the female in our society.

44% people thought that without the female model the product can never get the proper attention of the consumers. Similarly 53.75% respondents assumed that the presence of females in the male use products can raise the salability of that product up to some extent. 47% people said that the female's image is being portrayed in distorted style and unnecessarily. The advertising portrayal of females is changing the standards of respect regarding the female in the opinion of 52.5% people.

The overall results indicate that the portrayal of females in most of the advertisements is unnecessary and needless. The females are used as an attractive and eye-catching element of the advertisement having the function of capturing the attention of viewers. It also reveals that the portrayal of female in the advertisement is causing certain alterations in the cultural and social values and also affecting the dressing styles and language expressions of the viewers up to some extent.

Moreover the results reveal that the woman's bodily charm is used to promote ads concerning physical fitness products, cosmetics and those that add to appearance of the body.

References

- Bandura, A. (1986). *Social Foundations of Thoughts and Action: A Social cognitive Theory*. Upper saddle river, NJ: Prentice Hall
- Bhat, S., Thomas, W. L., & Daniel, L. W. (1996). The Effect of Homosexual Imagery in Advertising on Attitude toward the Add. *Journal of Homosexuality*, 31(1/2), ISSN: 0091-8369
- Burtina, T. (2005). Media influence in our society: How Media controls our lives. *Sex Roles: A Journal of Research*, Retrieved from http://findarticles.com/p/articles/mi_m2294/is_2000_Nov/ai_759598254
- Courtney, L. M. (1971). The Portrayal of Women in Television Advertising: An Empirical Investigation of Consumer Attitudes in Jordan. *Journal of Marketing*, ERIC # ED329503
- Gangadhar, N. (2008). Women in Commercials are Prey to Blatant Sensationalism. *Journal of Social Sciences*, 1(1)
- George, E. B., & Michael, A. B. (1998). *Advertising and promotion*. The McGraw-Hill Companies, Inc.
- Gunter, B. (1986). *Television and sex role stereotyping*. London: John Libby Publication
- Ingham, H. (1995). The portrayal of women on Television. Lawrence Erlbaum Associates: Mahwah, NJ, Retrieved from <http://www.aber.ac.uk/media/Students/hzi9401.html>
- June, S. (1987). *Enduring Values: Women in Popular Culture*. Praeger Publishers New York, Retrieved from www.questia.com
- Khalid, R.A. (1990). *Concepts of Journalism*. Karachi: Orient Publishing Co.
- Kilbourne, J. (1999). Beauty... and Beast of Advertising. *Journal of Homosexuality*, 31(12)
- Masquit, J. (2006). *Images of Femininity: Media Portrayals of Women*. Sage Publication London Pvt. Ltd.
- Rasul, A. (2000). Women in advertisements. *Journal of Mass Communication*, Lahore Publishers & Co.
- Rosewarne, L. D. (2006). Diversity in the Portrayal of Women in Outdoor Advertising: Myths and Reality. *Sex Roles: A Journal of Research*, Retrieved from http://www.academon.com/lib/essay?KEYW=women+advertising&CAT=20&ID=&NPGMIN=&NPGMAX=&PGLN=15&LOCALE=en_US&CPNADD
- Sexton, T. (2008). Television Advertising: It's Effect on the Development and Reinforcement of Gender Stereotypes. *International Marketing Review*, Retrieved from http://www.associatedcontent.com/article/567093/television_advertising_its_effect_on.html?page=3&cat=452
- Singorielli, N. (1989). *Images of Women in General Interest and Fashion magazine Advertisements from 1955 to 2000*. London McMillan Publishing Co.
- Towler, P. (1988). *Investigating the Media*. London: Collins Publications
- Ulrich, R. O., & Holancova, D. (2004). *Men's and Women's Responses to the Sex Role portrayals in advertisements*. London: Collins Publishers.
- Webster, I. (2007). *Media and Influence on Women's Body*. Reading, MA: Addison-Wesley.
- Wimmer, R. D., & Dominik, Jo. R. (1997). *Mass Media Research*. Wadsworth Publishing Company.
- Yun, J. L., & Xiao, M. H. (2008). Media Portrayal of Women and Social Change: A Case Study of women of China. *Global Media journal, American Edition*. ISSN 15507521