

# **Exposure of Woman through Media**

(An Ethnographic Study of Media Campaign at Rawalpindi & Islamabad)



**By**

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Final Approval of Thesis

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*"To photograph people is to violate them, by seeing them as they never see themselves, by having knowledge of them that they can never have; it turns people into objects that can be symbolically possessed. Just as a camera is a sublimation of the gun, to photograph someone is a subliminal murder - a soft murder, appropriate to a sad, frightened time."*

— Susan Sontag, (On Photography) —



# Dedication

To my “Ammi” (Late) 25<sup>th</sup> January, 2010

*I believe you're in heaven. In a better place  
than me.....people got changed after you*

*.....I tolerated*

*.....today I have completed this degree according to your  
desire.....please forgive me I could not do any thing for you.*

*I'm really*

*sorry.....!*

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## Preface

Just plug on your television, or step out in a public place like markets or commercial areas and observe what you mostly have. You would have numerous images of women, for selling the various items. You would also have these images at the back sides of vehicles, at sign boards, in television advertisements, in magazines, in news papers and everywhere.

Now try to scrutinize what these images are actually saying to you, what kind of activities these ladies are doing in such images. The answer would be as! These images would be alluring to you, seducing to you, grabbing your attention, gratifying to you, trying to become a thing of screen esthetic, appealing and stimulating your sexual desires and giving you an image of women you don't have in real life.

From media you have got an image of women who is sexually charged and is an icon of sexuality. This negative portrayal of women in media has lethal impacts on the society. Its poisonous perspectives dangerous bombardments onto the minds of individuals particularly youth and in this way it is also creating some social evils. We have havoc results on our society from this woman's misrepresentation on media, which is resulting in moral and social crimes, like Women harassment, Child rape, Mobile snatching, Phone sex, premature sexual Frustration, Identity crises, and cleavages in normative pan.

The endeavor of this study is thus to highlight the associated issues caused by Woman's misrepresentation by media through advertisements. Each statement and result is showing only respondent's view point. This study is directed to fulfill the requirements of an M.Phil degree in Anthropology. The very purpose of this documentation is pursuit of an academic degree rather than a private usage.

*Muhammad Adnan Qureshi*

## **Chapter. 1**

### **Introduction**

Advertisement is a specialized tact of modern marketing which has an ability to jolt human psychology; consciously or unconsciously, and to convince the audience for buying a particular item.

Today, advertisement has earned an exceptional importance at global commercial markets. We cannot deny the importance of advertising as it has become a need of modern society. Today we invest extravagantly on advertisement of a product even before its supply to market. Essentially an advertisement should be effective and convincing. We can reckon to an advertisement winning if it do well in creating psychological pressure upon individuals and finally they selects to advertised product.

Today's modern world has numerous modes of advertisement like ads on Television, Cable, Pamphlets, Billboards, Sign boards, Pena flexes, Radio, and now we are advertising by Internet web sites etc. Advertising has become one of the most important tactics of commercial world.

There are both advantages and disadvantages of advertisings. In the world of business the major aim is to maximize the profit. This tendency sometimes leads to social evils. Majority of the advertisements are exploiting the audience by showcasing the women into objectionable stances. However in the way the woman is being portrayed have numerous social issues and evils.

Vulgar advertisements are coming on Television and Cable. Different publicities on billboards seem at the height of vulgarity. We have semi nude and offensive advertisements of women displayed on roads and markets which may have degrading impacts both for women and the society to which they belong.

Advertisings along verbal phrases add more gratification to the vulgarity. On internet women portrayal is at peak of lethality. All the mediums; Pamphlets, Sign Boards, Pena Flexes and other forms of advertising are seem doing discrimination with womanhood.

This tendency of modern advertising is licking our norms and cultural values like a termite. Consequently, today we are unintentionally moving from our indigenous cultural values.

### **1.1 Advertising & Anthropology**

Advertising is a major feature of capitalistic economy. Its importance and significance is crystal clear and obvious. From its academic point of view an advertising student learns how to enhance the market share of a product by giving its best information to the consumer by using multiple strategies.

Anthropologists investigate advertisement implying multiple dimensions. An anthropologist not only abreast of its market possessions and impacts but he/she also records and interprets its impacts on the changing patterns of norms and societal values, its acceptability and cultural fixings and demands.

Cultural differences and similarities can suggest the suitability of an ad, if it fails to grab the attention of audience, or shows an alien culture's traits then it would definitely fail to serve its purpose and audience will feel it bizarre. In nutshell an anthropologist can truly design a cultural appropriate advertisement. Advertisement of any product has direct impact on its supply and demand in market. It is an emotional play with the consumer's psychology.

This thesis is dealing with the common problems happening due to the misportrayal of women in advertising with reference to the Pakistani society. A critique of present situation has been made thus analyzing the recent global trends of advertising, which exerts cultural deteriorations. Although the study topic is a broad issue in its nature yet it comprises of all the modes of advertisings in Pakistan. It was very difficult for the

researcher to document all the procedures relating to an ad making. For this, this research has been confined only to the impacts of some non frequent advertisements. The views have been taken only from the direct audience. Afterward an analysis has been made in the light of gathered information to build a consensus for reaching to authentic results.

### **1.2-Statement of the Problem**

Our present day mode of advertisement is woman centric. Woman is being misportrayed everywhere either it is Film, Television, Theatre, Radio, Cable, Internet etc. Every medium is taking the support of woman's magnetism in fence of marketing. This style of selling the goods by giving psychological pressure to audience has some havoc outcome in terms of age old moral norms and customs.

Media itself is creating psychological barrier for the women development by entangling them into sex oriented roles. The fabric of our society is woven of subtle norms and modest values. Intentionally or unintentionally, we are being pushed out from our cultural pan and this fabric is decreasing its strength in cultural maintenance. Consequently this fabric has a likely hood of break in the future. As our methods and procedures of communication are being changed rapidly to the extent that even we are removing the sex differences.

Woman development/empowerment is a major issue of present day. We have enormous proponents of women in society who are struggling to get the woman out from rigid stereotypes and glass ceilings. Woman should be empowered, liberal, and free to take decisions and to prove her woman's stance but in the way woman is being exposed in the media can not be included into feminist agenda.

Modern media has made the woman a show piece, a tool for psychological attack for the audience. Talking about the different advertisements on Television and Sign Boards, we have nudity, vulgarity and rudderless. If we go to the Cinema and Theaters, we find various fetish images of women selling to their private parts of body.

In the advertisements of theatre, we find very interesting /bombastic obscene line for the grace of female stage dancers, who appear in the shows. Even on Television, into our family entertainment channels; now we see the woman telling about her menstrual health and premarital sex and some times selling the sanitary napkins. Since the media has portrayed the boy friend/girl friend culture, it has become very common to observe same trend among the youngsters.

The credit for bringing this bold revolutionary change also goes to the media. Our Pakistani Society is rapidly being changed and they are crossing to their domains. This is happening because of unprecedented freedom given to media. To avoid such kinds of bothers, we have to rationalize the current circumstances whether the woman should come to us in this way or not.

### **1.3-Objectives**

Objectives of the research were:

- To find out and document the socio cultural impacts of advertisings among under study people.
- To document the people's perceptions regarding women exposure in advertisings.
- To check out and to record the behavioral changes occurred by advertisings among under study people.
- To observe the process of acceptance for non frequent advertisings and their cultural adjustments among the under study people.
- To analyze the gender wise difference of opinion among the under study people for non frequent advertisements.



#### 1.4- Significance of the Study

In present age, the mass media has a great influence on the social life of its individuals. For national prosperity we must have a reliable media. We have Radio, Television, Satellite Broadcasting Film and Cinema, News papers, Internet etc. These all mediums have their own significance. In this research, the researcher has focused his investigation only on advertisements.

1. This research has figured out the major causes behind the under study issue of woman portrayal.
2. This research has brought into the light the most crucial issues relating to the woman's portrayal in advertising with reasonable justifications.
3. From this research sound suggestions are exerted for the advertisers. Since this research is carrying both emic and etic perspective, so whatever the results were has delineated a true picture.
4. This research work has been proved fruitful in conveying the message of the people toward the advertisers, which has shown their tendency of being captivated through advertisement.
5. This research has explored the present situation of global, national as well as Pakistani mode of advertisement.
6. This research work has surfaced the causes and reasons of misportrayal of woman in the media.
7. Fewer researches have been conducted on this under study theme. This research is a knowledgeable increment into the list of previous works.
8. This research has tried to pave the ways toward the recognition of the cultural problems in the way of proper advertising.
9. From academic point of view, this study has brought remarkable information, which will be useful for the further researches, policy making and teaching.
10. This research has provided a positive contribution to the vast business of advertising.



### **1.5- Rationale for the Selection of Research Site**

1. Very few researches have made on the under study topic in Rawalpindi and Islamabad city.
2. Usually advertising works in large cities. Rawalpindi and Islamabad are the most urban centers. Thus keeping in view the importance of advertising and the large viable markets, the researcher decided to work in this locale.
3. Researcher had a personal interest to work in this locale.
4. Researcher was familiar with the local languages of this locale.
5. Researcher knew that people of this locale are hospitable and cooperative.

### **1.6- Unit of Data Collection**

Units of data collection are groups of people or entities that are tapped by any researcher to get information relevant to his/her topic. The units of data collection for the current research were general people of this city including male and female of different age groups, economic statuses, different ethnicities, languages, education levels etc.

### **1.7- Research methodology**

Methodology is the total frame work of a research project. This includes various stages and phases of the exercise of the data collection, nature of units of data collection and selection of tools of data collection. All these, in turn, are manifestations of the theoretical logic and rationale underlying the selection of problem to be investigated and operationalisation of the same. Thus methodology, in sum, equals the philosophy underlying any research project. Methods on the other hand are concrete tools, one uses to collect data.

For the purpose of research and data collection, the researcher has used some pure anthropological tools and methods which have made him capable to acquire reliable and valid data.

### **1.7. 1- Rapport Building**

Good rapport building is the most important aspects of research and also the most difficult, as it requires a lot of patience, energy and the researcher's time. It doesn't mean to just have friendly term; the real thing is to develop confidence to have deep understanding of social setup, behaviors and norms of the people. To establish the rapport building among the respondents the researcher had to spend his lots of time among the respondents.

The researcher treated to each respondent with love, care and patience. He has tried to show his best ethics. By this, the researcher succeeded in formulating a special space to start his work. The researcher clearly described to each of his respondents about the purpose of his study. In the beginning, the researcher got really confused when he was consistently failing to work under a proper methodological layout.

However, later many respondents of this study developed strong feelings for the researcher and things become much easy. Some of the respondents shared with him their personal life experiences. That happened because the researcher developed enough confidence and a special place among his respondents.

### **1.7.2- Participant observation**

Through participant observation, the researcher became able to collect a lot of information about cultural practices of his respondents. For this purpose, he had to share his daily routine work with his respondents.

“Participation observation, or ethnographic work, is the foundation of cultural anthropology. It involves getting closer to the people and making them feel comfortable enough with your presence that you can observe and record information about their lives.”<sup>1</sup>

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<sup>1</sup> Russell, *Research Methodology in Anthropology* 2<sup>nd</sup> Edition, Sage Publication Inc. 1994, page 136

“It’s the participant’s observation in which the researcher is the member of the organization or group being studied and participates in all the organizational activities; generally but not always other group members are unaware that the observer is conducting research. Participant observation, which is used in an informal setting, is an important method in anthropology. This method gives the researcher an opportunity to collect qualitative data of descriptive nature.”<sup>2</sup>

“The participant observation is the key method of anthropology/ethnography. This is not a technique but a whole approach to research, involving living outside those you are studying”.<sup>3</sup>

With the help of this technique the research became able to draw broad outline of his study. Sometimes the researcher personally experienced to some non frequent advertisements on different mediums. The researcher observed his respondents and their views regarding the issue of women portrayal into different dimensions. The researcher sat with his respondents and visualized different advertisements to them. For some respondents it was inadequate to see such ads with family and for others it was not a big issue. The researcher tried to look into the root causes of this difference of perception which was occurring among the respondents.

The researcher observed that in the educated class and in the economically stable class this issue was not taken as a serious issue because they had been addicted of watching such stuff but in the poor class or in the marginalized class it was regarded as a taboo. The researcher also observed that females were hesitant to talk about these advertisements in which women have shown retrospectively while among kids a premature awareness was recorded. The researcher observed, male respondents had dual opinions regarding these non frequent ads. They like such ads for their personal eye thirst but they do not like them in the presence of their family.

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<sup>2</sup> Bernard, *Research Methodology in Anthropology*, 2<sup>nd</sup> Edition, 1994, Sage Publication Inc

<sup>3</sup> Sophie Laws: 2003

### 1.7.3-Key informant

Selection of key informants is pivotal so as to obtain reliable information. They should be chosen carefully and researcher should take his/her good time in doing so. It is essential that we explain the objectives of our study to the key informants, so they can help us in obtaining valid and reliable data. Infact key informants also act as a researcher sponsors in the community and legitimize their presence. Key informant plays intermediary role in the anthropological research, i.e. they help the researchers to look into the whole system. Key informant should be an experienced individual so that authentic information can be collected and most of all he/she should be trust worthy.<sup>4</sup>

“Good informants are people to whom you can talk easily, who understand the information you need, and who are glad to give it to you or get it for you.”<sup>5</sup>

For this research, the researcher had four key informants. The assistance given by Ms.Nida Adeel, Ms. Mahwish Shaikh, Mr. Muhammad Younus and Mr. Adeel Zafar is unforgettable. Without their cooperation, it was impossible for the researcher to get the basic data. The researcher is highly thankful to these key informants.

### 1.7.4-Questionnaire

A questionnaire is very useful research technique in order to acquire both qualitative as well as quantitative data. In anthropology, we use open-ended questions. In this research a set of relevant questions in a form of questionnaire had been designed and provided to acquire the data.

The questionnaire was used also translated in Urdu language for the convenience of less educated respondents.

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<sup>5</sup> Bernard, *Research Methodology in Anthropology*, 2<sup>nd</sup> Edition, Sage Publication Inc, 1994

This questionnaire was designed according to the need of the study and was solely based upon its objectives. Both qualitative and quantitative type questions were asked from the respondents. 139 people were selected for these questionnaires out of which 78 were female and 61 were male respondents.

#### **1.7.5-Oral History**

This research was an innovative research, where the researcher done a range of new experiments. The research was sensitive enough it consisted of not only opinion of the public but was also based upon their personal experiences. For this, the technique of “Oral History” was used in order to make the work more relevant and authentic.

Oral history involves interviewing people about their past experiences and memories. The most typical use of oral histories in our field is in researching audiences, and we discuss the subject in more depth .....<sup>6</sup>

This technique was applied upon those respondents who shared their personal experiences with the researcher. The researcher has documented about 13 oral histories from his respondents. Six most interesting oral histories have been documented in this study. These oral histories have been placed according to the suitable contexts in qualitative analysis (Chapter. 5)

#### **1.7.6-Sampling**

Neumann (1996) has defined sampling as a process of systematically selecting cases for inclusion in a research project. It is like a random assignment.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole.<sup>7</sup>

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<sup>6</sup> Jane Stokes, *How to do media & Cultural studies*, , Sage Publication (Pg.124)

<sup>7</sup> Webster, 1985.

When dealing with people, it can be defined as a set of respondents people selected from a larger population for the purpose of a survey.

A population is a group of individuals, objects, or items from which samples are taken for measurement e.g. a population of presidents or professors, books or students.

### **Non-probability sampling**

Since Non-probability sampling techniques cannot be used to infer from the sample to the general population thus generalizations obtained from a non-probability sample must be filtered through one's knowledge of the topic being studied. Performing non-probability sampling is considerably less expensive than doing probability sampling, but the results are of limited value.

**Judgmental sampling or Purposive sampling** - The researcher chooses the sample, based on who they think would be appropriate for the study. This is used primarily when there are limited number of people that have expertise in the area being researched.

Hence, the purposive/judgmental sampling technique was used for acquiring the data. The criteria for selecting the respondent was based upon their interpersonal skills of being interviewed, their capacities included being vocal and having keen understandings of the purpose of study and daring in nature.

139 people were studied in the duration of 6 months out of which 61 (48.88 of total sample size) were males and 78 (56.11 of total sample size) females of different age groups, economic statuses, languages, ethnicities etc.

This criterion was used because researcher wanted to arrest the opinion of diversity among the respondents. These respondents were accessed with the help of key informants. There were 4 key informants who were selected from researcher's own circle. They firstly became respondents of current study then they had drawn personal interest



toward this learning and vowed to help the researcher in finding the others. These all respondents were of different territories of Rawalpindi and Islamabad.

A set of carefully gleaned non frequent ads was visualized to the respondents with the help of a laptop before filling the questionnaire.

### **1.7.7- Focus Group Discussions:**

For this research I conducted 2 focus group discussions among the respondents. This was done to measure the difference of opinion among the different genders regarding the lifted phenomenon of women misportrayal.

“The focus group is a good way of researching the responses, ideas and opinions of the people in greater depth than a survey. A focus group is an organized discussion of a small group of people on a given topic.”<sup>8</sup>

The researcher has conducted the focus group discussions among the male and female respondents separately. For this a group of 9 women of different ages 15-50 was selected. For men’s focus group discussion. The researcher had 7 men of different ages from 20 to 50. These all respondents were the permanent residents of Rawalpindi and Islamabad city.

Researcher personally felt this session very technical. In the beginning, the researcher described to the respondents about the purpose of calling them and requested for their consent to be sit about 45 minutes. Researcher introduced his self and gave them brief introduction about the rules of FGD. Afterward, the researcher desensitized them with saying, “You must not to be worried and say it without any problem/hesitation whatever comes into your mind, and nothing is wrong and right. I am recording your voice for my

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<sup>8</sup> Jane Stokes ,*How to do media & Cultural studies* , Sage Publication (Pg.148)

convenience of note preparation, after this session. I promise you, I will not mention your names in my thesis and this data is not going to be misused in any way.

These focus group discussions ran prolonged and had exceeded their time limit (45 minutes to 75 minutes). During these discussions, many ups and downs were observed especially when few people were dominating and others were not able to express. The researcher verbally said nothing to his respondents, but on such occasions, he took his eyes off from those respondents who were dominating in order to give a chance to other respondents. This technique was felt quite useful as many respondents fully understand my body language.

### **1.7.8-Photography**

Photography is a visual representation of reality. This technique has been used during the course of this research to keep the record of observations about the community. The visual images have given more clarity to this research, about the people, area and their way of living. The technique of capturing the images have made with the consent of the respondents.

Mostly the female respondents avoided to be captured in the lens of camera. The researcher did photography in the markets and Bazaars in order to record woman's portrayal in Sign Boards and other modes of advertisements etc. Sometimes people became hostile and they did not allow to the researcher to take the pictures.

### **1.7.9-Secondary sources**

The following secondary sources were also used for data collection.

- **Internet**

The researcher had a vast amount of data that was available on internet web sites relating to the under study topic.

- **Media (Ads: TV, Cable, Pamphlets, Billboards, Posters, Commercial)**

For this research, all the possible mediums have been utilized. All the above mentioned mediums have been used as a secondary source of information for this study.

- **Newspapers**

For the preparation of this study; daily, weekly, monthly news papers and magazines have been utilized. During this field work whenever something was published about woman, the researcher included it into this work with relevant reference and date.

- **Books and journals**

A lot of study has been made for the preparation of this research as thus the “Literature Review” considered as the most essential part of thesis writing. Thus many relevant books and journals have been studied for this purpose.

- **References**

A wide range of references have been obtained for the preparation of this research as a secondary source.

## Chapter. 2

### Literature Review

For an Anthropological research it is essential to study all the available relevant material of topic under study. Studying related literature of important topics not only gives conceptual clarity to the researcher but also enables him/her to overlook into the other perspectives and to include all those aspects which were not highlighted previously.

Though Anthropology itself is a broad discipline of study and under its wide umbrella all the major issues related to human behavior comes automatically. In other words we can say the scope of Anthropology is unlimited. That is why for an Anthropological research it becomes more essential to study intensively for gathering the relevant material related to all the walks of life.

In any project, you will need to show that you have read widely by reviewing the literature on the topics. This includes books, journal articles, trade literature, videos or lectures.<sup>9</sup>

As already stated this research is an Anthropological research and the topic under study relates to the domain of “Anthropology and Media”. The main focus of this research is to record the impact(s) and effects of some non frequent ads among the people. This audience analysis has been done on the advertising campaign in Rawalpindi and Islamabad.

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<sup>9</sup> Jane Stokes, *How to do media & Cultural studies*, Sage Publication (Pg.159)

"Research into media and culture can be divided into three broad areas, each with its own preferred paradigms of research: *text, industries and audiences*.<sup>10</sup>,"

This research has been conducted, considering to all the aspects which revolves around the audience of advertisements and taking its effects and how one assumes something and adds his/her own perception to it. It is irrefutable to say that media does not influence or it does not have any direct/indirect effect on him/her. Media has enormous powers to reshape the behavior of people and some times media transform them as well. But how media transform the people and how does it work? A social research can suggest about it by gathering the information straightly from the audience.

"Audience research puts human experience at the centre of our enquiry. Researching audiences for media and culture allows us to investigate the social uses of the media. By looking at how texts are received, we are able to understand the impacts, influences and effects of the media. Audience research also allows us to examine what people get out of media , what people like (and don't like) and why.<sup>11</sup>"

Anthropologists have made major contribution to advertising through their study of the distinctive living pattern of cultural groups and I know after the completion of this dissertation many people will raise objections that what is the relationship between anthropology and the topic under study. In fact anthropology has deep concerns to my topic. People have delimited the work of anthropologist(s) with the study of ancient cultures and societies or to discover the relics of prehistory but in fact the umbrella of my discipline is too broad and entire human activities come automatically under its shadow.

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<sup>10</sup> Jane Stokes, *How to do media & Cultural studies*, Sage Publication (Pg.22)

<sup>11</sup> Jane Stokes, *How to do media & Cultural studies*, Sage Publication (Pg.130)

When one says “anthropology,” the first thing that comes to people’s mind is the study of primitive societies. But anthropologists study the cultures of all societies, and from their work they found certain needs and activities that are common to man wherever he is. One such list includes 73 items, among them bodily adornment, cooking, courtship, food taboos, gift giving, language, status, sex, and superstition.<sup>12</sup>

By the advertiser every ad is created to enhance the knowledge about the availability of a product in the market. Advertising portrays the good features of a product so that a buyer gets inspired of it and ultimately buys it. Advertising has become the most burning phenomenon of the today’s market. For advertising a product, there are plenty of modes. We have Television, Internet, Radio, Billboards, Sign Boards, and other different forms of advertisement.

Most advertising reaches us through what is called the “Mass Media”- that is, billboards, news papers, magazines, radio and television. But much advertising also reaches us through direct mail. Some advertising even reaches us through flyers placed under our windshield wipers at the shopping centre or hung on our door.<sup>13</sup>

Who advertise through an ad and for whom? This is a very simple and basic question. We know that what is the importance of advertising a particular product but it is very important in the field of advertising to advertise a product with reference to its purpose and usages. It should directly hit the target audience. However advertised product comes

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<sup>12</sup> George Peter Murdock, Ralph Linton’s edition. “*The Common Dominator of Cultures, in the science of man in the world crisis*” (New York: Columbia University Press 1945) pg 123-42.

<sup>13</sup> Courhand L. Bovee/ William F. Arens 1982, Richard D. Irwin, *Contemporary Advertising*, Inc, Homewood, Illinois 60430. (pg 9)



to us via an ad is not meant for us. It becomes greatly important for the advertisers to judge for whom the advertisement is going to appeal? And who is referring the product and for whom? Such identification has a vital role in the market, where we have very sensitive issues relating to the products and their buyer. Partial, ambiguous incomplete information can lead to misunderstandings. Similarly giving more information than actual need may have negative impacts. These are really sensitive issues for the advertisers.

For a message to be an advertisement the sponsor must be identified. For obvious reasons, the sponsor usually wants to be identified or else why advertise? Most advertising is sponsored by commercial or profit seeking enterprise. However, non commercial organizations-churches, schools, political parties, charitable groups – may also sponsor advertising.<sup>14</sup>

Today we spend more money in the advertisement of a product before its actual supply to the market. An advertisement should be effective and convincing; we can only count an advertisement successful if it has an ability to convince the consumer, enough to purchase it. The success of an advertisement can be checked by considering to its sale after the dissemination of its ad.

Advertising produce over 50000 commercial every year in an effort to sell their product and services. No one knows exactly how much is spent in the production of theses commercials, but most estimates are in the hundred of million dollars.<sup>15</sup>

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<sup>14</sup>Courhand L. Bovee/ William F.Arens 1982, Richard D.Irwin , *Contemporary Advertising* , Inc, Home wood , Illinois 60430. (pg 9)

<sup>15</sup> Courhand L. Bovee/ William F.Arens 1982, Richard D.Irwin , *Contemporary Advertising* , Inc, Home wood , Illinois 60430. (pg 396)

For an advertiser the main goal is to sell the product at any cost and to make his advertisement successful by compelling the audience to buy it through creating a psychological pressure upon them. If the advertisement is not capable to impress the audience then it would not be enlisted among the successful advertisements.

“A successful production was one which managed to draw ‘the observer’ into the drama that ‘he losses himself’ and , in such a condition , ‘the observer become malleable to the touch of what is shown ‘and’ develop a readiness to certain forms of action which are foreign in some degrees to his ordinary conduct”<sup>16</sup>

No doubt media educates the people. The media is playing a vital role in disseminating the information all over the world. Today in remote areas we have latest means of communication where we could not expect that a person would have concurrent information relating to governance, politics, science, sports etc. In this way media has played a remarkable contribution. Like Television becomes a major source of transmitting the information and knowledge to all the four corners of the world. Now local happenings are not local, within few second we see them becoming global. Media gives sense to the audience. Only sitting in front of Television one can discover the world.

Increased understanding of the domestic conditions and cultures which govern personal television viewing and use had a vital part to play in gaining greater critical insight into the shifting historical and contemporary significance of television and other communication technologies in the transformation of post-war British culture.<sup>17</sup>

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<sup>16</sup> Herbert Blumer, *Movies and Conduct* , New York: Macmillan & Company ,1933

<sup>17</sup> O’Sullivan, Tim,. *Television memories and cultures of viewing, 1950-65*. In John Corner edition. *Popular Television in British Studies in cultural History*. London : British Film Institute, pp. 159-81.

Some times an advertisement may not appeal to us. This misunderstanding may occur not because of its poor production but it may have flaws in targeting the audience. We feel it bizarre not for its presentation but for the product advertised on it seems not for us. From audience point of view the product should be highly sensitized according to its usages. All the other perspectives should be taken into consideration by the advertiser like gender, age and social acceptability. A product and its demand may have differences from culture to culture. Acceptability of a product may be defined under cultural norms and values. As for many cultures men are not allowed to apply face creams and some cultures think it good. So an advertisement must reflect a target culture where people do not have any problem to get influence. Anthropological perspective of advertising says cultural differences cannot be left unnoticed. While making an ad the reflection of respondent culture should be visible enough.

Advertisement is always aimed at a particular segment of the population. When you see ads that don't appeal to you, sometimes it is because the ad is aimed at a group of people to which you do not belong.<sup>18</sup>

In under study locale the women misportrayal via advertisings was common and on a greater level. Every where; on roads, at the walls of cinemas and theatre there were images of women serving the notion of sexuality. It felt that the people of this area were sleeping, or they might have been got highly modern, that they do not bother it. But there were few people of living conscience who not only observes these things but also try to rectify them. As the writer of below paragraph did.

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<sup>18</sup> Courhand L. Bovee/ William F.Arens 1982, Richard D.Irwin , *Contemporary Advertising* , Inc, Home wood , Illinois 60430. (pg 13)

“The public has demanded the concerned authorities to take action and remove all such posters and hoardings displayed in different nooks and corners of the city showing obscene movie scene, they said that it is an unethical practice and government should rescue the people from this persistent agony. Such posters should easily be seen by the passer-by on walls of Mareer chowk one of the busiest chowk of Benazir Bhutto Road. These types of posters are used to promote the movie and to attract the audiences, but this unethical practice comes under pictures motion acts, which is punishable offence.”<sup>19</sup>

Human division in gender serves different obligations into the different corners of the world. Why do we have cultural similarities and differences? The under study phenomenon of women misportrayal which is having different perceptions into different cultures. The western way of representing woman is not acceptable for the eastern cultures but somehow it is directly influencing the eastern traditions. For an advertiser such situations should be taken into sensitive consideration. Only sanctioned objects according to the particular audience of a culture should be portrayed in the social and commercial advertisings.

In different cultures and in different eras, the sexes may play different roles; this is yet another area of anthropological study that is relevant to advertising. Winick gives a Canadian example from the experience of an advertiser trying to address the French-Canadian house wife. The advertisement showed a woman in shorts playing golf with her husband. Winick points out that in the

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<sup>19</sup> Obaid Abrar Khan , *Obscene poster a nuisance*, The News, Sunday, November9, 2008.

French-Canadian culture the wife would not be wearing shorts and would not be playing golf with her husband.<sup>20</sup>

An advertisement should not ignore ethics and moral in its production. For the sake of profit making audience should not be cheated or misguided by the advertisers. Currently in ads, advertisers are exaggerating the concept of woman which is morally and ethically wrong for advertising. Advertising has become a most developed discipline of study. Now various academic institutions are teaching this subject. People are doing PhDs and specializing in the different fields of advertising. It seems that this subject has no ethics or if it has any, then, they are just nailed to its academics only. There is no impression of ethics in the practice of this subject.

Advertising is often criticized for its power to make people do irrational things, the following are some suggestions based on variations of the criticism.

1. Advertising should be informative but not persuasive.
2. Advertising should report only factual, functional information.
3. Advertising shouldn't play to people's desire, emotions, fears, or excitements.
4. Advertising should deal only with people's functional needs for product not their psychological needs of status, appeal, security. Sexual attractiveness or health.
5. Advertising makes us too materialistic.<sup>21</sup>

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<sup>20</sup> Charles winick, "Anthropology's contribution to marketing," journal of marketing, July 1961, pp.53-61.

Otto Kleppner, *Advertising Procedure*, 6<sup>th</sup> ed, Prentice-Hall, Inc. pg 289

<sup>21</sup> Courhand L. Bovee/ William F. Arens 1982, Richard D. Irwin, *Contemporary Advertising Inc*, Home Wood, Illinois 60430.

In advertising production an advertiser may have several categories to associate his advertisement. There are various categories of advertisement production. The selection of putting an advertisement into a category is wholly dependent upon the desire and propensity of the advertisers that at what category he/she thinks best for the publicity and for what medium the advertisement is going to be produced. For Television commercials an advertiser may have to follow some theories while producing it. In recent scenario where we have some ads which do not seem fixing into any category of ad making, we can say that advertisement at its academics is merely different to its practical orientations. Now a days reputed universities of the world are teachings advertising as a major academic discipline but unfortunately we do not find strong academics signs of such prestigious institutions from the production of their students in the global market.

There are many types of commercials in addition to the presenter format (figure 13.5). Actually there may be as many ways of classifying television ads as there are television advertisers, the six basic categories, through, in addition to the presenter category, are:

The straight announcement,

Demonstration,

Testimonial,

Slice of life,

Life style and animation.

These grouping often overlap and should not be considered ironclad.<sup>22</sup>

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<sup>22</sup> Curry, Benign, Choir,  
Courhand L. Bovee/ William F. Arens 1982, Richard D. Irwin, *Contemporary Advertising*, Home Wood, Illinois 60430. (pg 401)



We can in no way deny the importance of advertisements. Advertisements can extend the sale of product from few hundred customers to a million, local markets to the international markets. For advertising, sometimes advertisers use the credibility of the famous artists by casting them into ads. It is a direct play with the emotions of customers who love the artists and find themselves into unbroken association. Consequently fans start to purchase the product which is referred by their heart favorite celebrities.

The advertising we have discussed have all been “presenter” commercials, where on person or character present the product and carries the whole sale message. Sometimes, these presenters are celebrities. (*Often termed as brand ambassadors*)

For advertiser it is a successful experiment that the women’s inclusion in ad can enhance the market share of a product. This strategy is being followed globally. No doubt that woman attracts the consumer but this given incentive to opposite sex has a negative impact too, which is detrimental to women’s image.

At the other hand extreme from supposing that sex differences don’t matter is the belief that gender is closely associated with a host of tastes, skills, manners, qualities of temperament, and habits of mind, as if sex determined a wide variety of un-related characteristics.<sup>23</sup>

It is really important to bring cultural acceptance into an ad. How a particular thing happens and at what grounds the community’s believe go with it. How an advertisement should be picturized and how to make it influential? Some time advertisers pass through great deal of difficulty when a sensitive ad comes for production. During this desperate

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<sup>23</sup> The Marble Faun, or the Romance of Monte Beni, The Centenary Edition (Columbus, Ohio: Ohio State University Press. 1968) Vol.IV , pg 39-40.

time an expert of human behavior like an anthropologist can suggest better workable solutions than the rest and can make it more sensible and according to the demand of the audience's culture.

An advertiser of "training bras" would be interested in knowing about the product's meaning as a symbol of "growing up" to both daughter and mother. This in turn might affect the extent to which the advertising would be oriented to the daughter herself ("now you're growing up"), to the mother as a mother ("when a daughter needs her mother"), or to the mother as the girl she once was ("remember when"). Likewise, the appearance of facial hair is part of boy's coming of age. His first razor or shaver is usually a big event for him as well as for his father. Insight help makes clear the symbolism of such events and help make it easier to understand the deeper meaning of products associated with them.<sup>24</sup>

Recent layout of advertisements is merely crushing women's ego. The women's inclusion has become essential into each ad either she was needed to portray on it or not. Modern way of advertising is just like a double side knife which, at one hand lowering women's status and at other end removing her self respect.

Woman is primarily used by the advertisers to products to both women and men on the basis of their sexual appeal. In female oriented advertisements women are invited to identify with the subject in the advertisements, who is offered to ultimate reward i.e. success with male as a result of using the product. In male oriented advertisements male

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<sup>24</sup>Otto Kleppner, *Advertising Procedure*, 6<sup>th</sup> ed, Prentice-Hall, Inc. pg 288

consumers are promised the portrayed female as the bonus that comes with the product.<sup>25</sup>

Media and advertisement has just delimited the role of women. She has become a source of sexual leisure for the eyes of audience. In the way media has manipulated the role of women, she can not imagine it, she has nothing to do with serious affairs of life because advertisers keeps her engage into sex based roles.

“Ceulemans and Focounnier (as cited Kumar, Noman, and Pervez 1998) contended that media images tend to define women within the narrow boundaries. These images are woman traditional domestic roles and sexual appeal to man. Gallagher believes that the portrayal of women in the media is narrow, unrealistic, demeaning and damaging. She also explains that the representation of women in mass media is extra ordinarily invariant through out the world.”<sup>26</sup>

There are some rules and regulation imposed upon the advertisers by legal institutions. When these institutions were formed, they were chartered with strict laws against to any unethical activity and the negative projection of the women. But today we find them defunct. Present media is too liberal that it does not care for the code of conduct and ethical values.

Despite women's proactive movement and code of commercial advertising on, “Doordharshan”, the code for self-regulation and code for advertising practice of the Advertising Standard Council of Pakistan and the indecent representative of women (prohibition Act 1986), the fact

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<sup>25</sup> Gallagher (1979) quotes the study by Dispenza (1975), Gallagher, M. (1979). *The Portrayed and Participation of Women in the Media* UNESCO, Mimeographed.

<sup>26</sup> Kumar, A, Pervez, S. Noman, *Portrayal of women in Pakistan Television Programs* . UNDP, Islamabad. (August, 1998)

remains that both print and electronic media continue to portray stereotype images of women. This disparity is further “perpetuated and aggravated in the portrayal of women in electronic media, particularly Television”<sup>27</sup>

Women misportrayal is a global phenomenon and which is now observed by the people. Some NGO’s had also noticed it and worked on it. Many campaigns were started to prevent the women misportrayal. In the way women were initiated toward misportrayal is really discouraging. The dilemma is that this fashion has now got a peak. This trend is getting intensity at global markets.

Inspite of such good work being done by NGO’s like Media Watch, Amnesty International and some select UN committees, the assessment of the content and portrayal of women by media have remained are neglected areas of research and a matter meriting readers by the regulatory bodies. The above is because “the media world has been male dominates and men design and define media policies, priorities and decides how women are portrayed and presented.”<sup>28</sup>

Advertisers always rescue them by giving manipulative replies to escape from their culprit. They know how to deal with the raised question coming against to them. They tackle it beautifully with different excuses and set of mind.

A content analysis conducted on British Television advertisements aimed at female consumer (sexually ads, ‘housewife’ ads and ‘comparison’ ads, ads which portrayed

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<sup>27</sup> UNSECO (2002, August 22) *Pakistan Media Aims to Change Attitudes about Women*. Retrieved Journey 15, 2009 From [http://portal.unesco.org/ci/en/ev.php-URL\\_ID=3635](http://portal.unesco.org/ci/en/ev.php-URL_ID=3635)

<sup>28</sup> Ahmer, T. *Gender and Media: Pakistan Perspective, Paper Presented at SAFMA Workshop Katmandu, Nepal*. (2004, June 26-27).

a female central character but not in term of her domestic or sexual role), showed that those utilizing female sexuality constitute a district sub-set, not only in terms of images of women, but in overall structure and production.<sup>29</sup>

Western media is held pioneer in appreciation of women misportrayal. India is on second number which is most influenced by west in women misportrayal in Asian countries. Facts and figures narrates that Pakistan has not lagged behind in this race of nudity. Pakistani media and advertising agencies are also portraying to the women into similar fashion.

The situation of Pakistani media regarding women's representation is not radically different from India. A few studies that were conducted in Pakistan exemplify the analogous situations to India. The most well known study on portrayal of women in India is a statistical compendium compiled by the women's division Pakistan, a government department responsible for research and formulation the policies regarding role and status of women in Pakistan. The study, which is based on purely administrative theoretical model, provides significant information. Some of the most important inferences of the study are!

1. The mother is depicted as sedate and quite, always solving problems.
2. The wife is shown as cloying, eager to climb in the social circle, charming because of her choices of clothes and her passive role.

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<sup>29</sup> Bearsell, S. *The uses and possible consequences of female sexuality in television advertising. Paper presented to working Group on Media and sex-roles of the XVth conference and General Assembly of the Internatioanl Association for Mass Communication Research Conference.* Barcelona, Span, July 24<sup>th</sup> to 29<sup>th</sup>. (1998).

3. The daughter is portrayed in the context of future marriage.
4. A female in love is typified as pretty, proper and dignified.<sup>30</sup>

For the advertisers, the women's sexuality is the only tact to sell a product. Every thing can be advertised with a woman. May it be an advertisement of a razor blade it is easy to cast a woman, show her naked and compel the buyer to buy it.

**Pervez (as cited in Kumar et al, 1998)** also analyzed the mass media representation of women very diligently in her study. According to her the women are portrayed as beautiful, nurturing irrational, humble, emotionally exploited, devoted and economically unproductive member of society. Her study further reveals that women's role as an independent economic unit gets least portrayal in media.

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In our society women are normally associated with domestic chores and errands. Our advertisements instead of depicting them influential in advertisements show them in domestic roles and for sex purposes. The need of the time is to show her strong and powerful but the advertisers are deliberately sticking her to prevailing stigmas of society.

**Hussain and shah (1999)** show the role of the media in projecting and disseminating stereotypical images and roles of women, which have developed in a patriarchal society. They believe that television drama, films, advertisements, and textbooks contribute to the oppression of women. The media enforces the slogan that women's place is in the

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<sup>30</sup> (Women's Division Pakistan; *Portrayal of women in communication media*. Islamabad: Cabinet secretariat, Government of Pakistan. 1980

<sup>31</sup> Pervez (as cited in Kumar et al.) Kumar, A, Pervez, S. Noman, Y , *Portrayal of women in Pakistan Television Programs*. (August, 1998) UNDP, Islamabad.



home, denies appropriate women's actions. They believe that the mass manipulative strategy for the media is especially relevant in the context of Pakistan.<sup>32</sup>

Our mass media has more stress on women's physical appearances rather any other thing. Her inner self has no portrayal in the media. Media describes her most beautiful woman who is super skinny and thin. This template of describing a woman in mass media is creating frustration among ordinary women. Now every woman wants to look gorgeous and get slim. Every girl wants a model like look because advertisements are reinforcing her to think like that. This tendency creates passion among them and they do dieting, exercise and utilize to multiple domestic tips etc. They destroy their health. In this enthusiasm some receives serious illnesses.

Unfortunately as girls were raised, they were always taught to be submissive and dainty. It almost seemed like they are told their opinions don't matter and that they should just sit there look pretty or be fragile like glass dolls. Many ads use this to their advantage. They make girls think that the only thing they should do is work on their appearance, because their opinions don't matter. This results in several girls falling into depression or developing eating disorders. The inner struggles of keeping the pain in cause some girls to want to commit suicide before wanting to be fat.<sup>33</sup>

We don not need to go far we can take the example of our own society where advertisement has disastrous impacts on the moral of people, especially among the teenagers and the children. Our mass media has given them premature sexual frustration.

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<sup>32</sup> Hussain, S. & Shah, R. (1999) in Rukh, L . (2001). *To study the presentation of Women Electronic Media that influencing young girls* . Unpublished Research Report of MSc, Federal Government College, Islamabad.

<sup>33</sup> Kilborne, Jean, *Why Women and Girls Must Fight the Addictive Power of Advertising*. Deadly Persuasion, New York, NY; The Free Press, (1999 p.132)

Media gives them imaginary worlds where it is easy to bang a girl but in reality there are no such avenues to easily fetch or access the women.

The importance of the youth obtaining this knowledge is crucial. Advertiser's play out sex roles in even children's programming "The result is a continuum of limiting messages that often tell girls and boys alike that female appearance is central, that boys can do and achieve things girls' can't, and that boys have more value than girls."<sup>34</sup>

Vulgar ads have a direct impact on our society because it stimulates people for doing freaky acts. There is a contradiction between real life and the life portrayed by mass media. People may have a new direction to move into, without caring societal norms.

Vulgar advertisements in front of audience cause frustration leading to moral corruption and crimes in the society. We must strongly protest against all such Ads and stop seeing these media TV channels and stop buying the products of these companies.<sup>35</sup>

It is not more a secret thing that how media is treating with women. What is a woman for media? What is her purpose of being there? A kid even can guess it. Media's manipulation with women is not latent. But when media people jot down about women, they beautify their words which tussle to their artificial arguments. This seems nothing but a flop effort to cover their real image.

"Women are not a sex object, although the central idea of most of the media is romance, still there is censorship on projecting woman as sex symbol. Even while portraying a married or engaged couple, our media tried to emphasis

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<sup>34</sup> (<http://www.childrennow.org/media/medianow/mnfall1997.html>)

<sup>35</sup> Anwar Ul Haq (<http://www.geotauaisay.com/2010/05/vulgar-advertisements-on-tv/>)

more on the aspects of the feelings and affiliation, rather than on sex.”<sup>36</sup>

In market perhaps no one is interested to know about the product but they are interested in the women printed on it. Advertisers cast women in ads at the demand of the public. Some times it happens when we watch a particular ad and we think why the woman has taken into this ad when she was not needed. Infact she had the need, not for the promotion of the product but to give the coolness to the eyes of the audience.

“Advertisers are selling more than products: they are selling a particular image of a woman” (Said by Usher)

It is natural that opposite sexes have attractions for each other. Where man wants to see woman and feel comfort in her presence, a woman appearance in media becomes a visual luxury for him. Woman must occupy this similar feeling for man. The advertisers have nailed this notion of sex difference with women sexuality. Only women are misrepresenting in advertisings. According to the recent advertisements we can spot lesser exposure of men than woman. Woman caters 52 percent of Pakistan’s population but in advertisements 100 percent women are exposing their sexuality. There is no man in any advertisement that comes under misrepresentation.

Sex differentiation:

At the other hand extreme from supposing that sex differences don’t matter is the belief that gender is closely associated with a host of tastes, skills, manners, qualities of temperament, and habits of mind, as if sex determined a wide variety of un-related characteristics.<sup>37</sup>

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<sup>36</sup>Seema Ghazal , *Analysis of mass media appealing to woman* : (pg: 165)

<sup>37</sup> The Marble Faun, or the Romance of Monte Beni, The Centenary Edition (Columbus, Ohio: Ohio State University Press. 1968) Vol.IV , pg 39-40.

We cannot avoid to that bad information come to us by media like Television, Cable, Internet, Satellite, Radio, Mobile Phones; in this way we did not find ourselves culprit. Everywhere in media woman is being projected into offensive stances. Western society has their own parameter to comprehend with this phenomenon where we find them a bit flexible even of their religious domain. What about those Sign Boards and Billboards in our country which are conveying a message of sexuality? At that point all culprits go to our local advertisers who deliberately make them sexually attractive and transmit unethical messages. Here we can have a check over it to deal with this situation. Our sensor board can filter and impose restriction on them and I think they do have, but these restrictions are like white elephant in Pakistan.

“Media of any kind, especially billboards has to take the cultural, ethical, literacy levels and gender perceptions of the people in the consideration of the people in consideration to mediate ideas. However, billboards advertising in Peshawar particularly needs to pay attention to cultural realities and thus portray message more substantially by using relatively simplistic ideas and the languages used by the majority. This is not only in the case of Peshawar but it is a believe that “medium (cannot) be the message” in all such societies where literacy levels are low; cultural values dominate; and gender roles are stereotypically accepted.<sup>38</sup>

Advertisers deliberately misrepresent the women in media. Women misportrayal has become a global tactics to raise and grab the market share. If there is no woman in an advertisement, then there will be no customary of the advertised product. The main

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<sup>38</sup> Anoosh Khan, *Elusive Decoding: Billboard Advertising in Peshawar* (Pakistan) by Department of Gender studies, University of Peshawar, pg: 176)

agenda behind the women misportrayal is to maximize profit by showcasing women's physical features and giving an emotional incentive to consumer. No one cares for her glory. It seems that world's advertisers have vowed that they would leave no respect with the word, "women".

"In capitalistic societies a film is a commodity produced by an industry and circulated among consumers by a trade which itself enjoys the support of a complex publicity business"<sup>39</sup>

I botched to find the answer, why the notion of sexuality has associated only with women. We all are human and biologically we are man and woman. We both the genders have same notion of sexuality then why only woman serves the purpose of sexuality? Why only women expose her body in ads and at whose desire she does it? Do not women wish to see a man naked?

"She declares that in patriarchal society, pleasure in looking has been split between active male and passive female"<sup>40</sup>

Women in advertisements are not same to women of our actual life. We find women around us into multiple roles of respect. We have women at home as mothers, sisters, wives, daughters. In media and ads women comes to us as a commodity and sexually charged objects. We do not respect to media's women because in the way media illustrates her to us leaves no room for her respect.

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<sup>39</sup> Roberge , *Women and media* , Paper presented for the seminar ,3 November,1980, Kula Lumpur, Malaysia.

<sup>40</sup> Mulvey Laura , *Visual Pleasure & Narrative Cinema*, in Antony Easthope, Ed. *Contemporary Film Theory* , London: Longman. (1993)

“Where the woman’s value is determined by the attractiveness of her body, her identity becomes closely connected with how she looks. This causes the culture to view women’s bodies as object which’ in turn, cause woman to see themselves as objects”.<sup>41</sup>

We see women in ads playing with her ego. Glaring examples of this misportrayal are the indecent displays of women images at Cinemas and Theatres. I think this is the nastiest way to disrespect to the women’s image. This mode of advertising is fetish and obscene. Cinema owners gets escape with saying it is a mode of marketing and we do it at public demand. If a woman is meant just for lust fulfilling purposes then why we say her women? Why don’t we say her sex toy?

“The cinema film advertisement presents beautiful, glamorous, sensuous female forms to the viewer in dazzling and usually arousing postures. One takes visual delight seeing these overpowering sensuous figures painted on a very large scale, appealing to many unspoken desires of the passer-by in the midst of the busy daily routine. Freud’s term scopophilia is not only being acted out but forms a very basis characteristics of the general psyche that formulates a cycle of the gaze producing such images and vice versa . The heightened sexuality of the female suggests possibilities to the male gaze- to look and identify those lascivious figures with the average woman walking on the street. These females’ forms are designed to produce strong visual gratification for male desires and reduce these woman fetishist scopophilia”<sup>42</sup>

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<sup>41</sup> Carla Rice, *Prompting Healthy body Image: a guide for program planners* prepared in 1995.

<sup>42</sup> Farida Batool ,*Figure: the popular and political in Pakistan*, pg :54



The woman shown through mass media is different from the women we meet into our daily life. The sex giving nature of media women is always a source of leisure for us. This is the difference of reel and real life. This difference in portrayal of women is promoting numerous social issues and crimes in our society. .

“We the participants and the observer at the symposium, denounce the existing images of woman in the mass media and appeal to woman all over the world to carefully examine and analyze these images and to realize that they are literally living in a world of man-made images which do not resemble real woman, or deal fairly with the realities of the woman’s experiences”.<sup>43</sup>

Women’s appearance via mass media is meant to be nothing but only an object of beautification, bringing goodness into the atmosphere, creating a man’s preferred ecology. Her glamour, her bodily features and her attitude has a special place at media but there is no room for her intellect, her inner self, her feelings and her discoveries in the world. It is purely unjust with the womanhood and her humanity. The template of her statue shows her 36, 24, 36 bodily measurements but not her goals toward healthy future or the aims to do something constructive rather to serve as a role model of sexuality.

“The media tries to put too much emphasis on the description of women’s beauty, jewelry, clothes and physical appearance. It conveys that she does not have enough inner human qualities to stand without the crutches of such super imposed decorations. A healthy human approach in projecting a character should be that you accept a person and make human contact with her or him,

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<sup>43</sup>Seema Pervaiz ,*Analysis of Mass Media Appealing to Women* , Women in media : UNESCO 1980)

because of the personality characteristics; but the image of woman projected through the media generally lacks good human qualities. What we find is, a cluster of attractive physical features”,<sup>44</sup>

Mass media was aimed to bring empowerment for womanhood. It was also expected that it will give moral encouragement to the women. The picture brought by the current media has contradictions to what was expected from it. Firstly, in narrow sense mass media has demarcated women's role to her house and domestic errands, as various ads depict her in home and secondly media gives more stress upon her physical features and sexuality. Media deliberately reinforces that all the bridles to drive women are in the hands of men. Media is deliberately sticking the women's role to sexuality.

There are many different stereotypes of women in advertising. Throughout history there have been many studies that proved women were mainly portrayed on television advertisements as housewives or occupations that are subservient to men. Studies also show the disproportional ratio of women to men in TV advertisements. In the 70's, it was reported that women were found on camera only 21 % of the time. Allan and Coltrane conducted a study that showed inversely, in the 80's female appearance on TV advertisement were 5.8% less compared to the 50's! <sup>45</sup>(Pierce, 1999)

Some advertisements take the support of non verbal communication to convey a silent and subtle message to read it in between the line types. This happens when advertisers

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<sup>44</sup>Seema Pervaiz, *Analysis of Mass Media Appealing to Women* , Women in media : UNESCO 1980)  
pg 159

<sup>45</sup> Pierce, Kate. *Aunt Jemima isn't keeping up with the Energizer Bunny: Stereotyping of Animated Spokes-characters in Advertising*. (Statistical Data Included). Journal of Sex Roles (1999).

deliberately want to bowdlerize their messages. This strategy is really desirable. In this method message reaches directly to the target audience. This mode of advertisements has less chances of destruction in targeting the audience. Unfortunately recent advertisers are appealing to this notion. They deliberately try to magnify the secret information and use suggestive dialogue and even some times they intentionally try to exert double meanings from silent messages which reflect absurd thinking.

Sounds bombard our ear every day – the squeaks and honks of the traffic, a child's laugh, the bark of a dog, the patter of rains. Through them we learn what's going on; we need them to communicate. By listening to the speech, cries and laughter of others, we learn what they think and how they feel. But silence, an absence of sound, also communicates. When we hear no sounds in the street, we assume no cars are passing. When some one doesn't answer a question or breaks off in the middle of sentence, we quickly notice, and draw conclusion from the silence.<sup>46</sup>

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<sup>46</sup>Rogger Kamien. *Music (An Appreciation)* McGraw-Hill International Editions Pg-2.

## **Chapter.3**

### **The Area Profile and Adveritsing History**

#### **3.1-The Islamabad**

Islamabad is the new capital of Pakistan, the first being Karachi after the emergence of Pakistan in 1947. Islamabad is a real beautiful city and because of its beauty a lot of people from every part of Pakistan and abroad come to visit the picturesque city. In contrast to some of the major and historic cities of Pakistan like Lahore, Karachi, Faisalabad and Multan Islamabad is not a historic city and it is a newly made modern city. One finds newly made modern buildings while visiting the capital. Islamabad is a modern, spacious and a carefully planned city. A city of wide, tree lined streets, large bungalows and well-organized markets, which is a rare scene in Pakistan. Since it is a new city that is why it has not got a lot of depth in its culture. What ever it has got in its culture is been attracted by the city from the neighboring cities like Lahore and Rawalpindi. Technically Islamabad is not a part of Punjab, but forms its own capital authority though it is attached to Rawalpindi which is the second most important city of the province after Lahore. The decision to make Islamabad the capital city was made by the then President of Pakistan Marshall Ayub khan in early 1960s Islamabad is the best-planned city of Pakistan. The city is divided into. Sectors and with in each sector the streets are numbered and thus it makes it easy getting around in Islamabad. There are big markets in each sector and one does not find it difficult to shop. Islamabad is a very beautiful city, it is been made against the Margallah Hills which are the part of Himalayan range of mountains. These beautiful lush green hills are visible from every part of the capital as it is designed so. These hills give a new charm to the beauty of this city.

One finds a lot of sights while visiting the city and daman-e-koh is one of them. Daman-e-koh provides the best bird's eye view of the city and every point of the Islamabad city is visible from it. Shah Faisal mosque is the biggest mosque of the world. It is superbly sighted at the foot of the Margallah hills. It is superbly sighted at the foot of the Margallah hills. It is a big mosque with four sky scrapping minarets; it is financed largely by the donations by Saudi Arabia that is why it is named after the king Faisal of Saudi Arabia.<sup>47</sup>



<sup>47</sup> [http://www.suite101.com/article.cfm/pakistans\\_culture\\_retired/42574](http://www.suite101.com/article.cfm/pakistans_culture_retired/42574) (Jun 28, 2000 © Hasan Mehmood )  
The copyright of the article **Islamabad and Rawalpindi** in Pakistani Culture is owned by Hasan Mehmood.

### **3.2-The Rawalpindi**

Rawalpindi is a city in the Potohar Plateau near Pakistan's capital city of Islamabad, in the province of Punjab. It is the military headquarters of Pakistan Armed Forces and also served as the nation's capital while Islamabad was being constructed in the 1960s. The city is home to many industries and factories. Islamabad International Airport is actually in Rawalpindi, and serves the city along with the capital. Rawalpindi is located in the Punjab province, 275 km (171 miles) to the north-west of Lahore. It is the administrative seat of the Rawalpindi District. The population of Rawalpindi is approximately 3,363,911.<sup>48</sup>

### **3.3-General Description of the District**

The district takes its name from its headquarters town “Rawalpindi” which means “the abode of Rawals”. In tuzk\_e\_jehangirei, it has been recorded that the name Rawalpindi consists of two parts; Rawal and Pindi. The Rawals, a jogi tribe, founded a village Rawal at the site where the Rawal dam is today. When Jhand Khan, a Ghakkar chief, founded a new town at the site of an old town kaawa as fateh pur baari, he named it Rawalpindi. Rawalpindi emerged as a fiscal district during the Sikh rule. Rawalpindi carries the essence and flavors of an old city, with narrow winding lanes, old bustling bazaars and several historical sites.

At the time of Alexander’s invasion, the district was known by the name of Amanda. During Mughal period, the area was known as Sindh Sager, and west of the tract, now included in the Rawalpindi district, and then comprised the Fatehpur Mahal.

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<sup>48</sup> Census report on Rawalpindi district, 1998



General Information about Rawalpindi.	
Country	Pakistan
Province	Punjab
Altitude	500 meters AMSL
Area	5,286 km <sup>2</sup>
Calling code	051
Time zone	PST (UTC+5)
No. of Towns	8
Population	2,300,000 (1998)
Estimate	3,039,550 (2006)

### 3.4-Description to the Locale of study

Islamabad and Rawalpindi are the most urban territories of Pakistan. This twin city has an exceptional importance. Islamabad has an autonomous entity of being federal province while Rawalpindi comes under Punjab government. With reference to this particular research, this area has a great significance. Firstly these areas are the most metropolitan and congested areas where marketing and advertising business has their heredity. Secondly the level of diffusion among the people is lofty. The following are the major micro descriptions of the Rawalpindi and Islamabad city/cities.

#### 3.4.1-Languages

It was observed that in Rawalpindi and Islamabad the people were using different languages in their ordinary life like Urdu, Punjabi/*Pothohari*, Pashto, and English. The matter of using the language was varying from community to community and residential areas. In local areas of Rawalpindi, mostly the people of lower income group speak Punjabi. There were some exceptional cases like in few households of Islamabad and Behria Town people were recorded preferring over English language as their daily medium of conversation.

### 3.4.2-Dress pattern

In Rawalpindi and Islamabad the researcher has noticed the variations in the wearing styles of the people. People usually wear *Shalwar Kameez* as casual dressing; most recent fashions are always welcomed by the natives. People of executive jobs wear dress pants and shirts and in private businesses like shop keeping and in other private jobs people mostly wears *shalwar kameez* and other free style casual stuff like trouser, T-shirts with jeans etc. The college and university going girls were recorded high fashion freaks. Same notion was observed among the school, college and university going boys.

### 3.4.3-Food pattern

In Rawalpindi and Islamabad people prefer to eat all the range of traditional Pakistani and western foods. Three meals in a day are obligatory. *Roti with Saalan* is essential in lunch and dinner. In breakfast people eat different things. Eating habits vary from community to community and to the economic statuses of the people and thus speak of affordability and availability. In break fast some people eat *Paratah* with fried egg. People who prefer modern life style are in habit of taking bread with jam or butter with juice, milk or tea. Eating habits recorded with a variation among different age groups. Like teenager and school/college/university going students prefer to go out for junk foods. They like to eat burger with Pepsi. Some hang out stations and junk food centers are too popular in these areas like AFC, KFC, Al-Baik, Pizza Hut, Italian Pizza, Bamboo, McDonald etc.

### 3.4.4-Religion

The majority of the people in Rawalpindi and Islamabad are Muslims. Sect wise division of Islam was recorded in this locale. There are *Imam Bargahs* , *Masajids* for the Muslim People and for minorities like Christians and Hindus Churches and *Mandirs* were also available. Famous Mosques of Rawalpindi are Jamia Mosque, Eid Gah Mosque and in Islamabad Lal Masjid and Faisal Masjid are famous.

### **3.4.5-Recreational facilities**

There are plenty of recreational facilities available in the twin cities of Rawalpindi and Islamabad. There are international food chains available for hanging out. Good public parks, cinemas and theaters are also available for the recreation. Some of the areas of Rawalpindi are very famous for their food quality and domestic shopping like commercial market, Sadler Bazaar and Raja Bazaar while in Islamabad Jinnah super and Apara markets are famous.

### **3.4.6-Moral Values**

In Islamabad mostly the people are migrants of different regions. They were recorded in multicultural settings and this push has led them toward difference in attitude. They do not have similar approach toward moral values and hospitality. People of Islamabad were recorded less cooperative and less hospitable while people of Rawalpindi city were very hospitable and ethically enriched.

### **3.5.7-Social Stratification**

Every society of the world has social stratification. Islamabad and Rawalpindi too have social stratification upon the basis of wealth and social power. In Rawalpindi some areas are associated with the residence of riches like commercial market Peshawar Road, Satellite Town and Sadler Cantonment. Islamabad is considered as a most urban centre. The people belonging to Islamabad consider themselves superior. Some areas of Islamabad are still slum areas which are associated with poor's colonies. Mostly the Christian people are dwelling there like 100 quarters, 66 quarter, and France colony near f7 market.

### **3.5-The Advertising<sup>49</sup>**

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular

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<sup>49</sup> <http://en.wikipedia.org/wiki/Advertising>

brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups of vested interests, religious organizations and governmental agencies.

Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

### **3.5.1-Popular definitions of the term Advertisement:**

- 1.The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media.(Arenes (1996)
- 2.Any paid form of non-personal communication about an organisation, product ,service, or idea from an identified sponsor.( Blech & Blech (1998)
- 3.Paid non -personal communication from an identified sponsor using mass media to persuade influence an audience. (Wells , burnett, & Moriatty (1998)

4. The element of the marketing communication mix that is non personal paid for an identified sponsor, & disseminated through mass channels of communication to promote the adoption of goods, services, person or ideas.( bearden, Ingram, & Laforge (1998)

5. An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organisation or product is identified in some way. ( Zikmund & d'amico (1999)

6. Impersonal , one way communication about a product or organisation that is paid by marketer. ( Lamb, Hair & Mc. Daniel (2000)

### **3.5.2- History of Advertising**

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. This practice was carried over to television in the late 1940s and early 1950s. In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s.

A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Making celebrities Brand Ambassador is yet another innovative technique of recent years.

### **3.5.3-Advertising theories**

#### **Hierarchy of effects model**

It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

#### **Means-End Theory**

This approach suggests that an advertisement should contain a clear message or means that leads the consumer to a desired end state.

Leverage Points: It is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

### **3.5.4-Types of advertising**

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popup, skywriting, bus stop benches, human billboards, magazines, newspapers, manufacturer catalogues, trade directories, town criers, sides of buses, banners attached to or sides of airplanes ("logo jets"), in-flight advertisements on



seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

### **3.5.5- Current trends**

#### **Rise in new media**

With the dawn of the Internet came many new advertising opportunities. Popup, Flash, banner, Popunder, advergaming, and email advertisements (the last often being a form of spam) are now commonplace advertising sites.

#### **Niche marketing**

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will now have an increasing ability to reach specific audiences

#### **Global advertising**

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising:

#### **Foreign public messaging**

Foreign governments, particularly those that own marketable commercial products or services, often promote their interests and positions through the advertising of those goods because the target audience is not only largely unaware of the forum as vehicle for foreign messaging but also willing to receive the message while in a mental state of absorbing information from advertisements during television commercial breaks, while reading a periodical, or while passing by billboards in public spaces. A prime example of this messaging technique is advertising campaigns to promote international travel.

### **3.5.6-Advertising research**

Advertising research is a specialized form of research that works to improve the effectiveness and efficiency of advertising. It entails numerous forms of research which employ different methodologies. Advertising research includes pre-testing (also known as copy testing) and post-testing of ads and/or campaigns. Pre-testing is done before an ad airs to gauge how well it will perform and post-testing is done after an ad airs to determine the in-market impact of the ad or campaign on the consumer. Continuous ad tracking and the, “Communicus System” are competing examples of post-testing advertising research types.

## Chapter. 4

### Socio Economic Features of the Respondents

This chapter is dealing with quantitative data of the research. Without including quantitative analysis the thirst of an Anthropological research cannot be satiated. The researcher has tried to show all the results into easy and understandable forms. All the variables were chosen carefully and for making it convenient to an ordinary reader results are elaborated into convenient forms. Both male and female variables are given separately with their proportionate percentages.

It was the demand of the study to write results in figures because without statistics the results of any study do not seem authentic and valid.

For this research 139 people were studied by applying judgmental sampling technique. Out of which 78 respondents were females and 61 were males. They were from different strata of ordinary life. Their ages, education, gender and other general information were as following.<sup>50</sup>

**Table No. 1**  
**Gender of the Respondents**

Gender	No.	Percentage
Male	61	43.88489
Female	78	56.11511
Total	139	100.00%

<sup>50</sup> Male percentages have been taken from the male sample size 61, and female percentages from 78 out of 139, total sample size. A simple formula is use to obtain these percentages

**E.g. No of any falling category \* 100/61 for male respondents**

**and for female respondent's percentage**

**No of any falling category \* 100/78**

(Microsoft Excel 2007 is used for combining the quantities of data)

The table above is delineating about the genders of the respondents. 61 respondents were males of different ages which occupy approximately 44.88 percent of the total studied population of 139 while 78 female respondents of different ages has 56.11 percentile of the total studied population.

Above descriptions are revealing the fact that female respondents are greater in numbers than male respondents. The current research was exclusively based upon some non frequent advertisements in which represent women into objectionable states. Deliberately female respondents were given high preference by the researchers. This was done to record the impacts of woman’s representation at woman’s opinion. This notion of researching led to high quality of information gathering.

Women were recorded with more complains than men. After assembling the data a consensus was drawn on behalf of respondent’s opinion that women think this tendency of media is delimiting a woman’s prestige and her natural grace. No respondent had appreciated the notion of women misportrayal.

**Table No. 2**  
**The Age of the Respondents:**

Sr. no	Age Groups of the Respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	10-19	13	21	18	23	31	55
2	20-29	37	60	42	54	79	57
3	30-39	6	10	7	9	13	9
4	40-49	2	3	6	8	8	6
5	50-59	3	5	5	6	8	6
Total		61	100%	78	100%	139	100%

The table above is delineating about the ages of the respondents. In this research respondents were taken under particular age groups rather to record them individually. Five groups were made to record their ages. In tabulation they were pulled into their respective age group category. Likewise the people who had ages (10 to 19) year were recorded in the first group category of (10 to 19) year and vice versa. 22 percent people who were interviewed had fallen into the age group of 10-19 years, while 56 percent people were of 20-29, 9 percent of people were of 30-39 years age group category, and approximately 5 percent had fallen on 40-49, approximately 5 percent fell into 50-59 years of age group category.

Above statistics reveal that majority of the studied population was in age of 20-29 years. This group of people was recorded more concerning to media activities. Second highest percentage was of those people who were in the ages of 10-19 years which is having approximately 22 percent of entire sample size. We can conclude from these results that majority of the people who were interested in watching the advertisements were young people who had ages to 10 to 29 years. Other group of people had fewer percentages in comparison to these two groups.

Table No. 3  
Occupation of the Respondents

Sr. no	Occupation of the respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Students	21	34	43	55	62	47
2	Governments services	13	21	9	12	22	16
3	Private businesses	23	38	1	1	24	17
4	Agricultural	4	7	0	0	4	3
5	Others	0	0	25	32	25	17
Total		61	100%	78	100%	139	100%

The table above discusses about the occupations of the respondents. About 46 percent of the respondents recorded were students of different levels, like university, college and school students. 15.82 percent people were government employees. 17.26 percent people had their own private businesses. 2.87 percent people were engaged into agriculture. 17.98 percent female respondents were doing nothing; they were engaged into multiple non economic activities like, house wives were recorded busy with home chores and other were sitting idle at their homes without having no aim or work.

Above statistics can help to conclude it as, mostly respondents of this study were students which occupy 46 percent of the entire sample size. This group of respondents was recorded with high information of current advertisings even they illustrated example ads to the researcher. They had keen observations while other people like government employee's category were recorded less informative and merely critical. The reason was that they had not had spare time to watch television etc and if even they watch, they prefer to see news, sports and other channels. Third category was of the people who were engaged into different nature of businesses. This group of people was recorded with similar problem to the previous group. People who were engaged in agricultural activities had very low observation regarding under study issue and this category of respondents had least percentile to the entire sample size which is about just 2 percentages. A fifth category was of the "Others" on which multi occupations were recorded and this category received 17.98 percent of entire sample size. This group of people had different perceptions regarding the under study issue of research.



**Table No. 4**  
**Marital Status of the Respondents**

Sr. no	Marital Status of the Respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Married	21	34	33	42	54	39
2	Unmarried	40	66	45	58	85	61
Total		61	100%	78	100%	139	100

The above table elaborates the marital statuses of the respondents. 21 males were recorded married which is 34% of total male population while 40 males were recorded unmarried which is 56 percent of total male population 33 women were recorded married which is 42 percent of woman's total sample size. 45 female were recorded as unmarried which is 57 percent of woman's sample size.

Overall 38.84892 percent people recorded married people out of 139. Hence 65 percent men from total male sample size were unmarried and 57 percent women out of 78 were recorded unmarried. Gross percentages of both genders representing unmarried people studied for this research is 61.15 percent out of 139.

Above descriptions revealing the information that, in this study unmarried respondents were more in numbers than married.

40 males and 45 females were unmarried. Most of them were hesitant; especially those female respondents who were hardly made agree to be interviewed and this honor goes to my female key informants Miss Nida Adeel and Miss Mahwish Sheikh. Few respondents appeared as daring with bold arguments with keen observations for the issue of research. These people were felt capable to think out of shell by the researcher.

**Table No. 5**  
**Language of the Respondents**

Sr. no	Languages of the Respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Punjabi / Potohari	32	53	27	27	59	42
2	Urdu	13	21	43	43	56	41
3	Sindhi	9	15	1	1	10	7
4	English	0	0	0	0	0	0
5	Siraiki	3	5	0	0	3	2
6	Balochi	0	0	0	0	0	0
7	Pashto	4	6	7	7	11	8
Total		61	100%	78	100%	139	100%

The table above is delineating about the languages of the respondents. 42 percent respondents were recorded of Punjabi language speakers, while 40 percent were of Urdu language, 7 percent were of Sindhi language and 0 percent was of English speakers, 2 percent were of Siraiki and 0 percent was of Balochi while approximately 8 percent people were recorded Pashto language speakers.

Punjabi/Potohari and Urdu languages were recorded as the major languages of the studied population (Rawalpindi and Islamabad).

The interesting result occurred from this study was that, the respondents were of different languages but they all had understandings of Urdu and English advertisings.

Urdu is national language of Pakistan and majority of the ads are in Urdu and some are in English but no ad is in regional language. English is the universal language and English ads were not easily understandable to some respondents, especially for those who were less educated and illustrated. Either the ad is in English or in Urdu they notice woman

into objectionable stances. They referred other ads of similar nature. This notion had shown their keen observations and high critical judgments. At the end when data was complied for obtaining results a consensus was drawn that the visual appearance of woman into ad can suggest her suitability to the audience either she needed to show case on it or not.

**Table No. 6**  
**Education of the Respondents**

Sr. no	Education of the Respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Illiterate	4	6	2	3	6	4
2	Primary	7	11	8	11	15	10
3	Middle	6	10	3	4	9	7
4	Matric	3	5	15	19	18	12
5	Intermediate	4	6	7	9	11	8
7	Bachelors	11	19	19	24	30	22
8	Masters	18	30	16	20	34	25
9	M.Phil	6	10	3	4	9	7
10	PhD's / Post.Doc	2	3	5	6	7	5
Total		61	100%	78	100%	139	100%

The above table is delineating about the educations of the respondents. 4.3 percent respondents out of 139 (total sample size) were recorded illiterate out of which 6.5 percent were male respondents and 2.56 were female. 10.79 people out of 139 were recorded with primary level education out of which approximately 11.47 were male and 10.25 were female. 6.47 people out of 139 were recorded with Middle level education out of which approximately 9.83 percent were male respondents and 3.84 were female. 12.94 percent respondents (out of 139) were recorded matriculate out of which approximately 4.91 percent were male respondents and 19.23 were female. 7.91 people (out of 139) were recorded with intermediate level of education out of which approximately 6.55 percent were male respondents and 8.97 were female. 21.58 people (out of 139) were

recorded graduate out of which 18.03 percent were male respondents and 24.35 were female. 24.46 people (out of 139) were recorded Masters Degree holders out of which approximately 29.50 percent were male respondents and 20.51 were female. 6.47 respondents (out of 139) were recorded above master's level education like M.Phil, MS out of which approximately 9.83 percent were male respondents and 3.84 were female. 5.03 people (out of 139) were recorded illiterate out of which approximately 3.27 percent were male respondents and 5.03 were female.

In the light of above discussions it is evident that mostly respondents were literate. Highest percentages have received by those respondents who had an education till Bachelors which is 21 percent of total sample size (139).

It was interesting to record that illiterate respondents were more in favor of women misrepresentation. Primary level educated people were recorded with diverse opinions some of them were amused by the way woman is being portrayed but this number of opinion occurred with low percentages and only among the male respondents while other people of same education were found against to this evil . The people who had an education till Middle level had rejection to the idea of women exposure into negative stances. Matric pass people and students had great difference of perceptions; woman misportrayal was delighted to male student respondents and nefarious to female students while Matric passed people of different ages had almost rejection to the same idea. Same was the case with other educational back grounds of the respondents of Intermediate, Bachelors and Masters. The people, who had completed their education and were into practical life's affairs, were noticed critical of the women misportrayal. And those who were students of any level had interest on it (especially the male respondents).

Seven PhD scholars were taken under this study out of them 2 were male and 5 were female. Their views and notions were really moderate and their justifications were authentic enough which helped the researcher to build a consensus; as a whole the views of this group of respondents went to the rejection of the idea of woman representation on media.

**Table No. 7**  
**Economic Status of the Respondents**

Sr. no	Economic Statuses of the Respondents	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Poor	36	59	19	24	55	40
2	Middle class	25	41	59	76	84	60
3	Rich	0	0	0	0	0	0
Total		61	100%	78	100%	139	100%

The figures in above table are delineating about the economic statuses of the respondents. About 39.56 percent people out of sample size 139 were recorded as poor people out of them 36 were male and 19 were female. 60.43 percent people were recorded as middle class people out of which 25 were male and 59 were female.

Mostly the respondents of this research were of middle class families which have 60.43 percents of the whole sample size. 39.56 percent respondents were recorded as poor people. Most interesting thing was that, no respondent had claimed his/her self as a rich person. Zero percent population was recorded rich people which are really astonishing. This has happened because people do not find their selves fit into Rich category, their parameter of measuring the richness was different.

With reference to the under study issue, the poor class people who their selves kept them into the poor class category had good observations about media activities. Special and deliberate attention was given to find the marginalized people for observing their tendencies toward unethical representation of women in media.

Three slum areas of Islamabad city which are associated with Christian communities had been taken into the consideration named as France colony, 100 quarters and 66 quarters.



Here the results were really interesting, for these non Muslim communities, women misrepresentation was also unacceptable. They thought it unethical and an evil to the society. Although they were Christian people but they had same ethical and cultural values as other Muslims of same city had. In middle class families; for those respondents, who were educated , women misrepresentation was not recorded a big issue because they were very use to with such stuff but in less educated middle class families where strict stereo type were imposed , women exposure into media was not recorded in healthy grounds. In religious families, cable and dish antenna was recorded strictly prohibited. They condemned their women to have an exposure of media. Such families consider it a taboo. In majority; such class propounded that in the way modern advertisers bringing women on ads/media, is such a highly objectionable trend. In middle class families high scorn was recorded for the women misrepresentation while in affluent class it was recorded a furtive issue or most of the times a non-issue.

Table No. 8  
Income Status of the Respondents

Sr. no	Monthly Income of the Respondents	Total No. of Respondents				Overall	
		Male		Female			
		No.	%age	No.	%age	No.	%age
1	Students	16	26	19	24	35	25
2	5000-9000	8	13	15	19	23	17
3	10000-19000	12	20	11	14	23	16
4	20000-29000	5	8	10	13	15	11
5	30000-39000	9	15	11	15	20	14
7	40000-49000	7	12	5	6	12	9
8	50000-59000	3	5	3	4	6	4
9	60000 ant above	1	1	4	5	5	4
Total		61	100%	78	100%	139	100%



The table above is delineating about the monthly income of the respondents. 25.17 percent people were recorded with no income because they were student out of which 16 were male and 19 were female. 16.54 people fell into the income group of 5000-9000 out of which 8 were males and 15 were females. 16.54 percents were having an income range of 10000-19000 per month incomes out of which 12 were male and 11 were female. 10.79 percent people were of 20,000-29,000 monthly incomes, in which 5 were males and 10 were females. 14.38 percent people fell into the income group of 30,000-39,000 out of which 9 were male and 11 were females. 8.63 percent people had an income around 40,000-49,000 out of which 7 were male and 5 were females. 4.31 people had 50,000-59,000 monthly income in which 3 were males and 3 were females. 3.59 percent people were recorded with more than 60,000 rupees per month out of which 1 was male and 4 were females.

With reference to the under study issue of the research income levels had an important impact on observation level of the respondents. The people who had fallen in the group of “student” had no earning and got highest percentages than rest of the categories. This group of students had keen observations toward media activities. This group of people made researcher know about various other ads in which they thought woman have been portrayed in unpleasant ways. Anyways the people with normal earnings 5000to19000 had same perception toward women and her representation in media. Other people who had earning levels in range of 20000 to 59000 had fewer observations and even they were probed to think and to recall if they had any exposure of such non frequent ads. The people who had an average earning of 60000 and above had a scanty idea of under study issue.

Table No. 9<sup>51</sup>**Respondent's Views regarding women's representation on media / Ads**

Sr. no	Responses	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Under-Representation	9	15	13	17	22	16
2	Over Representation	25	41	12	16	37	27
3	Mal- representation	24	39	46	58	70	50
4	Fair-Representation	3	5	7	9	10	7
Total		61	100%	78	100%	139	100%

The table above is delineating about the respondent's views regarding the women misrepresentation in media. 15.28 percent respondents thought that in media the women is in under representation out of which 9 were males and 13 were females. 26.61 percent people stated that in media women are being over represented out of which 25 were males and 12 were females. 50.35 percent people voted to Mal representation of women in media out of which 24 were male and 26 were females while only 7 percent people of the study gave their votes to fair representation of women in media out of which 3 were males and 7 were females.

50 percent respondents of this study have voted for the mal-representation of the women in media which is the largest percentage recorded among all categories. While on second number 26.61 percent is received by "Over Representation of Women". It quite easy to judge that people thinks it bad what ever media is doing with the grace of women. The category people mark mostly consisted of all kinds of mal- representations of women in media, either her physical representation is odd or her non-physical representation is at offensive stake.

<sup>51</sup> **Note:** The above data was based on general information relating to socio economic statuses of the respondents. From here below Quantitative analysis has been started. These tables are signifying quantitative responses of the respondents which were asked in questionnaire.

**Table No. 10**  
**Respondent's Views regarding women's representation on media / Ads**

Sr. no	Responses	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Symbol/object of sex	27	44	23	29	50	36
2	An attention grabbing thing	9	15	16	21	25	18
3	A respectful creature	2	3	4	5	6	4
4	Vulgar/seductive	14	23	11	14	25	18
5	Fashionable / modern	4	7	15	19	19	14
6	Domestic lady	1	2	0	0	1	0
7	Islamic Role Model	0	0	0	0	0	0
8	Imaginary	2	3	6	8	8	6
9	Into noble professions	2	3	3	4	5	4
Total		61	100%	78	100%	139	100%

The table above is delineating about the respondent's views with regarding to the type of women misrepresentation in media. 35.97 percent people of total sample size (139) are of the views that media represents women as a symbol and object of sex out of which 27 were male respondents and 23 were female respondents, hence 17.98 percent respondents indicated that media is portraying women like an attention grabbing thing or a product out of which 9 were males and 16 were females. 4 percent respondents of whole sample (139) gave their votes to media show casing a woman as a respectful creature out of which 2 were male and 4 were female respondents. 17.98 percent people said media represents women as a vulgar and seductive thing out of which 14 were male and 11 were female respondents. While 13.66 percent people propounded that media shows women very fashionable and modern out of which 4 were males and 15 were females. 0.7 percent of entire sample size (139) thought media represents woman as a domestic lady out of which 1 was male and none was female. Zero percent people thought that media shows

women as an Islamic role model. 5.75 percent felt it that media shows woman as an imaginary thing out of which 2 were males and 6 were females. According to the 3. 95 percent of whole sample size (139) media represents women into noble professions out of which 2 were males and 3 were females.

Above descriptions are the direct views of the respondents with regarding to the women representation in media. 35.97 percent people gave their votes to the category of “Symbol of sex” which is the largest percentage among all the given categories of women representation. It clearly signifies that people think women misrepresentation in media is too offensive while the second highest percentages has received by the categories “attention grabbing thing” and “vulgar and seductive” both are having approximately 17 percents. No respondent thought that media represents women into an Islamic role model.

**Table No. 11**  
**Respondents views toward different mediums for woman misportrayal**

Sr. no	Responses	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	Electronic Media TV, Cable, Internet, Dish)	23	38	22	28	45	32
2	Print Media (all papers, magazines etc)	7	11	19	24	26	19
3	Theatres (Local theatres)	7	12	13	17	20	14
4	Billboard / sign boards etc	14	23	22	28	36	26
5	Any other	10	16	2	3	12	9
Total		61	100%	78	100%	139	100%

The table above is delineating about the respondent’s views regarding different mediums at their high or low levels of women misrepresentation. 32.37 percent people marked to “electronic media (all)” which is highest percentage from given categories. 18.70 percent people said that “print media represents” women into objectionable stances. 14.38

percent people reported that “theatre misrepresent women”. 25.89 percent people gave their opinion about “Billboards and sign boards”. 8.63 percent people tagged the category “any other” which had different things on it like the wrappers of products and the miscellaneous marketing strategies.

In the light of above given statistics it can be safely opined that according to the respondents of this study the electronic Media like TV, Cable , Internet and Dish are the most responsible and real culprits for the women representation . Hence the lowest percentage was gained by the category “Any other” which had miscellaneous replies about freaky mediums.

Table No. 12

Respondent's Responses regarding women misportrayal at different levels

Sr. no	Responses	Total No. of Respondents				Overall	
		Male		female			
		No.	%age	No.	%age	No.	%age
1	On local level	28	46	20	25	48	34
2	On National Level	11	18	27	35	38	28
3	On International/Global Level	22	36	31	40	53	38
Total		61	100%	78	100%	139	100%

The table above is delineating about the respondent’s views regarding different levels of women misrepresentation. 34.53 percent people of total sample size of (139) have reported that, on local levels the women misrepresentation is alarmingly higher. 27.33 percent people thought that on National level women misrepresentation is higher. 38.12 percent people suggested that on international and global levels women misrepresentation is higher.

Above statistics are the evidences to claim that women are highly misrepresenting on global level because this category has gotten highest percentages by the respondents hence national level category got lowest percentages which is about 27 percents.



## Chapter. 5

### Women Exposure through Media<sup>52</sup>

This chapter is build upon descriptive and narrative analysis. In this chapter all the issues have been high-lighted, which are the possible causes of women's misrepresentation in advertisements. Taking into the consideration, the problems of an ordinary reader, all the discussion have been written in simple, easy and comprehensible direction. This chapter has been divided into a range of headings for making it more convenient and easy to understand.

This chapter is solely based upon the objectives of the study. It is an on purpose effort to fix and jolt down all the qualitative data in this section. The crux from the exploration has been given in the shape of appropriate heads. In this chapter the researcher has also incorporated the results obtained from the focus group discussions (FGD's).

#### 5.1-The Woman

A woman (plural women) is a female human. The term woman is usually reserved for an adult, with the term girl being the usual term for a female child or adolescent. However, the term *woman* is also sometimes used to identify a female human, regardless of age, as in phrases such as "Women's rights".<sup>53</sup>

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<sup>52</sup> **Note:** For the preparation of this study all kind of advertisements are taken into consideration but more emphasis has been given to Electronic ads and billboards.

<sup>53</sup> Wikipedia, The free encyclopedia



## 5.2-Women in Advertisements

Since many years the woman representation in advertisements is receiving global concern, attention and appreciation. According to the media critiques, the woman is shown as a symbol of beauty, fixed for domestic and sex oriented roles. However the important question is as to why this notion is prevailing? Women are not seen crossing these media made shackles? Who inculcates media and advertisers to confine the woman with limited roles?

The first study regarding sexual stereotyping in United State print advertising to appear in the marketing literature was reported by Country and Lockorets (1971).

The study analyzed the roles portrayed by men and women in eight general audience magazines and reported a number of stereotypes being reflected in the advertisement, they were:

1. a woman's place is in the home
2. woman don't make important decisions nor do important things
3. women are dependent and need men's protection
4. Man regard woman primarily as a sex object

Ad week conducted a survey of 3000 women that posed a number of questions about how women are depicted in advertising. Asked whether they agree that "the image of woman in ads tend to be reasonable reflection of reality"? Less then 2 percent of respondents said they strongly agree, whereas, 32% strongly disagreed with the statement. The survey also offered the statement "there are still too many house wives". Approximately 30 percent of the respondents strongly agreed with this assertion, whereas 3 % strongly disagreed. Finally, when asked whether "working mothers in ads are too often portrayed as "super woman" with standard no one could live up to, 27.8% of the respondents strongly agreed.

### **5.3-Purpose of showcasing a woman in advertisements:**

The advertisers deliberately cast women into each advertisement whether it is befitting or not. Either her need is vital for the advertisement or not. Her inclusion in advertisement is itself an assurance that the advertisement will succeed. If this be asked from advertisers that why they mostly emphasize on women portrayal, then they will simply let you know that people love to see women and it was as per public demand and etc. They will never let you know why people love to see the women in advertisements. Advertisers have made public addicted of watching women in the advertisements because in advertisements they find women in the way they desire to see her.

By the advertisers a woman display in advertisement increases the sale of product; woman portrayal grabs more attention of customers than a man's portrayal. Only because of this notion advertisers mostly cast women in advertisements. Up till here, this story seems unobjectionable but the other side of image narrates something really objectionable. They just do not cast woman in the advertisements; in fact, they cast her sexuality and her attraction. They make her wear and do what she does not do in her actual life. It gives an allusion to the audience and they fanaticize themselves. Globally women are being insulted via advertisements. In this situation world's advertisers are playing same character of those brokers who deal with prostitutes in red light areas.



Picture captured from Naz Cinema Stop Muree Road Rawalpindi.

#### 5.4-Women portrayal on media and women development

In the way women are being represented in advertisements, is it a step toward women's development? This is a spot to mull over. This is an alarming threat to the women's modest decorum because as media demonstrating to women is merely a source of sexual pleasure for men. Through different ways intentionally or unintentionally, media trades with women's bodily components.

Advertisers show women's physical characteristics, her 36, 24, 36 figure, her glowing skin, her attractive breast and buttocks, her gait style (cat walk), smile, and her alluring actions. But no media or advertisements are interested to portray woman's domesticity, her caring nature, her intelligence and her goals toward brightness of life. What she

thinks about her self and how she sense herself, has never been portrayed on media and advertisements.

In the Focus group discussion which was held with 9 married women aged 19 to 50 years, were asked about the portrayal of women in media.

The results obtained from this question got the final analysis as under.

**In the way Media representing to women; is it a step towards her development? What do you think?**

Respondents	Remarks
1	No, not at all , it is disgrace of womanhood
2	Media shows woman so liberal, normal women are not as media describes her.
3	With this attitude of media, people have started to think narrowly for women, now a woman is nothing but just a commodity for sex.
4	No
5	No
6	Advertisements are playing with the prestige and respect of woman hood
7	Recent ads are trying to rape with women’s respect.
8	No, as they are describing her secrets openly, she sometime seems hiding herself due to shame.
9	Not at all
<b>Analysis:</b> In the light of these 9 replies we can conclude that, women themselves do not consider it a step toward their development. Respondents have drawn different perspectives and gave arguments that due to such indecent display of women, woman hood is getting hurt.	

### 5.5-Difference of Reel & Real life:

We all know that whatever we are shown by media is not always true. Sometimes media take us to an imaginary world which seem superficial undiscovered and extravagant.

**Ceulemans and Focounnier (as cited in Kumar, Noman, Pervez, 1998)** contend that media images tend to define women within the narrow boundaries. These images are women's traditional domestic roles and sexual appeal to men.

**Gallagher (1979)** believes that the portrayal of women in media is narrow, unrealistic, demeaning and damaging. She also explains that the representation of women in mass media is extra ordinarily invariant through out the world.<sup>54</sup>

If media creates illusions for us it is not an objectionable thing. However when it starts to create dissimilarities, it invites a lot of genuine objections. Media's described women have contradictions to the role of that woman who is actually present in our society and culture. Thus the real stakeholder is not depicted at all as she is devoid of portrayed glamour and sex appeal.

The portrayal of woman in media should be according to the audience culture settings are commensurating with their societal norms. What really happens in advertisements? We see a woman who does not have any relation to our culture. Like in media we meet to a broadminded girl who can freely talk about her menstrual health, a woman who can kiss to her boy friend and a girl who is talking (non stop) to her boy friend on mobile without having any restriction upon her. If reviewed with reference to our society and culture these things are far from our actual happenings. In real life settings this sort of absurd behavior tantamount to honor and killing the woman grace.

People are being pushed toward post modernism. These negative guide lines drawn unilaterally by media have detrimental impacts on audience's mentality. Now most of our girls have adopted the same trend of thinking which they have copied and learned from

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<sup>54</sup> (As cited in Kumar et al, 1998).

media/ advertisements. Most of the girls are now wearing western clothes; talking to their boyfriends on mobile till mid nights. These are the cultural viruses which are slowly infecting our age old traditions and norms. This is the difference of a real and reel life (media / advertisements).

For instance, why to go far just take the example of your own home, being a part of Pakistani society and culture we pretend ourselves most prestigious and culturally rich people. We mostly pretend our selves against the adoptions of western life styles. In reality we are highly impressed by western life styles. We have almost lost our hold within household. In our home every family member is free and doing the things at his/her will as in western society people usually do. What is that? This is the blessing of post modern media. This is a deliberate effort of western media to remove all the barriers and resulting chaotic and some family relation learning to broken ties are at its rise.



Picture captured from Faizabad Stop.



## **5.6-How culture/society is accepting woman misportrayal**

With reference to the recent trends of advertising women are serving same purpose worldwide. The notion of sexuality is attached with women every where. Every culture treat women biologically weak and powerless creature. If western world proclaim of making the women empowered then they actually lie. We cannot understand the conspiracy of western societies in fence of giving excessive freedom to their women.

As already stated the recent trend of advertisings implies negative impacts on womanhood. Women exposure on media has become common. Women's display for each medium (Billboards, Pena Flexes, Television, Cable, Internet Advertisements) mostly imparts a message of vulgarity.

With reference to our eastern society where majority of families still do not have cable connections at their homes, they are forced to swallow this unwanted toxin. Negative portrayals of women in the media and cheap roles of women have made the people shameless. Media has forced public to get addicted of seeing the women out of her grace's context. We see women in the media dancing, seducing and attracting the folk men. In this way the woman has become all in all the beauty of the screen.

### **5.6.1-An Interview to Mr. Fakir Hussain**

Mr. Fakir Hussain is 35 years old. He is a married person. He is a government servant and currently residing in Rawalpindi city with his wife and 3 kids. He has an interest toward religious knowledge and preaching. He is a common man but having a visionary insight. For this research he gave an informative and interesting interview.

He opined that there is no doubt that media has increased dissemination of information and knowledge among the people but in other hand media has diminished the practicality/applicability as well. This is happening because the things coming to us by media come without genuine settings. Usually these are unilaterally manipulated and thus are biased.

In explanation to his above argument he gave an example of dissemination of Islamic information into different media. Like we have plenty of Quranic & Islamic channels on Radio, Television, Internet etc. All are disseminating Islamic information into a broad spectrum, but see and observe and try to measure their impact on our society. If we count them into numbers and divide them into our population size, then we should have drastic and revolutionary changes into our society, where each individual should be extremely religious, praying in mosque, women cladding in Islamic costumes, men growing his beard etc . But we have contrary results.

We are happily welcoming the western ways of life. We listen and forget whatever reaches to us by media. He opined that media is increasing our knowledge but decreasing our practical orientations.

#### **5.6.2-A Critical analysis on a Pakistani Cable Channel “AAG”**

Some Pakistani newly emerged channels have forgotten all the norms and values of a Muslim society only for the sake of getting popular and becoming competitive. They are blindly following all the fair and foul strategies to grab the attention of the audience. These associations are using woman as an object. This is only woman's misrepresentation is working as back bone for these channels.

For them woman body is a product and nothing more just a novel variety of its sort. This variety in portrayal is the main secret behind the likeness of such channels by the audience. A vivid example of such channels is “Aag Channel” a Pakistani private channel. In this channel we can see the negative progression of a Muslim country. Even in western media we cannot find such a vulgarity as we do have in this indigenous channel. In this channel the strategy adopted by the producers is awful which has even respond the Indian and Western media.

In each commercial break; after/before or during a program, a semi naked girl appears exposing her body, having tattoos of the text “Coming Soon” on her full naked back.

This is really absurd and shameful. The most regretting is that we all have become immune and swallowing this toxin shamelessly

### 5.7-Unrealistic expectations from women

Most of the recent advertisements depict fake description of woman. The women portrayed in advertisements lack similarity to our local ladies as advertisements present women sizzling, sexy, beautiful, always eager for sexual union, easy to convince and some times in search of hooking men.

If we make a comparison to the media's women to our local women then we will find all her attributed elements totally superficial because such woman who comes on media does not exist in our surroundings. For example in an advertisement of a cellular mobile phone a boy says "in 20 rupees *Aalia* will be agreed". Such suggestive phrases and strings attached with women are creating unrealistic expectations from women.

We see women in media dancing, exposing and always ready for friendship. Eventually influencing by media we start to put our local ladies on the same track which we observed through media because it fascinates us. What is it? Who inculcate us to keep such expectations from women? The only answer is "Media and advertisements".

The main point of fact is that the media projects those ideas that are in actually falsely representing women today. These unrealistic expectations create all sorts of probabilities of women that can lead to lowered self esteem, thoughts of suicides, self mutilation and many other psychological disorders<sup>55</sup>

Majority of the respondents admitted that they become frustrated when they did not find an opportunity to experience the same nature of women as they observed in media. There is a good case study of an MBA's student who had encountered the same problem. She did not fulfill the expectation of her beloved. For this happening she considered media as culprit.

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<sup>55</sup> (Holmstorm. A. (2004). "The Effects of the Media on Body Languages: A meta Analysis". Journal of Broadcasting and Electronic Media , 48 (1)

### 5.7.1-A case study of Ms Saleha (An MBA's student)

Ms. Saleha is 25 years old lady. She is the resident of Rawalpindi city. Ms. Saleha has a boy friend who is studying in the same university. Ms. Saleha is a day scholar while her beloved lives in the hostel. What Ms. Saleha has narrated depicts an alarming situation the outcome of which is manifested in rapid moral degradation of today's youth.

She said her study routine is really hectic and she does not find any time even for herself. She is in habit of early sleeping because she has to wakeup early in the morning. She stated that she always have complains from her beloved that she do not talk to him on mobile at nights while all the boys of hostel use to talk on mobiles with their girl friends.

Ms. Saleha stated that her boy friend thinks it is a humiliating thing for him because even having a girl friend he find himself alone and receives taunts by his mates. Ms. Saleha said this is happening because our cellular marketers have settled this trend by advertising such an absurd culture. She also suggested that this evil should be eradicated from our society as it is detrimental to our culture and making our people shameless.



Picture captured from Sadiq abad Stop (Muree Road Rawalpindi)



Picture captured from Rehmanabad stop (Muree Road Rawalpindi)



Picture captured from Rehmanabad stop (Muree Road Rawalpindi)



### 5.8-Woman body as luscious commodity:

For the mass media and global advertisers a woman herself is nothing but an object, a powerful luscious tool to drive male audience. Women body and her attraction have a charm for the advertisers and her being a human does not have any value. Global advertisers have pegged women to a sloe mission that is to seduce to the opposite sex.

There is a very good research resembles to this topic done by **Dr. Luther (2007)**. According to her views, women are just presented in media because of their attractiveness looks and physical features. She says that women are considered to be the element of beauty with having fair color and slim body and attractive figure. She says that women are now being treated as an object and they are only presented in the media gives the ads and videos the glamorous look. According to her research the best example women's portrayal in media are the ads in which women are just used as attractive figures for selling products and goods.







Pictures are taken from Shamsabad Stop (Muree Road Rawalpindi).

#### 5.9-Women celebrities as brand ambassadors:

Undoubtedly, the woman is the most beautiful creature of the universe. Without women everything is incomplete and meaningless. Women add colors to life and woman is the silent motivator of each and every success of man. We like to see woman, talking with her, feel comfort in her presence, in fact woman amuses us and we men are taking wrong advantage from her.

Just think how do we express our feelings and emotion for woman? And when it comes to describe a woman who is of western society, how do we define her? Exactly we define her with her bodily shape, her attractiveness and some times for her seductions. Why we can not discuss, *Shakira*, *Sasha Grey*, *Salma Hayaq*, *Angelina Julie* in the presence of our parents and family members because we have excrement for them in our minds. We are not direct culprits of thinking like this. Our layout of thinking has been structured by modern media.

This sin has been inculcated into our minds by media and the advertising agencies. They always have portrayed women as an object of sex, gratifying and satisfying the men's sexual needs and desires.

A new way of marketing has been introduced to advertise local products in foreign markets. In this technique famous female actresses are cast in the advertisements for the sake of promotion often they are made brand advertisers. This attachment of female models/actress in advertisements leads to high sale in international markets. Public love to use such imported products because they are mesmerized by the advertisers. The attachment of female actress compels to the people for buying the products. In such advertisements a woman across the boarder appears in local channels and requests to purchase a commodity. What is this? Is this a way of marketing or enhancing markets share of products internationally? No this is a cultural exchange of woman's body.

We feel great to see *Karina Kapoor*, *Aishwaria Roy*, *Katrina Kaif* in our local advertisements. But we do not like our local artists in international advertisements. Why so? It is happening because we are among those nations who think their own culture inferior, who try to get escape from their indigenous traditions. We consider to our values substandard than western cultures. And we adore western glamour.

We can observe the effects of western media in our society; majority of our girls in local areas are now wearing jeans, trousers, skirts and same fashions as media has inculcated to them. Modern media is not less than to that brothel's agent who deals with the youth and sexuality of women. International and local commercials are doing the same job. In the light of my investigation I can state on behalf of what we are doing or accepting in fence of marketing is a cultural transaction of woman body via advertisements.

Billboards of Indian Actress “Katrina Kaif” in Six Road Rawalpindi City.



This Billboard is at 6<sup>th</sup> Road Rawalpindi City . The Model printed on it is Katrina Kaif , came from UK to India , and got famous and now printed in Pakistan.



This Billboard Rehmanabaad Stop Rawalpindi City . The Model on it is Katrina Kaif , came from UK to India , got famous and now printed for Pakistan



This Billboard Chandni Chowk Stop Rawalpindi City. The Model on it is Katrina Kaif , came from UK to India , got famous and now printed for Pakistan

#### 5.10-Women portrayal and Identity crises

We cannot deny the bare fact that advertisements have a great influence on audiences, if an advertisement can compel the audience to buy a thing then how can we ignore the very fact that the audience would have not been so impressed by these advertisements? Advertisements play with the strong veiled emotions of the people. What we commonly observe in advertisements? The cladding, walk styles and attitude of the model, makeup, fashion, and life style. In fact an advertisement can be a total description of a culture. We can judge in which country the advertisement has been produced. In this way advertising carry the traits of one culture to another culture via media.

“The media can affect a wide variety of groups but have the most influence on women. The way media portrays women in television, movies, advertisements or news causes either positive or negative psychological impacts on women physically or mentally. The media influences women in many ways, one by creating an “ideal” beauty for women. “Findings suggest that adolescent girls and college

women's impressions of their own bodies are influenced by the mass media portrayals of "ideal" body type."<sup>56</sup>

In this research the level of diffusion has also been recorded among the respondents. In our society the people have a craze to go after the popular cultures; they feel proud in following the western styles. Each advertisement produce locally or internationally has repercussion of western/ borrowed cultures. It has become common to see our local girls in jeans and western dresses.

Jean Killbourne, a popular advocate for the prevention of negative portrayal of women in media, says that many females spend time, energy and money trying to look just like the perfect images of the women that they see in the media. It is almost impossible to look completely flawless like they do<sup>57</sup>

Now most of the girls have said good bye to *Shalwar* and have replaced it with trousers and capries. If we visit to academic institutions of Rawalpindi and Islamabad then we can observe the level of fashion we have adopted. This incredible tendency of doing the fashions among the respondents can be labeled as "Identity crises" because now our wearing style depicting other culture's stories. These borrowed styles of fashion neither describe our norms and values nor the traditions. Most of our girls are adopting exotic fashion by watching advertisings. Most of our women are becoming the victims of identity crises. They are living in an Islamic republic and they are pretending themselves like western vagabond ladies, it is an alarming threat to our cultural heritage, what we are actually loosing by doing this? The answer is, "Our Identity".

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<sup>56</sup> Bissell, 2002. (Bissell, K. L. (2002). I want to be thin , like you, News photographers, 57(4), 4)

<sup>57</sup> (Killbourne.1999) Kilbourne, J. (1999). Deadly Persuation, New york: The Free Press.





Snap captured at Malikabad shopping mall, Rehmanabad Rawalpindi



Snap captured at Malikabad shopping mall, Rehmanabad Rawalpindi





Snap captured at Malikabad shopping mall, Rehmanabad Rawalpindi



Snap captured at Malikabad shopping mall, Rehmanabad Rawalpindi

### **5.11-Chase of Ideal Body (A curiosity among women by media)**

In the analysis of data interesting results have come on surface. The images of women have negative impacts upon women's psychology. A fixed criterion is prevailing for the women to come in the view of media. She must be thin and physically attractive, her smartness and her bodily beauty is her certificate to work for the media. But what happens to those conjugal ladies who do not have these physical characteristics in contrast to those women who work for media. Psychologically this domestic woman feels plenty of lacks in her self, she thinks herself flabby, adipose and clumsy. She tries to follow all the strategies to shape her self like the models as she observes in advertisements.

This is not only a story of our society. This is a global trend among all the women. Every lady has started to participate in the competition of becoming like a model. But no one knows what they bear to get this persona. They reduce their appetite, and do excessive dieting. Most of them falls sick and receives major diseases like low blood pressure, protein deficiency etc.

An interesting case study narrated by a male respondent from his real life experience that how media and advertisement created problems for him.

#### **5.11.1-A Case study of Mr. Zohaib Ali**

Mr. Zohaib Ali is a 31 year old man. He is living in Rawalpindi city with his wife and two kids. By profession he is a technical supporter and currently he is working with Jung News Group (A daily news paper of Pakistan).

Mr. Zohaib Ali has narrated that he was married in an early age when he was just 19 years old and his wife was only 15 years old. After four years of his married life when his both kids had been born, his wife felt her self becoming fat and loosing her attractiveness. For this she became diet conscious and she started to walk on the roof of her house for two to three hours a day. She almost applied all the tips of becoming thin as she read and listened from others and saw on Television programs. She even left copulation with her

husband because according to her it was the major reason of becoming clumsy. She started to eat some medicines and Mr. Zohaib Ali was observing that she was gradually loosing her health; her skin tone fell down into 10 levels. She got dark circles around her eyes. She became much stubborn and a time came when she had no sign of beauty on her face.

One day when she was washing the cloths suddenly she fell down. Mr. Zohaib Ali was not at home that time. Some body took her to the hospital. She got her blood pressure low. According to the doctors she had lost her immunity and she remained faint for two days afterward when she came into senses, she had not enough energy to speak up because of bodily weakness. She remained sick for 6 months and it took a year or so to recover her. She abjured from such curses and now she is living a normal and healthy life. Most interestingly she is now almost double in size but she doesn't care for it.



Picture captured from RGH stop (Muree Road Rawalpindi)



Picture captured from RGH stop (Muree Road Rawalpindi)



Picture captured from Sadar Bazaar R.A Road Rawalpindi

### **5.12-Social Marketing and woman misportrayal**

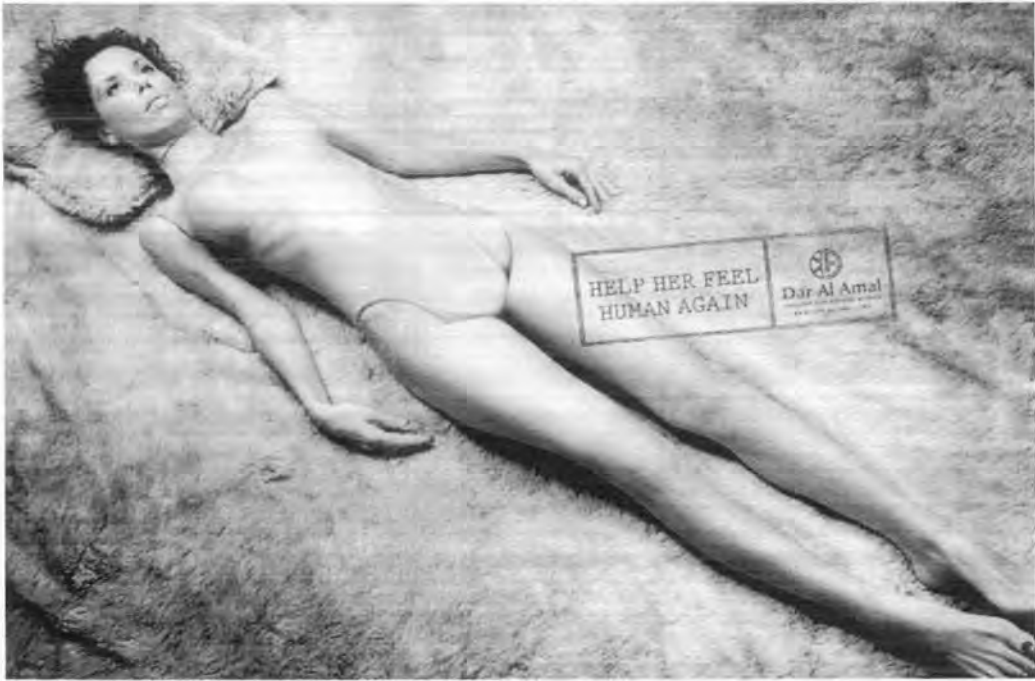
For the purpose of social marketing different advertisement campaigns are being run by the media like women's health, education, empowerment and awareness. These advertisement campaigns are meant to address the various issues of women like the issues of her adolescence, her pregnancy and her emotional health etc.

Observing the view point of social marketers it is true that we need these advertisements in media for the purpose of creating awareness but in this journey the natural grace of women is at stake imparting harm to her instead of doing any good. .

In this research 78 women of twin cities of (Rawalpindi and Islamabad) have exposed to the reality that they do not like such social advertisements in which the woman is represented into objectionable scenarios. These women also suggested that this kind of advertisements should not be released to all. These advertisements must be produced keeping in mind all types of audience because such information may deliver to wrong person at wrong time. Kids also watch these advertisements. Advertisers ought to produce these commercials keeping in mind all the possible perspective of its dissemination.

Most of the respondents gave shaking replies when they were asked about such advertisements. The researcher has recorded interesting case studies from the respondents who personally encountered with such advertisements.





The advertiser Dar Al Amal has recently come up with a social advertising print campaign about the women anti-abuse crusade, executed by Memac Ogilvy & Mather Dubai, UAE. The public awareness campaign is for the brand name Counseling Services for Abused Women.

#### 5.12.1-A Case study of Mrs. Almas Kazmi

Mrs. Almas Kazmi is a 45 years old lady. By profession she is a social researcher. She is a married woman and having 2 kids. Her education is B.A and currently she is residing in Rawalpindi city. Mrs. Almas Kazmi has given a bold interview. She also has shown deep interest for this topic of research.

According to her, she is a professional lady and for the sake of job she has to travel in different cities of Pakistan. She said she is sick of some recent advertisements. She said she does not like to have Cable connection in her home. As she knows her daughter is growing up and it can have negative impacts on her daughter.

She has shared narrated an interesting confrontation for this research. She said, once she and her family were watching a drama in a family entertainment channel on Television. In commercial break an advertisement of sanitary napkins appeared (Always ultra). Mrs. Almas instantly tried to change the channel and started to find the Television's remote. She said her behavior became irregular. She said her conduct suggested her kids that it must be a bad thing which has restricted by their mother to reach them.



She said that time passed calmly. But at night when she was retiring on bed with her daughter, her daughter asked her an innocent question, “Mama! Do big ladies also wear nappies?” Mrs. Almas said this question was a laughing stock for her and she really felt her self in difficulty to get the answer for her daughter. She admitted that she again made a mistake that time by scolding her girl and she slept mutely. She was unaware to the fact that this act of her will create a curiosity in her daughter to discover the truth.

Mrs. Almas asked the researcher; if she was not in condition to tell about this advertisement in the age of 45 than how it became possible to that lady who was quite young and was talking about it in the advertisement. Mrs. Almas is totally against of such advertisements and she hesitates accepting its open dissemination.

She said, once more when she was passing through a road with her daughter, her daughter saw a Billboard of a sanitary napkin and said to her mother, “Mama Look at this”. Mrs. Almas Kazmi said at this time I saw my girl angrily and remained silent.

### **5.13-Advertsiements as social catalysts**

In recent era, advertisements have a great influence in the social life of people. Most of the recent advertisements rerecorded as social catalysts because they are bringing changes in the behavior of people. It is quite proper to say that these advertisements are destroying our moral and intervening into our norm and culture. These advertisements have a potential to modify the behavior of our people. These freaky advertisements have put the public into an unhealthy track of life especially to the teen agers.



A Telenore Franchise situated at sixth road Rawalpindi.

#### 5.13.1-An Interview of Ms.Kiran Amber Butt

Ms. Kiran Amber Butt is the resident of Rawalpindi city. She is 32 years old. She has an M.A in Arts. She is a researcher by profession. According to her, the advertisements which portray women negatively are crushing the respect of womanhood. People believe upon what they visualize. In the way media is representing women, people taking her negatively

She said, now in our society boy friend and girl friend culture is common but if we look into past, we used to consider such thinking highly unethical. But now this trend has become a fashion among youngsters. Even parents know when their children go for dates.

Why this drastic change has occurred? Media is manipulating to the people. The media is pushing the people toward postmodernism where we do not have any respect for any relation. She admitted that advertising industry is biased in dealing with women. She said the misportrayal of women has lethal moral impacts on our new generation.

She said, each advertisement of cellular phone targets our teenagers and urges them to make a boy friend and girl friend. She said, I am honestly telling you that some people to whom I personally know cry and protest that they do not have any boy/girl friend with whom they can talk entire night.

She said these advertisements have settled a new trend in our society. Now girls are having a range of different SIM cards with them. They spend all their time talking with boys on mobile phones. Our media is permitting them to do this because media has made this trend legal and fair.

Ms. Kiran told that she also has taught in a private school for a short duration. She shared an experience of her for this research. She said once a big issue occurred in her school when a boy of 4th class had brought condoms in the class. He demonstrated to his friends how to wear a condom. When he was spreading this information, he was caught red handed and brought to the Principal's office. His parents were called in the school but they did not come.

Ms. Kiran Amber said, I asked from the boy that from where he got this information and where did he purchase the condoms? He replied, he had seen its advertisement on Television and he went to the chemist's shop and said to the shopkeeper that his father is asking for that product. When the boy opened it, it was having all the necessary details of its usage written on it.

Ms. Kiran said such a strange reply from a school boy made her stunned. That boy was kicked out from the school. According to Ms. Kiran advertisements have a great impact on the audience and especially on children. She suggested it for the advertisers that this kind of advertisements should be produced in a mature manner.

**5.14-Woman misportrayal in a popular culture**

The dilemma of our nation is to live in a range of phobias. We think other nations superior than us. We think our norms and traditions are orthodox. Some times we deny attaching ourselves with our traditions because in a craze of becoming modern we feel shame on them. What is modernity by the way? For us the total definition of modernity is to adopt a life style as an American has.

**Definition of Popular Culture:**

The types of entertainments that most people in a society enjoy, for example films, television programs, and popular music.<sup>58</sup>

Popular culture is the totality of ideas , attitudes, memes, images and other phenomenon that are deemed preferred per an informal consensus within the mainstream of given culture.....<sup>59</sup>

We are the victims of identity crises. If we look at ourselves and into our patterns of life then we will come to know that our all preferences, clothing, foods and way of etiquettes all are inspired by the American culture.

We blindly follow to each “Popular culture”. Advertisers have settled it a popular culture to show the women naked. Her nakedness and sexuality becomes a cause of amusement for the audience. We appreciate this trend because western people like this.

<sup>58</sup> [www.macmillandictionary.com](http://www.macmillandictionary.com)  
<sup>59</sup> [En.wikipedia.org/wiki/popular\\_culture](http://En.wikipedia.org/wiki/popular_culture)

We actually do what we see in the media. Media has commanded us. Media is holding our bridle of minds. It can mold us, coax us and can drive us to do what we do not want to do. We feel happy to have a hallmark of American/European culture into our each routine of daily life. We flauntingly say, we love to eat Spaghettis, Burgers, Marconis, Fingure chips but we feel shame to tell we like our Pakistani foods.

This is happening because media has settled this trend like a popular culture. If we do not act in the same manner as media guides us then people considers us “Indecent” and a “*Paindoo*” (villager). We fear up upon this and then do nonsense.

Media treat us like puppets. Media make us dance and make us do whatever it want us to do in the fence of glamour and modernity. How can we save ourselves not to be trapped if we see our favorite celebrities requesting us to do something for the sake of them? Perhaps it would be a sin to us. When it comes to an alluring girl who is offering us to buy a thing with her stunning, sizzling and ethereal youth, no one can ignore her, especially the “innocent men” cannot restrain to get influenced.

#### **5.15-Cultural Taboos and Woman in Ads/media**

In our society it is considered a taboo for the women to work for the media. Her character will not be considered as good as a domestic lady would have. She would have all the good and bad experiences of life and she would definitely have or had sexual relations with men. She is always considered a different woman then rest. And the most prevailing perception of the people about her is that she would not belong to a noble family. With reference to our society these are the primary stereotypes that are attached with the media woman.

But the point arises here to dig out the reasons of such a strong believes of the people for those women who works for the media? What have strengthened their beliefs? And why people have faith upon this notion?



The answer will be only one, “The women misportrayal”. This is the sole indicator who made the people united at their beliefs for media women.

The media misrepresents women. Media takes wrong advantages from her sexuality and represents her as a symbol of sex, a tool for attraction, an attention grabbing product or as a message of sexuality. Nobody from our society thinks it healthy for their women to join in the media.

If media would have been shown women into culturally approved roles then today this kinds of stereotypes would have not been generated. In our society if a girl shows her inclination of becoming a media artist then she has to pass a great deal of difficulty and her own home becomes first place of annoyance. This happens only in our society because somewhere we still have respect for the women and we do not want to see our women being employed for the media.



Picture captured from Chandni Chowk stop Rawalpindi.



### **5.16-Woman & Sexuality**

The respondents of this study have sensationally defined the concept of women. The purpose of woman was obvious for all the respondents. They did not feel any obscurity in explaining the woman. None of the respondent described woman as a useless creature. This conduct of the respondents felt pretty healthy by the researcher.

For defining the women the ideas of all the respondents had unanimity of views but when they were asked to define her sexuality, their replies got diversity. At that time the researcher noticed a great contrast among the opinions of the respondents.

The female respondents have defined female sexuality as to let her do whatever she desires at her will, she should not to be demarcated to domestic errands, her sexuality should not be pegged with kitchen and domestic roles or for breeding the men's race ahead. Her sexuality has to be portrayed one pace ahead than men's sexuality because she has been suffocating under male dominating society since ages.

Majority of the female respondents stated that the women are unwillingly asked to do all these cheap things for media, which perhaps she does not like to attain, but she has to do because she is submissive. In our society woman's sexuality need registration by the super authorities and such authorities are always kept in the hands of dominating men.

According to the respondents why a woman is always passive actor in her sexuality, why man has given this privilege to rape the women? Why do not women harass men? Why such things do not happens? According to all the respondents women are still submissive. Women are taking breath under plenty of stereotypes, restrictions and glass ceilings erected by men over them. Her sexuality is not in her hands. Her sexual configuration is always determined by the dominating men.

For the male respondents a women sexuality is her being gentle, noble and respectful, her duties include; to run her household affairs because if she will get out of her home, she would have to encounter with different problems and people will abuse her.

### 5.16.1- An Image Analysis



#### Image Analysis:

This sign board have meant for the publicity of shoes. If we observe it critically, there was no need of displaying any woman rather to show the footwears in foots. Six people have portrayed in this picture and all have been shown from upper body (head to navel). The noticeable point is that the girls are “*Doopata Less*” (without scarf). The old woman who is wearing *Doopata* (Scarf) has sent back to all. The girl who is having sizeable breast is at the top front and she is exposing her breast more than required. Same is the case with other girl who seems a teenager. She is also showing her breast. The question arises here, what is this? Is it not a woman misportrayal? Was there a genuine need to expose these women in the way they are? What kids and ladies will think or adopt by watching this advertisement?

### 5.17-Lowered self-esteem

This research have unveiled the interesting facts that media is not only playing with woman's decorum but also lowering her self esteem. In the way media is portraying to women is leaving no room for her empowerment. Just think, how it will be possible for a woman to serve in a lofty and respectable title when she always appears with exposing her bodily features, her beauty, her sex, her femininity and her attraction? How can we expect from her to be authoritative in such a society where woman is considered as an object of sex, a joyful toy.

Researcher links sexulization with three of the most common health problems of girls and women: eating disorders low self esteem, and depression or depressed<sup>60</sup>

The women are unconsciously loosing their self esteem. They are moving toward an unknown destination where they will no more find their identity and grace. If we take the example of our society, we can see most of the girls are mad for having boy friends, for exercising all that stuff which media has guided them. When one boy deceives them they look for another. At a single time most of the girls are having several boy friends. Their clothing, their attitudes and their manipulative behavior have made them a lowered self esteemed heinous creature.

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<sup>60</sup> (Abramason & Valene, 1991; Durkin & Paxton , 2002; Stice Schupak-Neuberg, Shaw & Stein , 1994; Thomsen , Weber & Brown , 2002; Ward, 2004)



In these Pictures it is clear that woman her self is nothing, even if she dares, her place is at the foot of man. It is a deliberate open message to behave with women like a prisoner. She ought to be in cage (An unprecedented example of inhumanity).

### 5.18. Woman body as a lusty object:

For the mass media and global advertisers a woman her self is nothing but a lusty object, a powerful tool to drive male audience. Her body and her attraction have a charm for the advertisers and her being human does not have any value. Global advertisers have attributed women to a sloe task and that is to seduce to the opposite sex.

#### 5.18.1-Self speaking Images of Women

In the business of advertising woman is being used to attract the audience for buying the targeted products. In the roads and markets we have ridiculous images of woman on Billboards, Sign Boards, and Panaflexs and on other modes of advertisement.

Cinema and theater's publicities and their billboards are at the height of vulgarity. By looking at them one can wonder and solicit himself whether the Pakistan is an Islamic republic. Are we in the state where Muslims live?

Various cinemas in Rawalpindi exhibits blue films called XXX rated movies during the half interval of film. The advertisements of such X rated movies are openly printed into different newspapers without having any restriction and check. No newspapers refuse to print such advertisements. There is no ban from censor board over this nefarious unlawful act. None of the journalist bothers to write over this moral degradation.

Newspapers prints to these advertisements adding spices on them. The advertisements of Pakistani films get print in newspapers as!

Film, "*Wehshi Rajppot*" with "*Garam Jawaniaa*", (Double program)

Film, "*Majajan*" with "*Gunnah ki Raat*", (Double program)

Film, "*Foja Amratsariya*" with "*Jawani farosh Jasoosa*" (Double program)etc

These added spices provoke the viewers and they get frustrated, consciously or unconsciously and they come to see the film especially the teen agers.

#### **5.18.2-An interview to Ms. Mahwish Shaikh**

Ms. Mahwish Shaikh is a 21 years old girl. She has recently completed her B.A. She is residing with her elder sister Mehreen and her aunty in Rawalpindi since 2008. She has shown her deep interest of being interviewed for this research. She shared astonishing experiences of her life for this research.

Ms. Mahwish has a nice personality and she is a critical observer of media and its activities. She said it bothers her when an advertisement of “Always ultra” (sanitary napkin) appears on Television, in which school girls have shown jumping and playing in a vulgar comportment.

She uses to give home tuitions to junior grade students at her home. She shared an unforgettable experience of her. Once when she was teaching to her students and her Television was on, suddenly same advertisement of sanitary napkin “Always Ultra” appeared on it during a commercial break. She became embarrassed and started to find Television’s remote in order to immediately swap the channel. In searching for the remote the advertisement almost elapsed because it took time to manage. She felt lot of embarrassment. She in reluctance thought nothing and came out from that room because she was not able to face her students at that time. She said when she came out from the room all the kids had started laughing, from this reaction of her students she analyzed that all of them were all fully aware about this advertisement.

Ms. Mahwish told to the researcher; this story had not ended yet, after leaving the room custody, her students started singing and acting on the same advertisement in the street. This act of them was really astonishing and awful for her. She was of the view that such kinds of advertisements are promoting premature sexual frustration among the teenagers and kids. Such advertisements should be banned, especially in Pakistan.





Picture taken from a Cinema Wall, Shabistan Cinema, near Committee Chowk Rawalpindi.



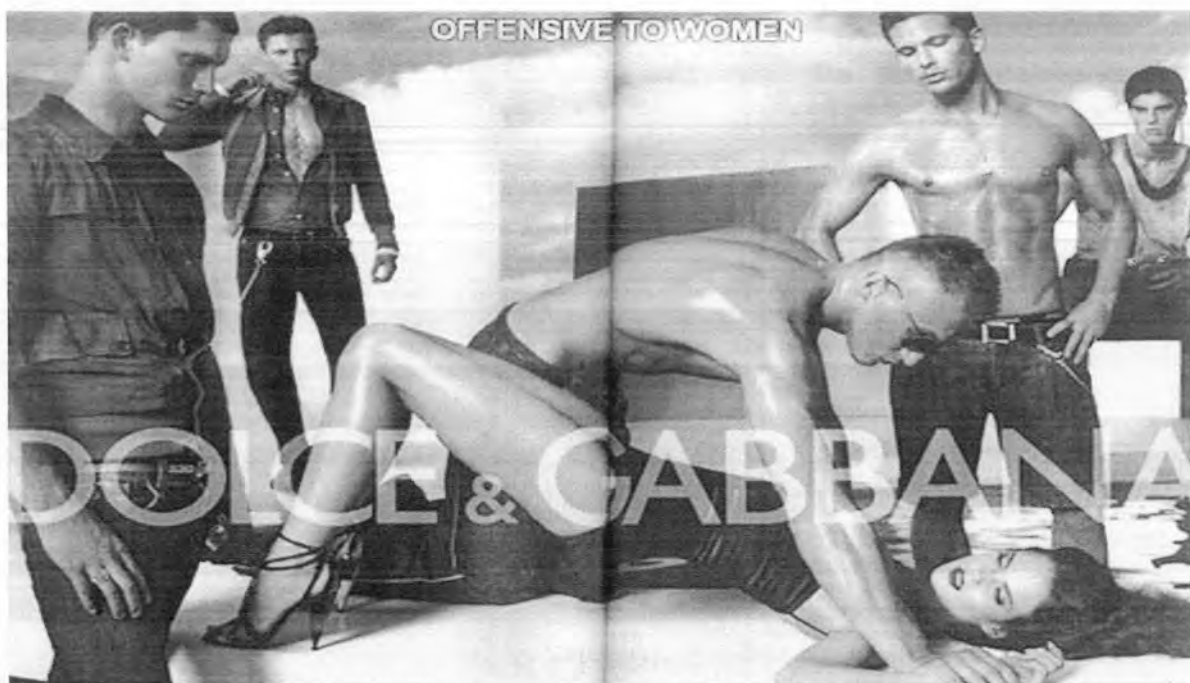
Picture taken from a Cinema Wall, Shabistan Cinema, near Committee Chowk Rawalpindi.



Picture taken from a Cinema Wall, Shabistan Cinema, near Committee Chowk Rawalpindi.



Picture taken from Wall of Mareer Chock Rawalpindi.



**Dolce & Gabbana:** This ad is beyond offensive, with a scene evoking a gang rape and reeking of violence against women. In an interview, NOW Foundation President Kim Gandy said, "It's in *Esquire*, so they probably don't think a stylized gang rape will sell clothes to women, but what is more likely is that they think it will get them publicity. It's a provocative ad but it is provoking things that really are not what we want to have provoked. We don't need any more violence."



**Mitchum:**

There's nothing "sensitive" about a man who dupes his girlfriend into posing for his camera.



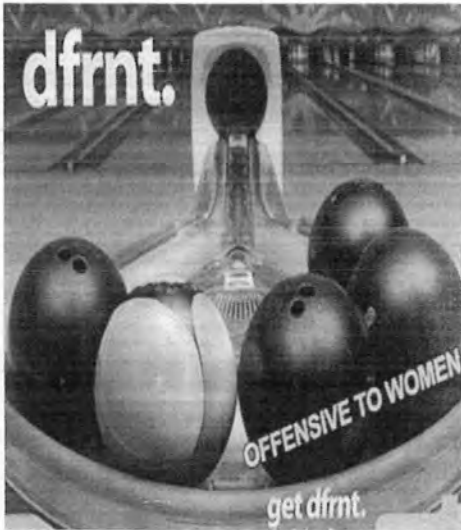
**Paul Mitchell:**

What?!? Even our hair has to be super skinny now? Come on!



**St. Pauli:**

A woman presented as a human beer bottle--now that should make you foam at the mouth. Once you've finished consuming her, should you just discard her like an empty beer bottle?



**Different:** Couldn't they find a "different", less offensive way to market cell phone ring tones?



**Cesare Paciotti:** Another fashion victim-- literally, it appears. Designers sure do love to show off their clothes on fallen women.



**Gucci:** This ad attempts to demonstrate a woman's "place" in the world—at a man's feet—right below his...uh... Just don't stand up too fast, sister!



**Maker's Mark:** What is it about selling alcohol that makes advertisers want to belittle and insult women... does it really make men feel more powerful? Don't answer that.



**Longchamp:** This is an ad for luggage, right? And the nearly naked, bronzed woman is there because...? When creativity fails, insert sex.



**Dior:** The text reads, "New! Dior Addict Lipstick to Die For...in 30 killer shades... Get hooked. Now." Dior proudly uses the themes of addiction and death to sell lipstick, under the impression that the tactic is edgy and original. Not.



**Winston:** Winston tries to convince young women how tough and cool they can be by smoking while waiting for a man. Hope he arrives soon...before lung cancer sets in.



**Candies:** This is too easy. Is that a space shuttle on your computer, or are you just happy to see me? This ad is so obvious in its "subliminal" message, it's sad.



**Calvin Klein:** Does this dress make me look fat? Exhibit A in why women think they can never be thin enough.



**Ralph Lauren Polo:** Not to be outdone, Ralph offers that perfect look to wear while scratching your back on a tree while waiting for, um...the stable boy?



**Brown & Williamson:** Brown & Williamson appears to be marketing cigarettes to pre-teen girls with this ad that practically makes smoking look wholesome. Really not.



### **5.19-Feminism and Woman portrayal on Media**

Women misportrayal is not only an issue of our society. It is a global phenomenon. Globally women are being insulted via advertisings. The woman's image is globally receiving negative appreciation. It can be scrutinized by observing the recent trends of advertisings. For every little commodity's advertisement women are portraying in offensive ways, either she clad obscene or she speaks absurd. She is being abused at all the ends.

We have some international organizations working and fighting for the woman rights and welfare. The professionals of these esteemed organizations have a different perspective to look into the phenomenon of women portrayal on media. They think woman portrayal on media is a step toward women's development. They are not in favor of abusing the woman on media as an object or a sexual commodity. According to them appearance of woman for media in any objectionable state is not included into woman's development agenda. These specialists do not advocate to the recent tendency of representing the women on media.

According to another research (Saleem.2007) women's role in media is very important. This article centers on ways, images of women are portrayed by media strategies of women's empowerment and importance of women as media decision makers.

Such proponents of woman's rights says; where in our society women are associated with domestic tasks and they are culturally pegged with kitchen and stove, if media portray those women who are dealing with high affairs of life, is really encouraging for those who try to get an escape from their glass ceilings and cultural chains. Like portrayal of such ladies on media who are doctors, engineers, pilot, advocate etc can become a source of inspiration for the rest.

### **5.20-Pictorial analysis of people perception about woman**

Unfortunately this has become a psychological space of us people that we do not tell it truly what we actually do. For this research different people from different background, walks of life, ages were investigated from different perspective of defining the women.

Majority of the respondents unzipped their tongues for vomiting their catharsis at their will. In fact some respondents reckoned this research as an avenue to submit their claims against the burning issue of women portrayal on media. All the information was recorded very carefully without having any personal judgment of right and wrong.

Without creativity any work seems bizarre. Same is the stance held with the researcher. The researcher thought much work has been done on the same topic so what innovation has to do with this one? When the researcher encountered with a sharp contrast among the views of respondents he planned to fetch a new tool of investigation into his research. For this he developed a special query into his questionnaire which was dealing to experimental nature of research. Each respondent was asked to draw a woman's sketch in order to understand their mental schemata of perceiving to the women.

This question was felt most difficult for all the respondents. They showed lack of interest for it. Some respondents made lame excuses that they do not know how to sketch. About 90 people sketched women out of which 47 were female 43 male respondents.

A tool from Anthropology of Media (Picture analysis) was used to obtain the results. Afterward by observing all the sketches a consensus was made upon the basis of results. The results were highly strange because they were showing a height of contradiction in opinion.

In analysis it was observed that most of the people sketched women nakedly, with magnifying genital organs. Some people sketched women fetish and obscene. They gave more emphasize on her genital organs (breast and vagina) and made them very clear. The



sketches made by female respondents had same characteristics but few respondents sketched the women exactly as they had defined.

This analysis stunned the researcher because the results had stated another story. In the minds of the respondents the women her self lies naked and obscene. They sketched women like an object of sexuality and they blamed to the media in misportraying the women.

## (II)

### 5.20-What people are saying about women misportrayal?

Giving special emphasize upon the under study issue of women misportrayal two focus group discussion were conducted among two carefully gleaned groups of the respondents. Males and female were separately documented with their closest views. This technique proved helpful to analyze the differences of their perceptions of understanding the under study issue. Before starting with these discussions a set of some non frequent advertisements (local, national and global) was shown to the respondents. The list of these non frequent ads is following.

#### **Few Advertisements in which woman has misportrayed.**

This set of advertisements was shown before start of discussions. These advertisements were carefully gleaned and categorized in local, national, and international levels. A laptop was used as a visual resource.

#### **Local Advertisements:**

##### **1. Advertisement of a Viagra (Runs on local cable channel , 5star cable)**

This is an ad of *Al saudia Dawakhna* (A product of men's sexual health)

In this ad a boy is going to commit suicide and he is standing at the bank of a river he is just about to jump into the water, suddenly his friend comes and says to him. What are you doing? 1<sup>st</sup> boy says my parents are saying me to get married and I am not able to perform it sexually with my bride. The 2<sup>nd</sup> boy says don't worry take this product. He takes the product and in the next scene he is celebrating his marriage night. In the next scene he is having a baby boy playing in his lap.

## **2. Advertisement of a breast developing cream**

In this add there is a woman of about 40 years old and she is out of scarf and her breasts are intentionally open. Two girls see her and wish to become as busty as she is, they chase her up till she gets into her room, when she enters in the room they look inside and see a cream in the hands of that women. Both of them say it with wonder, Ok this is the secrete of her beautiful chest. She again comes out from her room and men see her and in their eyes they adore her boobs.

### **National level Advertisements:**

#### **3. Sathi (Pakistani Condoms)**

In this commercial a household has been portrayed where a wife is waiting for her husband and as he enters in the home suddenly electricity shuts off, meanwhile a voice from back ground appears, "Send 2 empty packets of Sathi and win UPS and other prizes".

#### **4. Always Sanitary napkin (Pakistani Advertisement)**

In this ad a group of school girls has been shown, aged about 12 to 15 years. They all are shown in a school wearing school uniform and they are singing a song in appraisal of the product, they are jumping and clapping freely. These free jumpings are conveying messages that now they are quite free of the problem of being menstruated.

The song they are singing in the ad has these words!

### **Translation into English**

We are now ready, for a period of 8 hours, now we don't have fear of being soggy and having spots on clothes. Now we are ready, now we are ready for a period of complete eight hours.

## **Global / International Advertisements:**

### **5. Whisper Ultra (Sanitary Napkins)**

In this advertisement a young girl is sleeping on bed carelessly and the same girl in police dress having a whistle in her mouth appears. In fact this constable lady is just an imaginary duplicate role of same girl who is sleeping. The sleeping girl changes her position during sleep and constable lady whistles loudly each time and she gets straight. It happens for many times but upon each sound of whistle she gets straight in postures. Then these dialogues appear.

In the days of periods, mind says be careful but whisper ultra gives you full time serene and peaceful sleep.

### **6. AXE Effect (Male Deodorant)**

In this commercial, a handsome guy sprays this product on his muscular body. After spraying he passes through the swimming pool where a number of semi naked girls unconsciously start to chase him. In fact it has been shown that sexually all these ladies became so frustrated to cohabit with this guy due to his undeniable fragrance.

### **7. AXE Music (Male Deodorant)**

In this commercial it has been shown that a rich man who having three sexiest adorable semi naked girls with him just entering into a luxurious car. They sit in car, suddenly car breaks into two parts and automatically starts to run into opposite directions. The girl's side gets into reverse mode and unconsciously runs toward an unknown house and finally car enters inside this home by breaking its gate; here in this house a guy is spraying this product and girls look at him desperately.

### **8. Whisper (Sanitary Napkins)**

In this commercial a young girl says to her mother that today I am going on date with my fiancé. Mother says to her, "daughter", you are having menses. Upon this girl replies, mother I just want to change such backward thinking. From the background this song tunes up, I am going to change this world.

### 9. An Advertisement of Chocolate flavor condom.

In this advertisement a lovely, adorable, sizzling girls has shown who is licking a chocolate flavor ice cream con in a strange style, her style is just similar as someone sucks in oral sex.

### 10. An Advertisement of, “Fast Track” daily carrying female bags

In this ad two adults are shown a boy and a girl. They come inside lift. when its door gets close girl hangs her arms around boy’s neck, symbolically she passes a sign that she wants to make a French kiss, but boy gives her a broad hint toward looking at the camera which is watching them, girl see this and instantly make her bag empty which is of Fast track (Brand Name) and hangs it onto the lens of camera and starts her work.

### 11. An E- Advertisement of Brazier



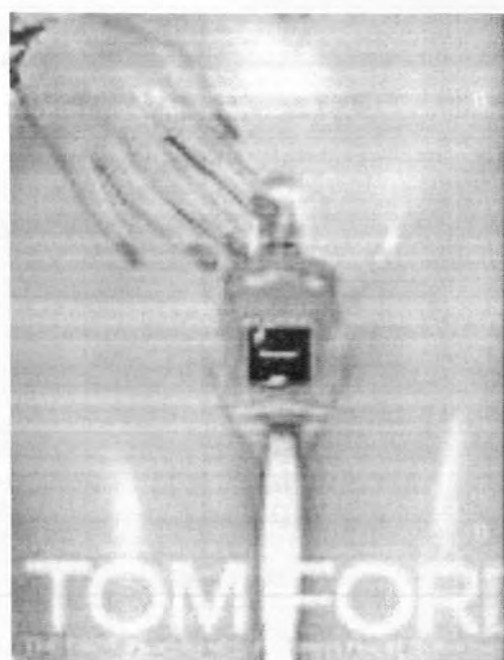
One night in a club I was wearing my **wonder bra** and was getting quite a lot of attention even to the point of two men came over to tell me what a wonderful chest I had!! But the funniest thing happened, a chap was walking across the room but staring so hard at my chest that he suddenly fell down the stairs much to the amusement of me and all my friends, but my **Wonder bra** certainly attracted a lot of attention that evening!!! -- B J (2001-11-28)

Some Images of Women were also shown to the respondents and these images were following!

Ads of International Brands









*Women's*  
FORUM

"A woman is like a  
tea bag,  
you can not tell how strong she is  
until you put her in hot water."

Nancy Reagan  
(First Lady 1981 - 1989,  
Wife of Ronald Reagan)

**ABSA**

Today, tomorrow, together.

*Budweiser*  
The Great American Lager

*Budweiser*

PROUD PARTNER OF THE  
2004 U.S. OLYMPIC TEAM

USA

BRIANNA GLERIN  
TEAM USA FIGHTER



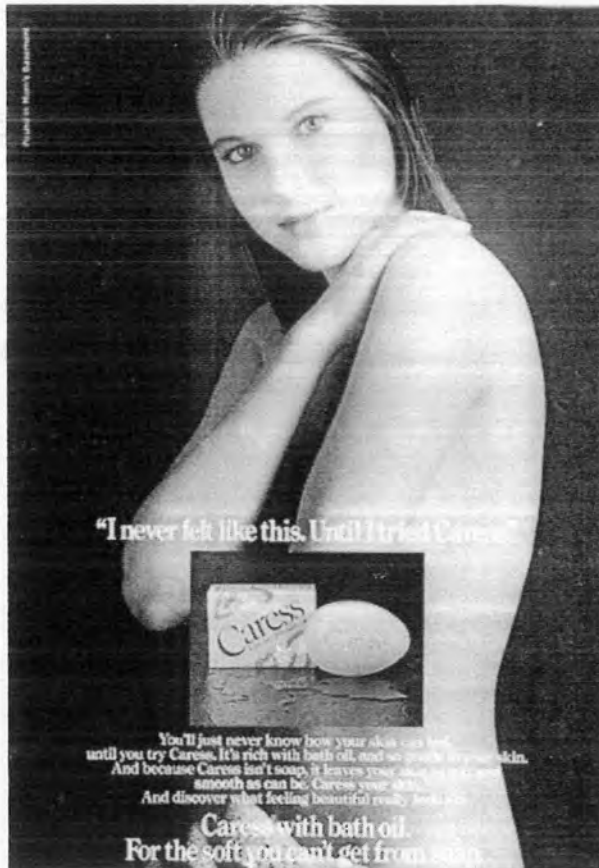
FILM PROMOTION

5.00 PERCENT  
OFF SMALL  
PULL MAY BE  
ON THE MOUNTAIN  
TODAY

# PICTURE PERFECT\*

The Sony Ericsson C905 Cyber-shot™ – stunning picture quality, whatever the size

T he picture on the left page was shot on the Sony Ericsson C905 Cyber-shot™. Right next to it, the C905 Cyber-shot™ is shown in a close-up, showing the camera lens and the screen. The C905 Cyber-shot™ is a sleek, silver phone with a large screen and a camera lens. It's shown in a close-up, showing the camera lens and the screen. The C905 Cyber-shot™ is a sleek, silver phone with a large screen and a camera lens. It's shown in a close-up, showing the camera lens and the screen.



### 5.20.1-What women are saying at their misportrayal on media?

A focus group discussion was conducted among the female respondents to record their direct views for the under study issue. In this focus group discussion 9 females of different ages 15-50 were taken. This focus group discussion was centered on discourse of women exposure through media. The following crux has been exerted from this discussion.

#### Defining Women

For all the women the importance of women was obvious. They described her as the most beautiful and most important thing of the universe. Each respondent has described women into her own parameters. For each woman the role of a woman was of vital importance and they considered woman a blessed creature.

According to this group's view point the following consensus drawn. They observed that women are not meant only for home errands, she may have same objectives and goals as men have. She should not be glued to domestic life of stove and kitchen. She can work side by side with men in society.

According to this group woman serves multiple roles in the society. She serves as a wife, mother, sister, aunty, a doctor, an engineer but each role of her is respectful. One active respondent said, "It is man who compels woman to be prostitute" all negative roles of women are always selected by men. According to this group men always try to bound ladies, they rule over them. One more respondent said if it would be under men's control then they will not allow women to take breath at their desire.

Respondents said, by nature women acquires equal rights and obligations as a man has, but society demarcates herself to household. Her rights are swallowed by men. These respondents said men are fearful of women wisdom. Men being strong try to rule over women and bound her through various suggestive means.

### **Women and Media / advertisements**

When this group was asked, did you see these advertisements before? The replies were strange; combining the answers the following consensus occurred.

No one watch advertisements by choice , they see it by force, on roads they have Sign Boards , Billboards , Pena flexes and other means of advertising which grab their attention unconsciously. On Television while watching programs etc, in commercial breaks, there are advertisements of different products. For all the respondents it was a common experience when they become embarrassed upon a certain advertisement on Television (all narrated their particular experiences). The advertisements upon which they frequently felt shame were of Family Planning, Contraceptive, Ladies undergarments, Sanitary Napkin's advertisements etc.

According to this group these advertisements have disastrous impacts on society as they are not appropriate for kids. They are contributing to different social evils for women prestige and grace.

Six ladies out of nine said, media also portraying men into objectionable ways while three neglected to this idea which is about sixty six percent of this group's opinion. According these six ladies, currently in advertisements men are also being portrayed nakedly like for the undergarment which is a strong indication that their misportrayal has also been started.

All the group was of the view that media is educating people through multiple ways. Media coach about food, fashion, styles, makeup etc. But in the way it is representing women is not positive.

Nine out of nine women showed their opinion in negation of such idea that in the way women are being represented in media is a step towards her development. According to them, women's claddings on media are getting vulgar day by day; her role has tagged to sexual entertainment for men then how we can say it a step towards her development.

Seven out of nine women felt themselves guilty for the issue of women misportrayal in media while two ladies were recorded with strong argumentation against men. They blamed that men are responsible for women's misrepresentation in media.

#### **5.20.2-What men are saying on women misportrayal on media?**

Another focus group discussion was conducted among men. That was done deliberately because researcher wanted to see the diversity among the ideas and conceptions of taking the under study issue. Same questions in the same manner were asked from men.

In this focus group discussion researcher had 7 men of different ages 20 to 50.



## **Defining Women**

For all the men woman is documented an important thing. These respondents reported that without women men are incomplete. For these men, woman was beautiful, graceful, having different social and biological roles into a man's life. No contradiction was recorded among the opinion of men with reference to women's importance and definitions.

Here the difference came, when the purpose of women was asked from men. They gave different views like, women are meant for running the households, to nurture the offspring, to be in domain, to give respect and to be loyal with her father, brother and husband. 4 men out of 7 thought it is a healthy thing for a woman if she goes outside for work except of her domestic life. 3 of them strictly ignored to this idea. For them women respect cannot be saved if she works outside the home.

## **Women & Media/Advertisements**

According to these men; women do have rights and duties but one respondent said, "In our society women have started to swallow men's right". He said everywhere women are taking the wrong advantages from her sexuality. Woman is an out of control creature. If you once loose your control over her she will start such cheap tasks that a man cannot imagine. It is men's duty to keep control over women. Her reasonable duties include looking after her husband house to nurture his offspring and to maintain social relationships and to be loyal. While her rights include, receiving love and care and money from her husband and also his loyalties.

For these men the character of those ladies was objectionable who work for media. One respondent said, "The girl who works for media, she would not have good character because nobody can count how many times she has slept with other men". So media as a professional involvement recorded a big taboo among men.

When these men were asked about watching the advertisements, their replies were different from women. 3 out of seven said, “yes they watch some advertisements by choice” and when they were asked which advertisements they like, they told about some advertisements in which women are highly exposed. Ultimately the men were recorded with different opinion than women.

These men are also recorded with same brutal experiences with few advertisements. Their experiences became worst because of the presence of their family members with them like sister, mother and etc. They felt to these ads inadequate. Otherwise it was noticed that they enjoy with such advertisements.

According to these respondents the advertisements in which women are misrepresented have degrading moral impact on society. They all said that women grace is being stigmatized by the media and in the way women are coming in media is not a step toward her development she is going downward rather to jump upward. All this is happening because women herself does not consider it a bad thing.

Four out of 9 men said men are responsible for the women misportrayal in media while 3 thought, women are guilty for this evil.

## **Chapter. 6**

### **Summary & Conclusion**

This research was conducted in twin cities of Rawalpindi and Islamabad. The issue based on this research is women misportrayal or misrepresentation in mass media (Advertising). It was an audience analysis and case study of advertisement campaign in the twin cities.

This research was aimed at multiple objectives relating to the women exposure on media and people's perceptions about it. This research has been conducted at three levels, taking into consideration the global, national and local levels of women misportrayal via advertisements.

For this research 139 people were studied from which 78 respondents were female who represents 56.11 percents of the whole studied population hence 61 studied male respondent represented 48.88 percent of the total sample size (139).

Further this research was based on "Audience analysis" that is why the whole of the study revolved around the opinions and experiences of the respondents only regarding advertisements.

The research is based on a highly sensitive and sophisticated topic and it was felt impossible to apply a probable sampling technique that is why a non probability sampling (purposive/judgmental ) method was used to acquire data from the respondents. For the researcher it was held an honest deal to collect all truths, valid and reliable data because the researcher wanted to do justice with his study that is why he had to lift only those respondents who had an ability to speak up or who had a sense of understanding regarding the purpose of study.

The main purpose of this study was to know and document the people's (Audiences) perception regarding the recent advertisement and women misportrayal. The results were obvious as none of the male and female respondent had showed his / her comments on the favor of women misportrayal. Women were found to be more aggressive than men for women misportrayal on media.

Respondents of this study were not against to the women exposure on media but the way in which woman is being exposed on media was thought objectionable for all. Many respondents had illustrated different ads in which woman was not portrayed in a decent manner.

About 89 % of the female respondents had strong objections upon the women's health related social advertisements like, sanitary napkins advertisements (Whisper & Always Ultra), Condoms Advertisements (*Sathi*, *Humdum*, Touch, and Flavored Condoms), other social ads like ads of Family Planning and Birth Control medicines etc. They felt it inappropriate with reference to our society and culture. They also illustrated the evils of it by giving solid examples on behalf of their personal life experiences. Hence male respondents were also recorded with strong objections for these ads.

Results of this study have revealed that people think, woman in advertisement is being used only for the sake of beauty and decoration. Women think that they are just an object of sexuality in ads which always serves a passive character who satisfies the men's eye thirst.

In the light of this research, the results revealed that the studied audience thinks that woman is under representation by the advertisers. Like in the way she appears in the media, the advertisers just portray her beauty, figure, attitude, smile, hair, skin, and sexuality but there is no exposure of her intelligence, her grace, her religion, her standard of thinking and her achievements in life. Her inner self is completely misrepresented in the present day advertisements.

From this research, majority of respondents unanimously held the view that media especially advertising industry portray women entangled with sexual and domestic roles rather to show her involved into graceful and daring affairs of life and such an attitude of advertisers making women an ego less, lowered esteem and value less creature.

Woman misportrayal is a global issue and with reference to our society this misportrayal of women has brought number of social evils. Advertising and media defined objects are too influencing and attention grabbing that these ads are pulling the audience unconsciously towards a culture of shamelessness.

In our society the level of diffusion is very high. People get influenced by the various ads especially the teenagers and adults adopt it quickly. Undoubtedly recent advertising trend has detracted the new generation.

The results obtained from the direct views of respondents have suggested that women's participation in every advertisement is not essential. Many ads were pointed out where my respondents felt that woman portrayal was not needed like in the ads of men's shaving creams and deodorants and some other products of everyday life which could be advertised without the participation of woman but advertisers had portrayed woman into such ads unnecessarily and into objectionable roles.

According to the respondents, woman's bodily characteristics are being shown rather than her as a human. Her physical characteristics are always high lightened by the advertisers like her glowing skin, her hairs, her body but not her inner self.

Her body; her femininity and her being woman, always comes with exaggeration on advertisements. Respondents cited many examples where advertisers seemed doing justice with womanhood into various ads of local, national and global media/ads but these were very few but still there is a positive sign for those who can save the women's prestige by contributing positively in the global market.

## **Crux of the Study**

The crux of the study is as follows:

1. Women misportrayal is a global phenomenon, women everywhere is a victim of misportrayal by world's mass media.
2. Women definition and women purposes are universal and people do have keen understanding of women but by my experiment the perception and oral definition had the dichotomy among the respondents.
3. Advertisements have a direct impact on the people's perception. It may have both good and bad impacts. Particularly recently the advertisements have more negative impacts on individuals and society than positive impact.
4. In the way advertisers showcasing women in ads is not appreciative among the public. It is lethal for our norms values and traditions.
5. Advertisements are reshaping our cultural values and unknowingly people are adopting trends from shown fashion. In the under study locale (Rawalpindi and Islamabad) a high level of frustration and anxiety was recorded among the people caused by advertisements.
6. Some women's health relating social ads are cause of shame and discomfort for the women of our society. Like the ads of contraceptives, sanitary napkins and family planning and etc.
7. The treatment of advertisers and Mass Media with women is not favorable because women have become an icon of sex for global world.
8. Mass Media mostly portrays women into two kinds of roles either they show her in domestic roles or in sexually charged roles.
9. Vulgar advertisements on TV, Cable, Internet, Billboards, and Signboards etc are cause of social deteriorations according to the studied population.



## Suggestions

Here whatever I am writing is not my personal opinion. I am becoming the voice of those people whom I met for this study and I am trying to convey their message to other people of society and for the students who will continue this topic for further research.

1. First of all, all of us will have to understand the real meaning and purpose of woman, and we will have to treat her as a human being not like a biologically and socially defined object.
2. Women misportrayal is a global phenomenon, we can't stop it but what we can do is to avoid its happening into our society by spreading awareness.
3. We should study and understand our real culture and tradition and to develop strong feeling of love and respect for its preservation rather than to get inspired from other alien cultures.
4. The ads which are having moral and cultural deterioration should be repealed from our society.
5. Advertisers should portray women into encouraging roles and in state of empowerment.
6. At global levels some organization must be formed that can take strict charge upon women misportrayal.
7. Some solid laws should be framed and enforced. Other legal barriers should also be adopted against the misportrayal of women on mass media.
8. We should protest against the women misportrayal on media for the prevention of provocative and unnecessary exposure of women on media.

### **From the Researcher Side**

Bold images on media represent women's crushed ego and this tradition licking women's prestige and grace like termite. These images have a brawny and harmful upshot on social norms and on the minds of individuals.

I think the people who are attached with the profession of advertising are oblivious to the fact that in the way they are portraying women, is not only a cause of her humiliation but they are also pushing her future into danger zone, where the women would be demarcated in serving to the sexuality and lust.

No doubt a woman is the grace of universe and the beauty of the earth. If we go to discover her in accordance with of religious thoughts then she is the daughter of Eve and each religion describes her with respect and grace as a basic element of belief. But the greed of earning has confined to the global advertisers at a single platform. Perhaps they do not have any remaining strategy to advertise an ad apart from women's sexuality. This technique of representing woman has become a basic tool in the hands of global advertisers to heat up to the opposite sex (By putting psychological pressure on audience). Women misportrayal is now global agenda. Global advertisers use women only for sexual stimulation for opposite sex.

In my opinion, I will include women misportrayal into environmental pollution because it is suffocating our cultural ecology. At one hand our all norms of life like dress patterns living patters are molding into western styles; on the other hand our new generation is going toward rudderlessness. In our culture the second name of women is "*Pardah*" (to be in veil) which has been badly hurt by the Mass Media. Every one has forgotten the meaning of indigenous culture and included his self in the race of being western/ European. I think we should at least contribute under our privileges. We cannot swallow the legal rights of our women and we should not do this but by understanding our culture's demand we can raise a step to counteraction toward this burning issue. Prior to arrive that time when we would not have any relics of our indigenous identity and culture.

### **Problems Faced by the Researcher**

I heavily felt it a difficult topic to research. It became really difficult for me to make justice with my research. My lifted topic was so bold and even considered a taboo to talk upon it especially with women. The following are the main difficulties I faced during this study.

1. People showed lack of interest into my study and discouraged me
2. Some female respondents had disappointed and discouraged to the researcher.
3. Researcher faced difficulties in photography, many times he was stopped by the people to not to do this and once Researcher was taken to the police station by a cinema owner.
4. For literature review fewer studies were found similar to this topic.
5. Lack of finances and technical resources were faced by the researcher.
6. Gender biasness bothered the researcher in the under study locale.

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# Questionnaire for M.Phil Dissertation

## “Women Exposure through Media”

(A case study of media campaign in Rawalpindi and Islamabad)

Name:-----

Age:-----

Sex:-----

Monthly Income:-----

Occupation:-----

Marital Status:-----

Education:-----

1. How would you define woman?
2. What do you think what is the role of woman into a society and culture?
3. Should woman be confined to just domestic errands?
4. What do you think; taking into the consideration of your own society, the women who work in media, what kind of character they keep?
5. What do you perceives to see a woman into an advertisement?
6. Are advertisements incomplete without woman?
7. Is media making justice with woman stance?
8. How woman is being represented in media?

9. What do you think where from the following mediums women misportrayal is higher?

1	Electronic Media TV, Cable, Internet, Dish)
2	Print Media (all papers, magazines etc)
3	Theatres (Local theatres)
4	Billboard / sign boards etc
5	Any other

10. How would you rate to the women misportrayal at media from the categories given below!

1	Under-Representation
2	Over Representation
3	Mal- representation
4	Fair-Representation

11. What do you think how should a woman portray into the advertisements at media?

12. What do you think at what level media is misportraying to the women most, pick a category from the list given below!

1	On local level
2	On National Level
3	On International/Global Level

13. Do you think that in the way woman is being portrayed into our present media having a reflection of our real society?

14. Do you thinks that in way woman is represent into media, society likes to see it?

15. How should a woman represent in media?



16. Do you think that woman should have essential participation in advertisement at media?
17. Will you count woman misportrayal as an element of woman development?
18. Do media has any influence upon the audience?
19. What kind of trends you adopt from Media?
20. How our society is getting transformation by media?
21. 5. What kind of social evil are generating into our society cause by misportrayal of woman by media?
22. At what grounds media create bothersome to you?
23. What you mostly see in advertisements?
24. What you will suggest; taking into the consideration of the present mode of advertisements in all media, is there any detrimental effect by this?
25. What do you feel when any commercial appears into the TV in which woman is miss portrayed, while sitting with family?
26. Do you think woman hood getting weak by misportrayal of woman?
27. Should woman watch cable channels?
28. What do you think, what is the main agenda behind woman misportrayal?
29. Who is responsible of the misportrayal of woman in the media?
30. What do you think; whatever comes to you in the media is true?
31. How media inculcate you to avoid its detrimental effects?
32. Is the woman meant for home errands only? What do you think?
33. What do you think; our present media how is representing woman in to the following categories?

1	Symbol/object of sex
2	An attention grabbing thing
3	A respectful creature
4	Vulgar/seductive
5	Fashionable / modern
6	Domestic lady
7	Islamic Role Model
8	Imaginary
9	Into noble professions
10	Any other

34. What do you think that at whose desire woman is portrayed into media?
35. Is media working for the welfare of woman? What do you think?
36. In the way woman is being portray into media is a step toward the development of womanhood, what you will say?
37. What you will suggest that what kind of change should bring into our present mode of advertisement?
38. Draw a woman in the given space below!



Topic: Women Exposure through Media

Focus Group Discussion

For

An M.Phil Dissertation of Muhammad Adnan Qureshi

t 1		
Conceptual understanding of woman		
Questions	Probes	Responses
How would you define a woman?	<ul style="list-style-type: none"><li>• What is your own definition of a woman?</li><li>• How important a woman existence is in the world?</li><li>• Explain it with biological or societal constructions?</li><li>• Define her sexual role.</li></ul>	
For what purpose a woman is born?	<ul style="list-style-type: none"><li>• For sexuality? Breeding off spring</li><li>• Transformation of the society</li><li>• Importance of woman existence</li><li>• For just domestic errands?</li><li>• For labor etc</li></ul>	
t 2		
Women and her role		
What kinds of roles she has in our society?	<ul style="list-style-type: none"><li>• What kind of stereotypes and glass ceiling a woman facing into your society?</li><li>• Her different statuses/roles according to her gender</li></ul>	

What kind of rights and duties she has?	<ul style="list-style-type: none"> <li>• what rights she has</li> <li>• what duties she has to serve</li> <li>• what is her domain</li> <li>• Who settles her domain?</li> </ul>	
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### 3 man and Media

How will you comment at the working of woman on Media?	<ul style="list-style-type: none"> <li>• Is it good for female to work in media?</li> <li>• What people think about those ladies who work for media?</li> <li>• How is media projecting a woman particularly in ads?</li> </ul>	
Do you see ads?	<ul style="list-style-type: none"> <li>• what kind of ads you prefer to see</li> <li>• do you attracts by ads, where do you see them , I mean form of ads(ads on TV, radio, internet, cards, billboard etc)</li> <li>• Have you ever felt shame by seeing a particular ad? (share your particular experiences)</li> </ul>	
Do think such ads (you felt ashamed upon) have negative impacts on our society?	<ul style="list-style-type: none"> <li>• broad your vision and critique over them</li> <li>• share your personnel uncommon experiences</li> </ul>	
What do you think is media also miss portraying men?	<ul style="list-style-type: none"> <li>• Have you ever encountered any thing at any media where you felt such alike?</li> <li>• You can share any issue</li> </ul>	

		relating to man's dignity.	
9	Is media educating you in a positive manner?	<ul style="list-style-type: none"> <li>• Do you really learn from media?</li> <li>• Share your feelings.</li> <li>• Share at what ground media guided you , educated you (particularly advertisements)</li> </ul>	
10	What do you think; in a way woman is being presented into media, is a step toward her development?	<ul style="list-style-type: none"> <li>• Say it, whatever you feel.</li> <li>• Is it a cause of giving strength to womanhood?</li> <li>• Is she progressing by appearing like this?</li> </ul>	
11	To whom you will consider responsible of this phenomenon?	<ul style="list-style-type: none"> <li>• Which gender, will you consider is responsible for this issue?</li> <li>• Or share to me whatever you feel in accord to this.</li> </ul>	