

Sexualization of Women in Nigerian Magazine Advertisements

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Abstract : This study examines the portrayal of women in Nigerian magazine advertisements, with the aim to investigate whether there is sexualization of women in the advertisements. To achieve this aim, content analyses of 61 magazine advertisements from 5 different categories of magazines; a general interest magazine (Genevieve), fashion magazine (Hints Complete Fashion), men's magazine (Mode), women's magazine (Totally Whole) and a relationship magazine (Forever) were carried out. Erving Goffman's 1979 frame analysis and Kang's two additional coding categories were used to investigate the sexualization of women. Findings show that women are used for decorative purposes and objectified in over 70 per cent of the advertisements analyzed. Also, there is sexualization of women in magazine advertisements because women are nude 57.4 percent of the magazine advertisements.

Keywords : advertisements, magazine, sexualization, women

Conference Title : ICGFWS 2017 : International Conference on Gender, Feminist and Women's Studies

Conference Location : Singapore, Singapore

Conference Dates : January 08-09, 2017