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Stereotyping of women in television commercials  
in Pakistan  
2013-15

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SUPERVISOR

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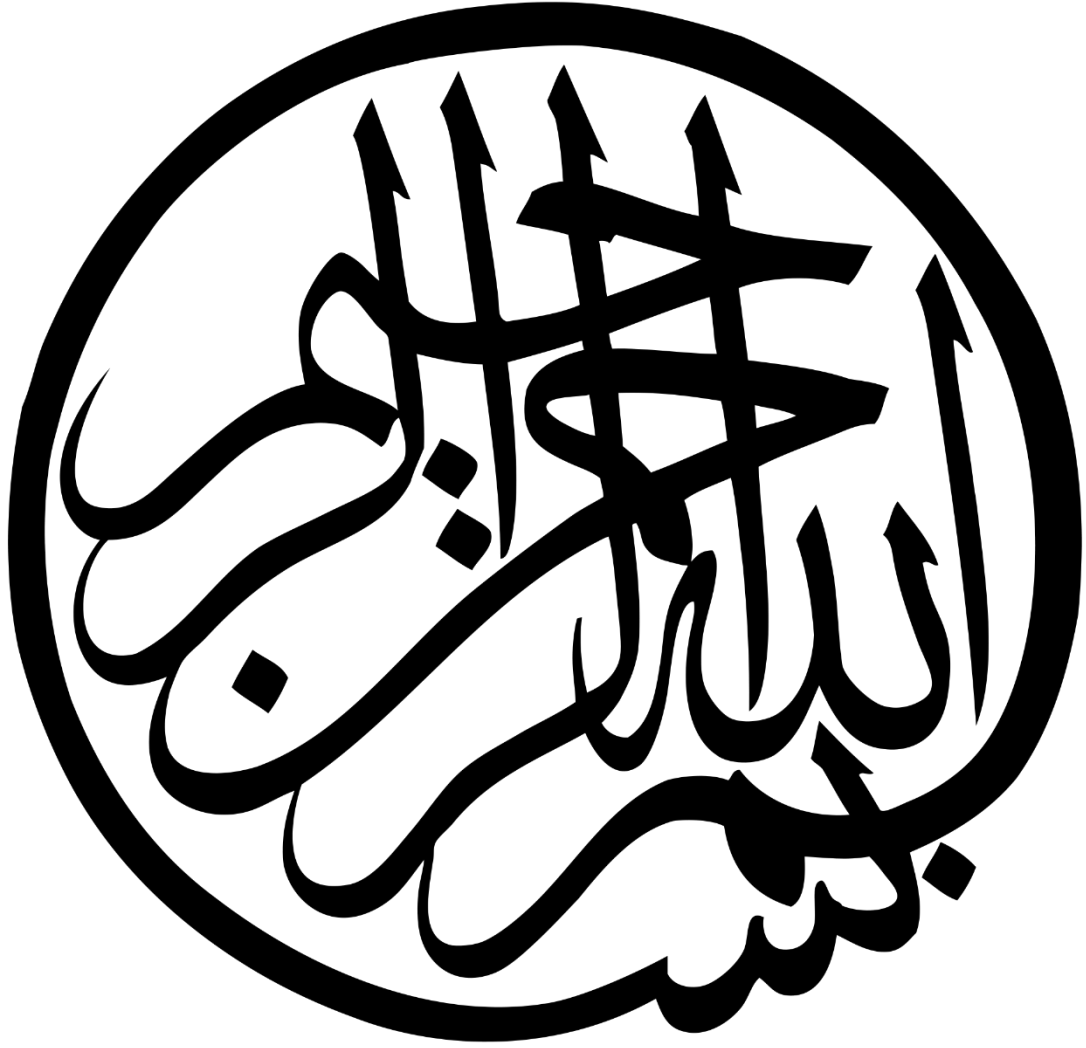
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*In the name of Allah, Most Gracious, Most Merciful. Read  
in the name of your Lord who created. He created the man  
Out of (mere) clot of blood: Read, and thy lord is most  
generous. He, who taught with (the help of) pen, Taught  
man that which he knew not. (Surah, Alaq)*

## **DEDICATION**

I dedicated these thoughts to my parents directly from the bottom of my heart as a token of love and regard for their strong motivation and guidance to muster up my shattered forces and to keep myself on the track.

## **CERTIFICATE OF APPROVAL**

This is to certify that the M. Phil Thesis of

**Tooba Ghulam Nabi**

has been approved by **Dr. Ifra Iftikhar**

Department of Media and Communication

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## ACKNOWLEDGMENTS

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا يَحِلُّ لَكُمْ أَنْ تَرِثُوا النِّسَاءَ كَرِهًا وَلَا تَعْضُلُوهُنَّ لِتَذْهَبُوا  
بِبَعْضِ مَا آتَيْتُمُوهُنَّ إِلَّا أَنْ يَأْتِيَنَّ بِفَحِشَةٍ مُبَيِّنَةٍ وَعَاشِرُوهُنَّ بِالْمَعْرُوفِ فَإِنْ  
كَرِهْتُمُوهُنَّ فَعَسَى أَنْ تَكْرَهُوا شَيْئًا وَيَجْعَلَ اللَّهُ فِيهِ خَيْرًا كَثِيرًا ﴿١٩﴾

*Sahih International: O you who have believed, it is not lawful for you to inherit women by compulsion. And do not make difficulties for them in order to take [back] part of what you gave them unless they commit a clear immorality. And live with them in kindness. For if you dislike them - perhaps you dislike a thing and Allah makes therein much good.*

I wish to extend my special thanks to my supervisor Dr. Ifra Iftikhar for her commitment, guidance, dedication and extraordinary supervision with attitude of benevolence and kindness in shaping up my mental makeup and inspired me to write this thesis. In the end I would like to express deep love for my family and for their moral and emotional support. My husband helped me a lot to recollect my shattered forces at the critical and challenging time of my life.

## DECLARATION

Tooba Ghulam Nabi Roll No. 13001167003 student of M. Phil at University of Management and Technology Lahore do hereby solemnly declare that the thesis entitled **“Stereotyping of Women in Television Commercials in Pakistan”** submitted by me in partial fulfillment of M. Phil degree in Media and Communication is my original work, except where acknowledged in text and has not been submitted or published earlier and shall not in future be submitted by me for obtaining my degree from this or any other university institution.

Signature

Tooba Ghulam Nabi

## **ABSTRACT**

This study seeks to explore the stereotyping patterns of women in primetime television commercials. The research method of quantitative research analysis is being used in this study for leading television commercials. Four leading TV channels were selected on the basis of most popular viewership, provided by the TV channels ranking. The two most popular news channels (Geo News & Aaj News) and two most popular entertainment channels (ARY Digital & Hum TV) were selected. Commercials broadcasted in prime time, from 7pm to 10pm were included in the analysis. The TV commercials shown in the prime time on Pakistani Television were analyzed for the phenomenon of gender stereotyping, focusing on women. The unit of analysis was a full commercial for a product. With the help of literature eight coding categories were adapted in the content analysis. The instrument used to collect data, was closed ended questionnaire. SPSS 17 (Statistical Package for Social Science) software was used to analyze data in the form of Pearson chi-square test and frequencies & percentage of responses are shown in tables. The dissertation concluded that women are presented as dependent and more in subordinate positions and as users of products than men. Pakistani television commercials present women in specific manner and in particular role which mostly depicts average women of Pakistani society. Rarely females are presented in leading characters and roles e.g. administrators, supervisors and heads of business originations. They are given an impression by the media that they are dependent creatures and cannot work independently. They either need the help of their fathers' brothers or their husbands. And that they are not able to move and work separately. The need is to bring change in the stereotypical presentation of females to make them equal contributors in society.

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## **Chapter 1: Introduction**

A stereotype literally means "solid impression". It is generally assumed and sometimes those famous ideas which usually exaggerated and are not sound. Stereotyping is very old just like humanity. Stereotyping ideas have become very common among the different culture of the world. Stereotypic thinking usually developed from prejudices and myopic thoughts. These ideas are linked with human races, human colors, human appearances and social class systems.