

Gender Representation in Television Advertising and Stereotypes on Women in Advertisements

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Abstract

In addition to many other features, people appear in television advertisements with their gender characteristics. The way in which biological and social gender is used in visual designs varies according to the existing cultural and social characteristics. The characteristics of being the focus of domestic life, motherhood, companionship, housework, beauty and sexuality, which society imposes on women and femininity, have been changing in recent years, and this change also makes itself felt in the field of visual design. The new forms of existence of women in the society are also reflected in the visual design culture, and sometimes the gender roles defined by the design culture spread to the society. This study examines the portrayal of women's gender in design culture, focusing on changing attitudes. It specifically analyzes traditional and evolving female images in advertisements for cleaning products, furniture, food, and personal care products.

Keywords

Advertising; image of woman; portrayal; television; woman.

INTRODUCTION

As a social being, man is in constant communication with others from the first moment of his life to the last. With the effect of technological and cultural changes, the way of communication of today's people has become different from what it was before. Unlike the past, modern people lead a life based on visual communication and visual learning much more. Data that appeals to the eye and visual perception are produced and spread at an incredible speed through mass media and especially the internet, and people are faced with an uncountable amount of visual stimuli throughout the day. Thus, an endless variety of visual communication and design products are processed in the memories and individuals gain a lot of knowledge, experience, thoughts, feelings and behaviors in this way.

The concept of “visual design” is a hybrid and includes visual arts and design together. In today's world where everything is becoming more and more visual, one of the most common areas of visual communication and design is marketing and sales. Since the extremely competitive nature of the trade necessitates providing information to potential and existing customers in the fastest and direct way, visual design products, which are the most effective tools for this, are heavily used. Today's people seem to have lost a great deal of interest in written content and maintain their communication with the world through visual means such as videos, clips and photographs. Marketing and sales professionals who are aware of this also want to use the power of visuality to the fullest.

RESULTS

It is an issue that should be considered about which part of utopia should be formed by the fact that the way for women's existence to be valuable in society falls on women. It is among the teachings that a woman should be able to be self-sufficient for herself in society, and that she should be in a great struggle. Unless the houses and closed environments attributed to women and the streets that are men's homes change, it seems difficult to organize and discuss certain stereotypes attributed to women and men in our society. As a result, while there are many factors in the examination of women by society, the most important of these factors are gender roles and existing stereotypes. Gender inequality causes power inequality between men and women in the patriarchal social structure. Unfortunately, advertisements also contribute to the provision of this unbalanced order in

society. While the existing gender roles in Turkey create inequality between men and women, they ensure that men are exalted by excluding women. At this point, advertisements, while dictating what should be done to women and men, ensure the continuation of the existing order in society, and at the same time teach both genders their roles in society. With the teachings in question, it is not possible for men to be forced into the public sphere and women to the domestic life, so that gender roles cannot be differentiated. While many factors teach women their roles, advertisements only attribute their roles such as cleaning, housekeeping, being responsible for spouse and children. As can be understood from the results of the advertisements examined, women were presented within the framework of patriarchal discourses, embellished with traditional family roles.

DISCUSSION

When media contents are examined, we can sometimes see that women are really portrayed as equal to men, but the explicit discourse here complicates our understanding of the covered discourse. The presentation of the woman in a success story creates a "kaleidoscope" effect, in Barre's words, that is, when a single or very small sample is frequently given in media texts, this message will create a misleading impression of recovery in the eyes of the audience. Similarly, as we watch femvertising advertisements over and over, it is natural for us to be mistaken for an improvement in women's rights. In addition, the image is drawn that women who want to compete with men and want to be equal to him must be "better, more successful" than men.

Today, women are shown in various roles in advertisements. Although there has been an increase in the roles of women in social life, they cannot take an active role in advertisements. As it can be understood from the advertisements examined, it is understood that women take a passive role and men take a more active role. While the presentation of self-confident and masculine women is presented in a masculine manner; In the advertisements in which well-groomed, fit-bodied women take part, male voice-overs are dominantly used. It continues to be emphasized that the male voice is persuasive, dominant and authoritative. Although it is seen that gender roles are softened in some areas, they continue in line with masculine thinking, accompanied by male-dominated presentations. Although images of strong women are included in the advertisements and the men are

presented at home, it is emphasized that the main workforce is men and women are in business life only for additional income. On the other hand, men are only depicted spending time at home in their spare time outside of work. At the same time, brands try to market consumers as they want to see them. This is a kind of male fantasy; It is the manifestation of fantasies such as being strong but not giving up on compassion, not sacrificing anything while being successful, earning money but not falling out of shape.

It is understood from the studies that women still have an active role in cleaning/personal care products. Cleaning/personal care products, which are identified with women, on the one hand present the consumption phenomenon of women to their fellows, on the other hand, make them compete. While women provide the voice-over for child care, house cleaning, personal care and beauty products that concern women in advertising belts, while men make up the majority in technology and bank advertisements, men are the voices of such advertisements.

It is possible to see that the transformed gender roles in social life are reflected in advertisements, albeit to a limited extent, but it would not be wrong to say that the said change has not been adequately covered. It is seen that their traditional roles are still reinforced in advertisements. Although the roles of women in today's advertisements have diversified, unfortunately, women play a role as extras in these advertisements. She is either the man's sidekick or she is in a non-speech-reacting state. While women were not involved in automobile advertisements and were not interested in promoting the user or product, today, women are in the position of displaying the features of automobile technology in advertisements. However, although the women are presented as visually strong and standing on their own feet, they do not have any verbal reaction and are read because of all their reactions. In addition, the show of power that takes place in the presentation of men is not used in the presentation of women and is presented as a visual musical.

CONCLUSION

Gender roles have spread to all areas of life and continue to exist as a control mechanism. In the study, it continues to present the woman, for whom the construction of gender role patterns still continues, in the form of objects, mothers, and spouses. The fact that the roles

attributed to women are only these moves away from the reality in social life. People are beings who believe more in what they see, and for this reason, the stereotypes and stereotypes of women presented in advertisements unfortunately cause these concepts to become more evident day by day. The increase in studies on gender roles and women's stereotypes and the publication of more publications on the subject in order to enable the change of societies unfortunately only affect a certain group. Today, there are still mentalities that state that "woman is a sin". The idea that women are always stigmatized by society and that they have to do this through certain stereotypes while sustaining their lives stands before us like a sharp knife. Advertisements, on the other hand, continue to maintain these facts in the same way as the masses that will appeal to the marketing of their products are in these patterns.

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Tables and Figures

Tables

Table 5.1. Fairy Home Economics Class Advertisement Indicator Analysis 90

Table 5.2. Indicator Analysis 94

Table 5.3. Eti Form - Let Life in Form Begin! Indicator Analysis 98

Table 5.4. ABC Furniture Advertisement Hadise Indicator Analysis 102

Table 5.5. Bosch Once, Bosch for Life Indicator Analysis 105

Table 5.6. Enza Home Furniture Advertisement Indicator Analysis	109
Tablo 5.7. Easy Fish Oil “We Got This” Indicator Analysis	112
Tablo 5.8. Elidor “We are ready in our own way” Indicator Analysis	116
Table 5.9. Bosch Perfect Bake Home Appliance Commercial Film Display Analysis	120
Table 5.10. Eti Browni Intense Advertisement Indicator Analysis	124
Table 5.11. Peros Commercial Film “I’ll Wash It, You Know!” Indicator Analysis	127
Table 5.12. The Winner in the Home Economy - Fairy Commercial Film Indicator Analysis	132
Table 5.13. No Limits to Employees and Producers with Yapı Kredi! - Fashion Designer Indicator Analysis	135
Figures	
Figure 5.1. Fairy Home Economics Class Advertisement (2016)	89
Figure 5.2. Elidor Power Is In Our Nature Commercial (2017).	93
Figure 5.3. Eti Form - Let Life in Form Begin! (2017)	98
Figure 5.4. ABC Furniture Advertisement Hadise (2018)	101
Figure 5.5. Bosch Once, Bosch for Life (2019)	105
Figure 5.6. Enza Home Furniture Advertisement (2020)	109
Figure 5.7. Easy Fish Oil “We Got This” (2020).	112
Figure 5.8. Elidor Our way we are ready (2021).	115
Figure 5.9. Bosch Perfect Bake Home Appliance Commercial Film (2021)	120
Figure 5.10. Eti Browni Intense Advertisement (2021)	123
Figure 5.11. Peros Commercial Film “I’ll Wash It, You Know!” (2021)	126
Figure 5.12. The Winner in the Home Economy - Fairy Commercial Film (2021)	131
Figure 5.13. No Limits to Employees and Producers with Yapı Kredi! - Fashion Designer (2021)	135