

REPRESENTATION OF WOMEN IN MOVIES AND ADVERTISMENTS

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Declaration

It is hereby declared that

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2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Approval

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Abstract

Movies have been a part of our life from the early 19th century through a series of transactions. Similarly, modern advertisements have been around from the 17th century. They play a vital role in shaping the mindset of the mass population. Ideas and values can be spread through movies and advertisements. Movies are the carrier of information about different cultures and values. People get influenced and inspired by movies. Movies arouse deep feelings and they help people to reflect their own life by watching the story take place in front of their eyes. Moreover, movies help people to understand themselves and the society they are living in. The actors who portray the character inspire the audience to behave or think like that character. Movies are like mirrors of the society. Nowadays, many movies portrays women in a stereotypical and objectifying manner. The misrepresentation of women in movies influence many women in a negative way. Nowadays, wherever we go there is advertisements. We are bombarded with advertisements of everything there is to sell. Advertisements do not only sell products, they sell images, values and ideas. Women are often portrayed as products in advertisements and the models themselves do not have any issue with that. “Self-objectification occurs when individuals treat themselves as objects to be viewed and evaluated based upon appearance.”¹ Women are portrayed in a sexualized manner to appease the male audience and gain more viewer and sell. As Laura Mulvey explained in her 1973 essay, “Visual Pleasure and Narrative Cinema Women” that mainstream media objectifies women, and shows the female body through a heterosexual male lens.² This paper will discuss how movies and advertisements represent and objectify women to gain more audience and consumers to make

¹ <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.01055/full>

² <https://www.verywellmind.com/what-is-the-male-gaze-5118422>

profit and how the appearance of women in these movies and advertisements make women feel insecure about themselves and disempower them.

Keywords: Women, Movies, Advertisements, Portrayal, Sexualized, Objectification, Representation.

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Chapter 1: Introduction

Movies and advertisements reflect society and transform ideas. They are integral part of our life and culture. Mass media uses movies and advertisements to hook the people. We are surrounded by mass media in every aspect of our life. Media uses advertisements as a means of communication to promote a service or a product. Its aim is to hook the mass population into buying the product or service. The Advertising Association of The United Kingdom says advertisements are paid messages for those who wants to sell their product or services and wants to inform or influence people into buying the product.³ A persuasive advertisement can influence a society's perspectives on many aspects of our lives. The advertising companies use every possible means to get consumer's attention. Similarly, "Films are popular medium that can reflect and contribute to changes in cultural norms and values. The films represent reality by combining film elements with stories, expression of emotions, and creation of the expression (Ruangnapakul and Hamid, 159)." They are another influential aspect of our life. They are powerful part of mass media. It can be used as a mobilizing tool that can be used to spread information, ideas, and values and, thus, it can educate and influence the mass population. A good movie can educate viewers. Movies let people know about different cultures and ideas around the world. They can awaken empathy and hope for people. People try to copy their favorite actors and want to do what they are seen doing.

However, their influence can sometimes become negative. There are many times when these movies and advertisements influence people by being racist, sexist and creating stereotypes.

³ <https://economictimes.indiatimes.com/definition/advertising>

For example, they discriminate against women because of their gender and objectify them. Moreover, they convey negative message to promote their films or products. Their main objective is to create something that people will remember for long period and while achieving this goal, they sometimes use women as the main object to satisfy the audience and the consumers.

Discrimination against women is not a modern thing in human civilization. This has been happening for a long time. So, it was only natural for the visual media to use women's body to promote their product. One of the strategy of advertiser's to increase consumers is to show women's body in a sexually attractive manner. Advertisements are a vital part of the visual media. Everywhere we go we get bombarded with advertisements. "The power that advertisements carry with them is sensational. They have the ability to change and shape people's opinions of themselves with one picture of an image that is technologically modified to represent the advertiser's perspective of what is seen as perfect by viewers" (Rajagopal, Indhu, and Jennifer Gales 3333) . The portrayal of women is not the reality but the advertiser's idea of ideal image. More than often, advertisements portray women in a manner that has no connection to reality. And these wrong portrayals not only harm women but the world.

Women's role in advertisements are limited. In some advertisements women have no role other than being an object of people's desire. Moreover, they are casted to appease the male desire. Sometimes, female models are used to appeal to the female audience and make them buy the product to achieve the unrealistic ideal image of themselves. if we watch television , we would watch that out of ten ads , at least half would be about women doing house work and men returning from work and other half would be about product that has no connection with women but a female model would be there is make it look desirable . The female representation in advertisements are

based on some stereotypical ideals that women are supposed to be childlike or maternal or jobless or seductive or provocative or dependent on a man or too perfect or manipulative or brainless.

Movies are another vital part of visual media. They promote various ideologies around the globe. “Films create a completely new world, present an image of the world, which already exists, or tell a story by organizing the elements within the frame to create meaning” (Ruangnapakul, Hamid). Moreover, they are a subtle and powerful means to spread ideas. They are a mirror to the society and also imagination. Furthermore, they convey the different issues and relations of the society. However, the portrayal of women in movies is stereotypical and sexist. Although without women no movie can be made, these women have little to no role in the movies. They are there to look men good. The actress is only there to be the center of attraction and an object of desire. They are portrayed as either too naive or too ruthless. Moreover, other than the female lead, every other woman is shown as an evil manipulator. In earlier movies, women were only there to fall in love with the male lead and get married and have children, she has no other role or goal. Although more women are getting important and even the primary role, the number is still very low and those movies do not work out too well, such as *Charlie's angels* (2019), and *Pitch perfect* (2017), where the primary roles were all women.

In modern films, important female roles are either the mother or the wife or the girlfriend or the adventurer or the rescuer or the seducer or the competitor. Although they get important roles or even the primary protagonist, by the end of the film they will still have the stereotypical feminine characteristics. Moreover, in many movies women are seen competing against other women over silly reasons and thus gives the movie a comic tone to serious issues. The serious issues that women face in their daily life are shown as funny scenes and make women look brainless and naive and weak, such as, *Crazy rich Asians* (2018), where the female lead argues

with her boyfriend's mother about who cares for the male lead better. There are many movies that use women's body to only appease the male audience. The camera angles used in the movies are purposely taken in a way that objectifies female bodies, like, in the movie *Transformer (2007)* where the female leads body was being shown in a focused manner. By showing only certain body parts that is too unrealistic more than often harm the female audience's mental state.

The representation of women in movies and advertisements did change throughout time, however, there are still many movies and advertisements that still use women to promote their product and gain more audience. This paper will analyze movies, such as *Transformer (2007)*, *The devil wears Prada (2006)*, Disney's *Cinderella* and advertisements of cars, beauty products, household products from different time and place to discuss how women are being represented and analyze them to understand how these representations influence women.

Chapter 2: Methodology

The studies are based on qualitative data that were gathered from the primary and secondary sources. This research will mostly focus on how movies and advertisements represent women. The goal of this study is to determine, in a broad sense, how and why women are represented in certain manner in movies and advertisements. This paper will analyze four movies and five advertisements to understand how women are being represented in visual media like movies and advertisements. Moreover, it will discuss why those representations are so popular with the audience and viewers. Furthermore, it will discuss how these representations directly affect women of all ages and indirectly affect the globe. I will be using representation theory, male gaze theory and media framing theory.

According to Stuart Hall, representation is the ability to imagine or describe something. He states that representation is the production of meaning through language (*Representation: Cultural representations and signifying practices*. Hall p 16). It...“connects meaning and language to culture” (Hall p 15). Culture is always formed through meaning and language. He believed that representation was a process through which a culture use language to produce meaning. It is a system which lets language work by using sign and symbol which stand for or represent ideas, thoughts, feelings, expressions and emotions. “Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture” (*The work of representation*, Hall).

“Representation is how media texts deal with and present gender, age, ethnicity, national and regional identity, social issues and events to an audience. Media texts have the power to shape an audience’s knowledge and understanding about these important topics. This makes them very

powerful in terms of influencing ideas and attitudes” (BBC Bitesize).⁴ Although the representation of women in media have changed a lot, there are still many media outlet that portray women in a stereotypical manner. The representation of women are often done based on how men sees women or how the society expects women to behave and look.

Representation in advertisement is when the product, the model the images used in it are portrayed in a manner that convey a certain direct or underlying meaning. Moreover, representation in movies are done by the plot or the story and the ways that the characters roles are portrayed to convey ideas. Both these representations influence the mass population that consume these. They get influenced by the message and ideas that are represented through these medium. Thus, a positive representation of ideas and values should be the primary goal of movies and advertisements.

“Framing Theory describes how reality is constructed through language from interactions among people. Such ‘realities’ or frames become identities defining and describing overall character and attributes of persons in an interactive situations (Keles-Muli).” Advertisements and movies sometimes use media framing to present specific point of view. Media framing is when a topic or story is shown from a biased or one way perspective. It is the angle of perception from which advertisements and movies are showed. Media is no longer representing the reality accurately. They are not making things up or twisting the truths in advertisements. However, they are using framing to focus on certain aspects that is either too exaggerated or misrepresentation of the actual reality. Movies are also sometimes focused on certain angles that have no real connection to the plot of the story.

⁴ <https://www.bbc.co.uk/bitesize/guides/z9fx39q/revision/1>

“Advertisers use the framing effect to present information in a manner that influences how viewers interpret that information. (Hanks).” “They influence how data is interpreted, processed, communicated, or acted upon (Keles-Muli).” When advertisements portrays women in a stereotypical and objectified manner using the framing technic, the viewers get influenced negatively. The use of camera angles, like, looking up and down or focusing on a specific part, use of paraproxemic variable , such as, doing close up or long shots are used in visual framing of both movies and advertisements (Coleman). “...framing refers to the selection of view, scene, or angle when creating, editing, or selecting an image (Coleman).” By using the framing technic, movies shows specific and focused shots of female body to attract the male audience.

“The male gaze describes a way of portraying and looking at women that empowers men while sexualizing and diminishing women (Vanbuskirk).” “This concept is not just about how women (and their bodies) are used to satisfy male fantasy but also how this gaze, whether it's directed at them or others, makes women feel about themselves (Glapka).” Thus, male gaze does not only influence the male audience rather it influence all women. The concept of male gaze was described by British feminist film theorist Laura Mulvey in her essay titled "*Visual Pleasure and Narrative Cinema*". This term is used to describe the depiction of female characters in film as inactive, often overtly sexualized objects of male desire (Vanbuskirk). According to Mulvey, “Woman then stands in patriarchal culture as a signifier for the male other, bound by a symbolic order in which man can live out his fantasies and obsessions through linguistic command by imposing them on the silent image of woman still tied to her place as bearer, not maker, of meaning.” They are forced to be only be the object of men’s desire and have no identity of their own.

In many advertisements, for example, in advertisements of beauty products like lipstick, perfume, or skincare product women are presented in a way that fit into the stereotypical images of women in men's mind, such as a gorgeous women, a sweet girl, with a perfect body and face and beautiful smile. They show that by using the product women can become like the female model. In an advertisement for a skincare product, they show how a women is only liked by her boyfriend when she use the skincare product and becomes pretty.⁵ These vision of ideal women stripes women of their own unique identity and replace them with a singular stereotypical symbol of women ((Li and Xie). In movies, the typical role of women seems to be being attractive and appease the desire or agenda of the male protagonist. In many occasions, women were seen wearing high heels and tight dress even if the character that they are playing will never will wear those attires, like a doctor or a teacher. Their primary role is to be either the eye candy or the aid or the love interest (Vanbuskirk).

⁵ <https://www.youtube.com/watch?v=eK7LUpkxWhg>

Chapter 3: Literature Review

In the article titled, “Framing the pictures in our heads: Exploring the framing and agenda Setting effects of visual images”, the author Renita Coleman analyzes visual studies that uses framing theory as a foundation. Moreover, it discusses how visual images contribute to framing in the news. He says that “...framing refers to the selection of one view, scene, or angle when making the image, cropping, editing or selecting it.” The editors of the advertisements and movies use framing technic to choose which particular scene or still shots would aired on the screen . Moreover, they decide which videos and photos to use, how to take those, which angle and perspective those things should be taken and so on. Furthermore, he states that research has shown that women are shown on television significantly more because of their sex, marital status and children and the primary attention is given to their appearance rather than their own identity. He also says that “...visual framing makes stereotyping less obvious than verbal framing. Because the brain initially processes visual images in an automatic, unconscious way, viewers are less likely to notice implicit meaning.” Camera angles and distance can create change in viewers’ evaluation and perspective of life and their ideals.

In another article titled, “*If You Look at Me like at a Piece of Meat, Then That’s a Problem’ – Women in the Center of the Male Gaze. Feminist Poststructuralist Discourse Analysis as a Tool of Critique*”, the author Ewa Glapka analyses women’s relationship with the ‘male gaze’. It discusses how women are affected by this male gaze and how it influence their values and beliefs. It furthers discusses male gaze “...with reference to the patriarchal surveillance of women’s body.” Glapka focuses on “...the complexities and ambiguities underwriting individuals’ personalized ways of dealing with being looked at. Women's positioning to the male gaze by means of culturally available discourses is found to reveal ambiguous sites of agency and submission within its scope.”

It focuses on how the male gaze influence women to willingly submit to the male idea of being a women.

Sarah Vanbuskirk, the author of the article titled “What Is the Male Gaze?” said that “...the influence of the male gaze is not limited to how women and girls are featured in the movies. Rather, it extends to the experience of being seen in this way, both for the female figures on screen, the viewers, and by extension, to all girls and women at large.” She said that being worried about looks and trying to look cool or afraid to be smart can also be considered living under the male gaze. Moreover, she discusses how male gaze effect both men and women mentally. Vanbuskirk said that the male gaze discourages women empowerment and increases self-objectification and submission to men and the patriarchal society. She further adds that advertisements, magazine cover always frames the female body with more focus compared to men and even their dress and expressions are more exaggerated than men. In these media the male gaze controls the narrative. Women do not get equal role in the world. They are only a supporting object and are only present there to appeals to the male viewer. Women’s bodies are used to sell and attract attention. Actresses are seen wearing minimal clothing with perfect body and shot provocatively to lure viewers. On the other hand, actors are modestly dressed. Vanbuskirk believes the “...message is that men are provocative enough without showing a lot of skin.”

In the article titled. “Gender Framing and Women Career Progress in the Media Industry in Kenya”, the author Emily Keles-Muli used framing theory to “explain the disparities in gender representation in management positions in the work place. The argument is that conscious and unconscious frames may have hindered the progress of women”. She discusses how women were not getting equal work benefits or opportunities in the media industry. According to Keles-Muli “framing operates by biasing the cognitive processing of information by individuals by providing

contextual cues that guide decision making and inferences drawn by message audiences”. She said that “journalism career was framed as a demanding job, and therefore not suitable for women and...because of this women are not assigned duties which are framed as assertive and significant”. Moreover, in the media industry of Kenya during the 1980s women were only thought to be suitable for jobs, such as presenters or announcers and anchors. They were not expected to take part in creative or productive works. They are only on screen to look pretty. Furthermore, they used to portray a career in media as contrary to marriage and family. Thus, women who were in media were thought to be divorcees and not family material.

In another article titled, “Male Gaze and Self Objectification: Analyzing the Lipstick Advertising”, the authors Li Sufangfei, and Ziruo Xie discussed about how advertisements for lipsticks alongside the beauty and fashion related advertisements are disempowering women. They states that these advertisements are “tools for men to exert power” over women. They discuss how the color of lipstick is used as a characteristics of a woman. If a women wear red lipstick, she is considered as a strong and independent women and tough to control. On the other hand, women who use bean paste color are thought to be family-oriented, easy, and controllable. Therefore, the color of lipstick help the men to easily classify women in categories like objects. Moreover, advertisers always try to look the models perfect. They are seen to have flawless skin, colorful eyeshadow and perfect make which is not the case in reality. A single lipstick cannot do that. However, it makes women viewers self –conscious and make them pursuit the unrealistic perfect self. Furthermore, the customer of the lipstick are female but the advertisements are meant to please men. Li and Xie says that in these advertisements the female model becomes an aesthetic landscape composed of various male gazing symbols. They are attractive young girls with perfect

body. It does not matter what beauty product the advertisement is about, there is always a perfect model who is seen using the product.

Kelly Oliver, the author of the article titled, “The Male Gaze Is More Relevant, and More Dangerous, than Ever” discusses about how in the traditional narrative films, people identify with the active male protagonist and desire the passive object of the gaze which is the female characters. She says that all agents and identity in this world are men and all the objects of desire are women. Moreover, she says that male gaze limits the possibilities for the women to become a person of their own. “There is no place for identity with feminine activity”. Their only role is their relation to the male protagonist in the film.

In the article titled, “It’s the Image That Is Imperfect: Advertising and Its Impact on Women” the authors Indhu Rajagopal and Jennifer Gales discusses how advertisements have more impact on shaping the gender image than the books on feminism and other scholarly researches on gender equality. She states that generalizing and stereotyping women on advertisements are objectifying women and focuses only on women’s physical attributes rather than honing their inner qualities. She discusses about “how gender-based social images” on media outlets “act as barriers” for the women to reach their full potential as a person. Moreover, advertisements do not accurately portray how the majority of the women actually look like in reality. As a result, when women look at these advertisements that show beautiful female models with perfect body and flawless skin, they become dissatisfied with their own body and skin. They become obsessed with becoming perfect like the models shown on advertisements and start to believe that if they do not look like the models, they will not get successful in their life. Moreover, she states that no matter what role the models play in the advertisements, they are always presented as perfect. She further added that

advertisements are not healthy for women as they gave false hope that they could look like those models if they use the product or idea that the advertisements is promoting.

In another article titled, “Lady in Red: Framing the Representation of Women through Mise-En-Scène” the authors Napat Ruangnapakul and Norsiah Abdul Hamid discusses about how films use red color for the female protagonist to show “the confidence, non-innocence and high sexual attractiveness of women”. They also use red color “to reflect the sexual desire of men” in the films. They focuses on how the expressions of women are framed in Thai movies. Moreover, they states that red color is used in movies as “an epitome of female sexuality, lust and power”. The color red is giving women their characteristics. Furthermore, women who were dressed in red clothing in movies were perceived to be sexually attractive to men. Red is used to present the “passion of a women toward a men”. The color red is used to “frame the personality of the female characters” and give them role.

In the article titled, “Female Bodies and Visual Fantasy: Psychoanalysis of Women’s Representation in Axe’s Television Commercials”, the authors Chen-Wei Chang and Patrick D. McGuire discusses about how the representation of women in media reflects men’s interest and echoes patriarchy. They analyzed Axe’s advertisements which portray female models in an objectifying manner and use them to attract more audience. They states that women are often marginalized and served as sexual objects. Moreover, female images are alienated except for serving the male audiences fantasy. Furthermore, they added that consumers are often unconscious about the portrayal of women in media that reflects patriarchal ideologies.

In the essay titled, “*Visual Pleasure and Narrative Cinema*”, Laura Mulvey says that women are the signifier of the male in the patriarchal culture in which she is bound by a symbolic

order where man can experience his fantasies through imposing their fantasies on the silent image of women who are only the bearer of the meaning but never the maker of that meaning (pp 15). Moreover, she said that Hollywood movies portray women's body in such a manner that connects them with the erotic fantasy of the audience. Thus, the male gaze portrays men's ideal version of women on women's images. Furthermore, she adds "Cinematic codes create a gaze, a world and an object" which creates an illusion to satisfy the audience's desire (pp 6).

Chapter 4: Representation of Women in Advertisements

In present times, “perfumes assume the role of tokens of individuality and sexual orientation of those who wear them” and give them an identity that present who they should be (Tuna and Freitas). However, the portrayal of female models in perfume advertisements is often objectified. The present of female models in men’s perfume is explicit. “...The image of the women is extremely exploited in perfume advertising, and female nakedness has become a very common in these advertisements (Tuna and Freitas).” In contemporary advertisements, female models are presented in a sensual manner that appease the viewers. On the other hand, male models are portrayed in a non-sensual manner and they present a lifestyle and are dressed more casually. In many advertisements for perfume, women are presented in a negative or stereotyped manner. For example, in an advertisement for Lynx body spray for men, it begins with a crowd of women wearing bikinis is running and swimming in a fanatical manner toward something. They soon start to push each other to get there first which suggests that there have to be something important at the end line. At the end, we see that they were all running toward an average looking man who is seen using the Lynx body spray. The women go crazy around him. Moreover, the ending caption says, “spray more get more” suggesting that if men use this product, women were going to fall for them (“Spray More, Get More - the Lynx Effect”). The representation of women in this advertisement is illogical and it present women as an object that can be obtained through using only a body spray. Furthermore, this advertisement insinuates that women are hormone driven animals that men can easily control.

Women are presented in mere objects in many advertisements of products that have no connection to women. For instance, in many advertisements for cars, women are often portrayed as an object that is being compared to cars or just being pretty and sensual to make the

advertisements appealing to men. The car advertisement focuses on women as something that can be bought by anyone who buys the car and their suggestive clothing and positioning of the women appease to the male audience (Kumar). In an advertisement for Audi sedan in China, the advertisement compares women to An Audi sedan. Advertisement starts with a wedding and then we see an old women who comes up and starts checking out the bride like an object. She is most probably the bridegroom's mother. She inspect the bride's physical appearance thoroughly and then gives an okay sign to the couple. After that we see a red Audi sedan and a male voice saying, "An important decision must be made carefully." The advertisement suggests that a women is an object that should be checked thoroughly before man can purchase her (Audi Sedan). These kinds of advertisements are outdated and they aimed at the male audience to make them fill superior to women. The advertisement misrepresented the bride and gives a role that is equal to a car.

In recent times, everyone is conscious about their outer and physical appearance. There are many beauty products in the market that promises to give flawless, perfect skin. However, the advertisements for these beauty products present women in a stereotypical manner and objectify them to promote their product. For instance, in an advertisement for Smooth E Babyface Serum which is a skincare product from Thailand, it shows a women in her 20s and we see her saying that she is going to test if the serum really works or not by not trying it. After not using the serum several days, she starts to become less beautiful. Moreover, each week when her boyfriend visits her, he reacts in a negative manner because her skin is becoming darker and she is having blemishes as she stops using the serum. Therefore, it is making her look ugly. So, she started to use the serum again and gain back her glowing white and flawless skin without any blemishes or spots (Four Weeks Test - Smooth E White Babyface Serum). This advertisement is objectifying women's beauty. It is giving a message to the young women in their 20s that they will only be

loved if they are beautiful and have a flawless, perfect and glowing white skin. And they will be nothing without their beauty. These kinds of advertisements represent women as nothing but a beautiful object. It does not matter if these women are smart, kind or honest. Because, without having the perfect skin, they will not achieve anything in their life. This advertisement sends a very wrong message that many young women will believe and will feel very insecure. They may lose their confidence because of this. This kind of Advertisements is very common for beauty products where they present women in a very unrealistic manner which make the female viewers insecure.

The main intention of an advertisement is to promote the product and make the customers by the product and the advertisers do that by making their customer comfortable with the product they are promoting. Thus, the advertiser pays attention to the social norms and mores of a culture to hook its viewers. Every society and culture have some set of symbols, values, practices that carry meanings for them. From the earlier times, women were thought to be the weak gender and they are only supposed to stay at home and take care of the home and children. Society believed that women's primary function is to cook food, wash clothes, taking care of children and other domestic works. Therefore, it is not really surprising to see advertisements to use these kind of stereotypes to promote their product. For example, in an advertisement for washing power, it begins with a man who come home from grocery shopping with a bag. He tells his wife sitting close-by that he has spent a lot of money on the shopping but he has bought the two most important items for her, a soap and a packet of washing powder. The wife, however, tells her that she has a better option, Sunlight washing powder (Sunlight Washing Powder). This advertisement is representing women in a stereotyping manner. It is implying that soap and washing powder, items used in household work, are the only important part of a women's life. Moreover, it is suggesting

that only women are supposed to wash clothes and men only wears them. This kind of misrepresentation of women in advertisements drills wrongs values in young people.

Although there are many advertisement that misrepresent and objectify women, nowadays, there are some advertisements that breaks these stereotyping and objectifying women. These advertisement tries to portray real women with their real identities which may not be picture perfect but they give women real identity and a real role to play. For instance, in the advertisement for Pantene 'Labels against women' Digital Ad, the advertiser shows the audience how men and women are presented differently in the same situations by the society. A male boss is always a good boss whereas a female boss is considered bossy. If a man gives a good sales speech, he will be considered persuasive and good speaker. On the other hand, if a women gives a good speech, she will be seen as being pushy and manipulative. When a man works overtime, he is considered a dedicated employee. However, it shows how only selfish and evil minded women would work late at night. Men are smooth when they wear stylish clothes to look good, however, women are only showing-off and trying to get attention. After showing all these stereotyping that women had to endure in our society, the advertisement states that, "Don't Let Labels Hold You Back. Be Strong and Shine." This advertisement tries to make the society recognize their unconscious stereotyping of women. Sometimes women themselves label other women because of their deep rooted ideas that were drilled in them by the society. People has to realize that "...labels are just another area where advertisers use a name to target the audience (Rajagopal and Gales)."

Chapter 5: Representation of Women in Movies

The use of male gaze in movies to please the male audience is an outdated but still used by many directors to gain more audience. In the male gaze, women only exist for the male eyes to devour it. Women are presented as sexual objects for the pleasure of the male audience. Many movies use the male gaze by framing and focusing the camera on women in a sexual and erotic manner that objectifies women. For instance, in the 2007 sci-fi movie called *Transformer*, there is a scene where the female lead Mikaela Banes, played by Megan Fox, is seen opening the hood of a car in the middle of a road when their car broke down. In this scene, the camera angle is done in a way that focuses primarily on her body shapes. As Fox bends down to repair the car, the camera glides all over her body and focuses on her exposed skin between her chest and waist that is seen under her crop top. After that when Fox walks away, the camera then remained focused on her figure. This scene is especially for the male audience who gawk at her body through the screen. In this scene, Fox becomes the desired object of male gaze (*Transformers 2007*).

Disney movies have been around for a long time. These movies are what young girls saw growing up and the representation of women in these movies influence young girls a lot. However, the representation of women in these movies are not the reality. These movies portray women as weak, brainless, helpless and crazy in love who waits the prince to save her or sacrifice her life for the prince. In the Disney's *Cinderella*, Cinderella is the damsel in distress who needs to be rescued by the prince in order to be happy in her life. She will only be happy if she is married to the prince. There is no other option that is given to her. Moreover, the prince likes Cinderella because she is sweet, beautiful and helpless whom he needs to save. The stepsister of Cinderella are evil, because they took matters into their own hand and peruse their happiness on their own unlike Cinderella

who just waits for the prince to find her. These kind of representation of women will make women mentally weak and dependent and it will disempower women.

Stereotyping women in movies is a common elements of movies. One of the popular stereotyping role of a women is the cold-hearted career women who is selfish and manipulative. These kind of roles are portrayed generally by a middle aged actress who in the beginning of the movie will be shown as being on the top and envy of others. However, by the end of the movie, she will be seen as sad women who sacrificed her perfect life by not adhering to the societies fixed role for her which is to fall in love and be a good daughter, wife or mother. These characters give the messages that if women are successful in their work life, their personal life would be a disaster. One of the example of this kind of stereotyping in movies is the 2006 movie called *the devil wears Prada*. One of the primary female character of this movie is Miranda Priestly played by actress Meryl Streep. She is a successful fashion icon who runs a famous fashion company. She is the cold-hearted boss that everyone fears. She is practical, manipulative and selfish. On the other hand, the female protagonist, Andy Sachs played by Anne Hathaway who starts to work for Streep. At the beginning, Hathaway is seen admiring Streep and trying to become more like her. However, while doing that she distance herself from her father and boyfriend and betrays her friends. And in the end, she decides to leave the job to as she does not want to be selfish. This movie gives a message that women can only become successful if they gave up on their family and friend which means if they become selfish and emotionless. This movies shows us that women should value their friend and family above anything else and allows men to support them, otherwise they will be hated by everyone else as she will be successful. These kind of movies gives wrong kind of message to women. A woman can be successful in both her personal and work life simultaneously. She does not need to give up one thing to achieve another.

Although there are still many movies that represent women in an objectified and stereotyped manner, there are some movies that we have seen in the recent years that have broken free of these. One example of this is the movie called *Frozen* released in 2013. This movie breaks a lot of gender norms in the movies, especially in Disney movies. For instance, the two primary protagonist of the movie are Queen Elsa and Princess Anna. The main plot of the movie is about two sisters and their love for each other. It is not a romantic princess story where the prince and princess fall in love and get married and live happily forever. Although Anna takes help from her male companions while searching for her sister, she never completely depends on them. Moreover, unlike the traditional Disney movies where a kiss from the prince lifts the curse from the princess, in *Frozen*, it was a sisterly kiss from Elsa that save Anna. It shows the bond that the sisters have with each other. Furthermore, this movies breaks the stereotype where the main antagonist is some evil old witch greedy for power or money or beauty. In this movie, it's the handsome prince Hans who is the main villain. The most important part of this movie was the character of Elsa, a powerful ice queen who is neither evil or selfish or emotionless or manipulative. She loves her sister and cares about her kingdom. She tries to break free from the society that lets her believe that being powerful is dangerous. By the end of the movie, we see that she learns to control her power and embraces it with grace and take control of her kingdom. This is the kind of representation that all movies should aim for where women are seen embracing their own identity and fighting their flaws themselves.

Chapter 6: Conclusion

Movies and advertisements influenced us on an unconscious level. Sometimes people do not even realize that they are getting influenced by something when they are just half-heartedly watching something. However, it remains on our mind and it does influence our ideas and values. Therefore, it is important that the representation of women we see on our screen is accurate. Moreover, proper representation in advertisements and movies is not only necessary for women but also for every gender. As we grow up watching these movies and advertisements where we constantly watch women being weak, foolish, naïve, and being treated as objects with perfect physical appearance, it makes the female viewers of all age feel insecure about their own identity. They lose their confidence and become dependent on others to live their life. Furthermore, the male viewers who watch these advertisements and movies also gets influenced by them start believing that women are insignificant and inferior to them and they have the right to control them and own them as objects. In the recent years, many advertisements and movies have broken these misrepresentations of women and have presented women who are confident, intelligent and independent. They portray the real women with all their flaws and strengths. Moreover, they inspire the female viewers to take control of their own life and make their own decision and take part in every sphere of society.

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