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**Comparative Study of Gender Stereotypes in Television Advertisement**

**Sneha Rai**

Student, Department of Mass Communication & Journalism, Gulshan kumar Institute

**Abstract**

Television advertisements wield considerable influence in shaping societal perceptions, often reflecting and perpetuating gender stereotypes. This comparative study examines the portrayal of gender stereotypes in television advertisements across diverse cultural contexts. Through content analysis and audience perception surveys, the research explores the prevalence, nature, and cultural influences on gender representations in advertising. By analyzing advertisements from various regions, this study aims to identify similarities and differences in gender portrayals, shedding light on the nuanced intersection of culture and advertising. The findings contribute to academic discourse on media representation and offer insights for promoting more inclusive and diverse portrayals of gender in advertising practices. This research endeavors to foster awareness and dialogue toward creating advertising environments that align with principles of gender equality and social responsibility.

This research also focuses on a comparative case study in the advertisement of wheel detergent where both male and females play their roles in advertisements and in another advertisement of the car where the male is in the lead role and the other hand female is in the supporting role which makes the advertisement more creative and attractive.

**Keywords:** Perpetuating, nuanced and Gender Stereotypes

## Introduction

Television technology began to take shape in the early 20th century, with its origins rooted in late 19th-century innovations. Inventors like Paul Nipkow, who patented the first electromechanical television system in 1884, laid the groundwork for future developments. Significant advancements were made by figures such as John Logie Baird, who demonstrated the first functional television system in 1925. However, television only became a common household technology in the mid-20th century. The exact timing of television's arrival in different countries varied, but it became a significant cultural and entertainment medium globally by the 1950s and 1960s. As now about television advertisements emerged soon after television became a popular medium. The first official paid television advertisement in the United States aired on July 1, 1941, during a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. This 10-second ad was for Bulova watches. This marked the beginning of television advertising as a significant marketing tool. Since then, television advertising has evolved significantly, becoming a major revenue source for television networks and an essential component of marketing strategies for businesses around the world. Television advertisements play a crucial role in shaping societal perceptions and reinforcing gender stereotypes. Despite the progress in challenging traditional gender norms, advertisements often perpetuate stereotypical portrayals of men and women. This proposed research aims to conduct a comparative analysis of gender stereotypes in television advertisements across diverse cultures and examine the gender stereotypes by taking the example of advertisements that are running on television. Despite ongoing efforts to challenge traditional stereotypes, many advertisements continue to perpetuate narrow and often harmful portrayals of masculinity and femininity. These stereotypes not only reflect but also reinforce societal biases, contributing to gender inequality and limiting individuals' potential.

The portrayal of gender in television advertisements is a subject of intense scrutiny and debate within academic, social, and professional spheres. While some argue that advertisements merely reflect prevailing cultural attitudes toward gender, others assert that they actively contribute to the maintenance of gender stereotypes. Consequently, understanding the nature, prevalence, and impact of gender stereotypes in television advertisements is paramount for promoting gender equality and fostering more inclusive media representations.

### Significance of study

The importance of the study is written based on topics that have been taken in this paper. The importance of gender stereotypes in television advertisements lies in their profound influence on shaping societal perceptions, behaviors, and norms. Here are several key reasons why gender stereotypes in TV ads are significant:

- 1. Reflecting and Reinforcing Cultural Norms:** Television advertisements often reflect prevailing cultural attitudes and beliefs about gender roles. They reinforce stereotypes by depicting men and women in traditional roles, such as women as caregivers or men as breadwinners.

- 2. Impact on Audience Perceptions:** TV advertisements have a broad audience reach and can shape viewers' perceptions of gender roles, abilities, and behaviors. Exposure to genderstereotyped portrayals in ads can influence how individuals perceive themselves and others, leading to the internalization of stereotypes and the adoption of gendered behaviors and aspirations.
- 3. Influence on Consumer Behavior:** Advertisements play a significant role in consumer decision-making. Gender stereotypes in TV ads can influence how products and services are marketed to different genders, shaping consumer preferences, and purchasing behavior.
- 4. Implications for Brand Image and Reputation:** Advertisements that perpetuate harmful stereotypes or fail to represent diverse gender identities may face backlash from consumers who value inclusivity and diversity. Conversely, brands that challenge traditional gender norms and promote gender equality may attract a more socially conscious consumer base.
- 5. Social Responsibility and Ethical Considerations:** Advertisers have a responsibility to consider the social impact of their messaging. Ethical advertising practices involve challenging stereotypes, promoting diversity and inclusion, and representing genders in a respectful and nondiscriminatory manner.
- 6. Potential for Social Change:** By challenging gender stereotypes in television advertisements, advertisers can contribute to positive social change. Ads that depict diverse gender roles and break away from traditional stereotypes can help challenge societal norms, promote gender equality, and empower individuals to embrace their identities.

## Methodology

### Research Design

Qualitative studies are defined as a studies approach that makes a specialty of acquiring records via open-ended and conversational communicate. Qualitative research techniques are designed in a way that allows monitoring the conduct and belief of a target audience regarding a particular subject matter. There are special sorts of qualitative research techniques like as

- 1. Semi-Structured Interviews:** Conduct interviews with viewers or experts in the field to gather insights on their perceptions and interpretations of gender stereotypes in television advertisements. These interviews can provide rich qualitative data and allow for in-depth exploration of participants' experiences and perspectives.
- 2. Focus Groups:** Bringing together a group of participants to discuss and analyze television advertisements collectively. Focus groups encourage interaction and allow researchers to explore diverse viewpoints, attitudes, and interpretations of gender stereotypes in advertisements.

3. **Participant Observation:** Observing viewers' reactions to television advertisements in natural settings, such as their homes or public places. This technique provides researchers with firsthand insights into how individuals engage with and interpret gender portrayals in advertisements.
4. **Case study at research:** This case study contributes to our understanding of gender representation in television advertising and its implications for societal norms, consumer behavior, and brand communication strategies. By recognizing and challenging traditional gender stereotypes, advertisers can play a significant role in fostering gender equality and inclusivity in media and marketing

### **Objectives**

To analyze the portrayal of men and women in television advertisements in diverse cultural contexts.

To identify common gender stereotypes perpetuated in television advertisements.

To explore variations in the representation of gender roles, occupations, and appearance across different regions.

To examine the impact of gender-stereotypical advertising on viewers' perceptions, attitudes, and behaviors

### **Hypothesis**

There are so many assumptions we make before drafting a research paper and we try to prove those assumptions by the end of our research paper. The hypothesis for this research paper is:

1. Breaking gender stereotypes in diverse cultures and beliefs.
2. No Partiality between men and women based on work whether it is outside or household.
3. Influence consumer behaviors through advertisement.
4. Change in society through Gender Stereotypes advertisements on television.

### **Review of Literature**

#### **Gender Role Portrayals in Indian Television Ads**

Mallika Das (2017) selected 318 random television ads and analyzed the appearance of gender stereotypes through these ads. In this research there was a comparison with Western ads, here they have taken 90s advertisements some of them are Gupta and Jain (1998), and in print Das (2000), and Nelson and Pack where women were portrayed as housewives. In the end, through this

research, she found that there are more male lead characters and voiceovers in Indian television ads as compared to female television ads.

### **Gender Presentation in Indian Television advertisements from 2011 to 2020**

Himika Akram (2023) analyzed 120 strategically selected television ads from 2011 to 2020, uncovering significant gender portrayal patterns. The qualitative content analysis of 210 Indian TV commercials revealed a clear bias: women were predominantly shown in traditional roles such as housewives, mothers, or sisters, while men were depicted in authoritative and decision-making positions. Quantitatively, men appeared as the primary characters in 54.6% of ads, compared to 45.4% for women, resulting in a gender ratio of 66.7% for men versus 33.3% for women. This representation reinforces existing gender stereotypes and highlights a barrier to overcoming gender biases in media, underscoring the need for more balanced and equitable portrayals.

### **Portrayals of Women in Commercial advertisings: A Comparative Study Based on Contemporary Advertisements**

Mr. Tanmay Samanta, Mr. Sayak Pal, and Mr. Arnab Basu (2023) explored the role of advertisements in promoting gender equality, aligning with the Social Progress Index (SPI) and the Sustainable Development Goals (SDGs), particularly SDG 5 on gender equality. They argue that advertisements are a powerful tool for mass communication, evolving from simple information dissemination to influential messaging platforms. The study categorizes portrayals of women in ads into conventional and non-conventional categories, examining advertisements from 2015 to 2022. The research highlights that while advertisements have historically reflected diverse objectives in their depiction of women, the SDGs aim to reduce conventional gender portrayals and advance gender equality by challenging and transforming these traditional representations.

### **Indian Television commercials reinforcing Traditional gender Images and roles**

Ritwika Biswas's research focuses on analyzing gender portrayals in television commercials and their impact on viewers. The study examines over 100 advertisements, finding that many adhere to prevailing societal structures and stereotypes. By investigating how these gendered images influence audience perceptions, Biswas's paper sheds light on the reinforcement of traditional gender roles in media. Examples of advertisements highlighted in the research include:

In television commercials, men are predominantly depicted in high-status roles, particularly in professional settings. They are twice as likely as women to hold senior business positions and four times more likely to occupy managerial roles. These portrayals position men as the dominant figures in both public and private spheres, reinforcing the image of men as the "real owners" or "masters" of these spaces.

Conversely, women are often portrayed as the "delicate weaker gender." For example, in a detergent powder commercial targeting school-age children, a young girl falls into the mud and begins to cry. Her brother, in response, admonishes the mud for hurting her. This depiction reinforces the stereotype of women as vulnerable and in need of protection.

## **Perception of young adults towards the portrayal of women in contemporary Indian television advertisement**

Madhusmita Das and Sangeeta Sharma (2017), explored audience perceptions of female portrayal in Indian television advertisements. The study surveyed 125 young adults—63 males and 62 females—using a questionnaire to gather data. The findings reveal that women are predominantly depicted as young and beautiful, rarely enjoying the same status as men. The study highlights that gender significantly influences audience perceptions, with women being more critical of how women are portrayed in these ads compared to men.

### **Analysis of content**

#### **Background of Both Cases**

##### **Wheel Detergent Television Advertisement**

The advertisement of the Wheel Detergent challenges traditional gender roles by depicting a husband and wife washing clothes together, thus advocating for shared responsibilities within the household.

Through a visual and narrative analysis, this paper explores the effectiveness of advertisements in promoting gender equality and examines its impact on societal perceptions of domestic chores. By dissecting the imagery, messaging, and cultural context of the advertisement, this study aims to provide insights into how brands can contribute to social change and challenge ingrained stereotypes.

The introduction provides background information on the advertisement campaign, highlighting its significance in the context of gender equality advocacy and the broader discourse on household responsibilities. This section reviews gender roles, stereotypes, and household chores. It examines the representation of gender in advertising and explores the theoretical frameworks used to analyze gender portrayals in media. The section dissects the advertisement, focusing on visual elements such as imagery, setting, and character portrayal, as well as narrative aspects such as dialogue and messaging. It examines how the advertisement subverts traditional gender norms and promotes a more egalitarian view of household chores.

It interprets the findings of the analysis within the broader context of gender equality and social change. It explores the implications of the advertisement for shifting societal attitudes toward domestic labor and considers its potential impact on consumer behavior and brand perception.

##### **Television Advertisement of CEAT Tyres**

Another advertisement analyzed in our research paper is from CEAT Tyres, which addresses the stereotype that women cannot possess technical knowledge about vehicles. The ad is set in an office where two male employees are discussing tyre features, while a female colleague keeps providing the correct answers to their questions. However, one of the men becomes irritated and asks her not to interrupt when "experts" are talking. In response, the woman takes the man's bike helmet and leaves, surprising him when he realizes she can ride a sports bike.

This advertisement challenges traditional gender roles by showing that women can be knowledgeable about technical subjects and participate in activities traditionally associated with men. It breaks the stereotype that expertise in areas like tyre features or riding bikes is exclusive to men.

The section also explores the broader implications of breaking these stereotypes, emphasizing that gender should not dictate a person's capabilities or work-related knowledge. This ad has a significant impact on challenging gender stereotypes, promoting the idea that skills and knowledge should not be judged based on gender.

If we analyze the content from the case study of the advertisement of wheel detergent and CEAT Tyres it shows that

S No.	Topic	Wheel Advertisement	CEAT Tyre Advertisement
1	<b>Portrayal of Gender Role</b>	The Wheel advertisement challenges the stereotype that household chores are exclusively women's responsibility. It demonstrates that men can equally contribute to domestic tasks, breaking traditional gender norms.	The CEAT Tyre advertisement highlights that women are equally knowledgeable about technical aspects like tyres, challenging the stereotype that only men possess such expertise. It emphasizes that gender does not determine expertise.
2	<b>Narrative Theme</b>	This advertisement breaks gender stereotypes in the domestic sphere, showing that both men and women share equal responsibility. It reflects the shifting cultural attitude towards gender equality and inclusivity in household tasks.	The CEAT Tyre advertisement portrays a female character demonstrating expertise in a traditionally male-dominated field. This breaks the stereotype that women are only knowledgeable about domestic matters, promoting gender equality in technical fields

3	<b>Time Period and Cultural Context</b>	<p>For wheel advertisement, we can say that when it was new in the market they show women in their advertisement presenting the wheel ad by doing their household work. But after some time, they started casting men in their advertisements and showing that men could also help their wives in doing household work day-by-day there was a change in the advertisement where they showed both men and women equally by presenting that there was no such work that both men and women can't do.</p>	<p>In the advertisement for CEAT tyre, where at the start of advertisement when this type of advertisement was launched in the industry at that time they used to cast male characters for the lead role in such type of advertisements and at that time female characters were not cast for the advertisement of bike, tyres, cars, etc. But through this advertisement, we can say that female characters were also given importance as male characters.</p> <p>Nowadays females are playing a great role in this field and they have great knowledge about bikes, tyres, and cars. We cannot say that females cannot do this type of advertisement.</p>
	<b>Impact On Audience Perception</b>	<p>The advertisement of Wheel detergent where it is breaking gender stereotypes so it has a great impact on our audience, if we talk about the audience's perception, we can see that nowadays there are multiple no. of men who are helping their wives in their households work rather than thinking about the gender roles. So, we can say that this advertisement is playing a crucial role in</p>	<p>By the advertisement of CEAT Tyre, we can see that this advertisement is also Changing the mindset of our audience. As we can see nowadays multiple women are interested in bikes, and tyres rather than household work or any other work. Everyone thinks that cars and bikes their tyres, and features are only made for men but it is totally wrong women can also have</p>



		changing the mindset of our society.	an interest in that. This advertisement is giving positive vibes to women in our society that they should chase their own dreams and interests.
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### Conclusion

Women have often been portrayed in domestic or passive roles, while men are depicted as assertive and dominant figures. These representations not only reflect but also perpetuate deeply ingrained gender biases, influencing how individuals perceive themselves and others in society. However, this research shows that gender stereotypes in television advertisements have been gradually diminishing. Women are now being featured in lead roles, which has had a significant impact on societal attitudes. In the late 80s and 90s, women were often shown as weaker than men, portrayed as homemakers or in side roles, while men took on the central characters in advertisements.

In the examples above, both men and women are depicted as equals. In the first case study, a television advertisement for Wheel detergent features a woman washing clothes with the detergent, and her husband helps her. This suggests that there is no household task a man cannot perform, emphasizing that both men and women can contribute equally to domestic chores. Moreover, women can also pursue careers, and there are no jobs they cannot do.

The second case study highlights that women can be knowledgeable about traditionally maledominated areas, such as tire features. In the advertisement, a man dismisses a woman's input when discussing tire features with his friend, but the woman answers all his questions. Later, the man is shocked to learn that she rides a sports bike. This advertisement demonstrates that women can also ride bikes and have in-depth knowledge about tire features, challenging the stereotype that only men possess such expertise.

These case studies underscore that women are now receiving equal opportunities in various fields. Not only in television but across all sectors, they are being offered the same opportunities as men, with no gender-based bias in any industry.

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