

Representation of Women in TV Commercials

Authors : Elmira Fotoohi

Abstract : Representation of women in commercials and the place of sex in advertising is a part of communication studies and all of them are subset of advertising sociology. In this context, a lot of national and international studies have been done from different aspects. But in the meantime, and in connection with women issues, researchers in Communication Science and Sociology are interested in two topics “use of pornographic images of women” and “repeated representations of women in traditional roles and gender stereotypes by emphasizing the differences between men and women”, more than any other topics. Considering a number of changes that have occurred in social institutions and at different levels, the main research question currently are, what is the role of women in our TV ads and how are they represented in them? Do the local television ads represent women in the same issues as the researchers on this topic has proposed or new changes have occurred? Many scholars and thinkers in the field of media outlet that, today, media not just focus on women as gender issues or sex objects, but also seeks to strengthen the gender division of labor in the family and emphasize on the traditional muliebrity and masculinity stereotype.

Keywords : women, representation, tv commercials, advertising sociology, gender stereotypes

Conference Title : ICWMS 2015 : International Conference on Women, Media and Sexuality

Conference Location : Istanbul, Türkiye

Conference Dates : February 16-17, 2015