

**MPHIL THESIS**

**Male stereotypes in television advertisements in Pakistan: a content analysis**



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## **ABSTRACT**

This is the study of male portrayal in television commercials. It focuses on male gender depiction in advertisements in electronic media. The study provides the evidence that male gender depiction in the advertisements is question on stereotypical portrayals. The content analysis is used as a research methodology. 710 broadcasted TVCs which have at least one male character are selected from three channels i.e. Dunya News, Express News and Hum TV. After eliminating public service messages, repetition of ads, paid content, animated ads, and ads with no human character, the sample of 60 ads was further coded for nine distinguished categories and sub-categories. Purposive sampling technique has been used for data collection. The outcome of the research question “what are the stereotypes associated with men in Pakistani advertisements?” supports the hypotheses “Depiction of men in TV ads is positively aligned with the traditional male role expectations of the society” and stereotypes of male gender roles exist today in our society and dominate the overall portrayal.

Key words:

Male gender, stereotypical portrayal, traditional masculinity, advertising, society

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## **Research approval Certificate**

### **Masters of Philosophy Thesis**

I , Miss Zainab Kamran Mirza, Student ID: 13001167-022 , Media and Communication ,Session 2013-2015 , hereby declare that material printed in this thesis titled “Male Stereotypes in Television Advertisements in Pakistan” is original work and has not been printed , published or submitted as research work , thesis or publication in any form in any university , research institution in Pakistan or abroad.

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## **Dedication**

This thesis is dedicated to my beloved parents Kamran. R. Mirza and my mother Farhat. R. Kamran. Their consistent encouragement, and trust on my abilities lead to complete my thesis.

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## **Chapter 1**

### **Introduction**

Gender orientation in media especially in advertisements have been undeniably fascinating subject for researchers since last five decades (Eisend, 2009). Hence, media being an important area of study, it has the power to disseminate the socially acceptable culture and traditions (Carter & Steiner 2004). Media content influences the way we perceive reality and also contributes in shaping gender roles. Despite the importance of media in our modern society which is endowed with new innovations, men are not represented in the media according to their number, social involvement in real life. Several studies examine the representation of men and women in mass media. Despite the fact that gender roles have been changed over the period of time, advertiser still depend on traditional stereotypes in displaying male and female effectively in advertisements using different forms of media (McArthur & Resko, 1975; Gilly, 1988; Knoll & Eisend, 2011).