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Gender Stereotypes in Georgian Media

(According to TV advertises)

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Table of Contents

Introduction	3
Aim of the study	6
Research Hypothesis	7
Research Methodology	8
Literature Review	9
Findings	12
Conclusion	17
References	18

Introduction

Communication is one of the essential needs of people of all times and spaces, nowadays media which is one of the specialized tools of communication, has become as one of the most requirements that humanity can't dispense from it. By the time it has overcome several important challenges and has passed a changes in a way of innovations, technologies, etc. Has ended up being an enormous sphere with power of controlling the perspectives of people in the way it points.

In the modern world step by step media has turned out to be an instrument of a huge industry of advertisement, last one has a huge industry which itself directs and manipulates the views of people.

Nowadays gender stereotypes is a one of the most discussed subject in the list of important issues that media has a vulnerable effect in a way of shaping the public opinion. In the modern world, gender stereotypes are actively discussed, and within the development of the advertising industry, attention is much more focused on the gender stereotypes revealed in the advertising field.

In terms of gender stereotypes, advertisements as one of the most influential tool of communication can have a strong influence on the audience. Audience spend a lot of time for watching and pay much attention to such kind of ads. (Federico Valls-Fernández, José Manuel Martínez-Vicente, 2007). In present-day ads are well developed, diversified, and

spectacular, and they can influence on customer effectively.

TV commercials are a well-packaged product of the marketing and ad sector. The basic aim of the commercial is to get individuals to purchase the given item that is advertised directly to customers, but the function of advertisements today somehow has altered, changed their angle and their main task. "In today's media driven, fast moving age, ads sell more than just products. They sell lifestyles and dreams" (Grover & Hundal, 2014: 56). Apart from the reality that commercials are well established mechanism to attract client attention to purchase their products it plays a crucial role in the process of shaping minds towards to social problems and different values, of course including gender stereotypes.

The study of gender stereotypes and its representations in television advertisements has been an important subject of academic research for many years, as far as gender stereotypes strongly effects on society while shaping important conceptions (Bandura, 2009; Gerbner, 1998). There have been multiple studies conducted around the world regarding this issue and most studies were published in the United States, in the early 1970's (Dominick & Rauch, 1972; McArthur & Resko, 1975)

According to studies conducted abroad, There are many gender stereotypical approaches revealed in the shown advertisements towards to men and women. In most cases, women are presented as exposed, man-dependent creatures, whereas men are shown as balanced and independent objects. As for the displayed locations, we met female sex representatives mostly in the house as a family woman and housewife, and men as successful, well developed figure in public and work-related places. In terms of audio content of advertising, men pronounce motivational, assuring texts, and what it takes women to voice it has lack of sonority regarding advertisements with the same content. (McArthur&Resko,1975).

Georgia is distinctive for its traditions and cultural identity, represents patriarchal country, accordingly certain gender stereotypes about women and men are actively appears and keeps

its powerful position in our community. In accordance with the views of the Patriarchal Society about the woman, advertisements represented in Georgian TV space are stereotypical for both men and woman. Beside the fact that several improvements have taken place in recent times in the country, e.g., in the form of increases in the access of women and girls to education and employment Georgian women still face large disadvantages and challenges.

According to UNDP research conducted in 2013 it has been revealed attitude toward to gender stereotype issues. Different age groups mostly shared same opinions, attitudes, and stereotypes regarding women's participation in politics and economic activity.

(http://www.ge.undp.org/content/dam/georgia/docs/publications/GE_UNDP_Gender_Research_GEO.pdf,).

In 2012, an advertising campaign, “Be careful, the woman is at the mirror of the car” made by insurance company GPI holding, caused a strong outrage. Company offered a special gift package for women, there was aggravating the form of offer for some people. it was the first time when part of Georgian society expressed protest against sexist content advertisements. (<http://liberali.ge/ge/liberali/articles/111649/>).

One of the noisy cases happened in 2015, when Georgian Bank published on its Facebook page graphical advertisement where husband was represented as a cash dispenser and wife was asking more and more money from it. (<https://netgazeti.ge/news/35992/>). Ad has relied on a stereotype that women are dependent on men and they are mostly asking money than earning it. Ad was disrespectful for some part of society as far as it has helped of improvement already existing stereotypes about of women. According to the research of Gender Dimensions of Financial Policy of Georgia conducted by Swedish organization SIDA (https://www.researchgate.net/publication/294427184_Gender_Dimension_of_Financial_Policy_in_Georgia). because of the reality of the 1990s and socio-economic crisis labor migrations has started. According to the general population census, 62% of the migrant population is female, while the total number of immigrants is 41.3%. „Money sent from

labor migrants still remains as one and only source of existence” is written in study. Working of women is shown also in money transfers in country, under research results money transfers in 2007 was 837 million GEL which 15 times exceed more than in 2000. Advertisement also was responded also by ombudsmen Ucha Nanuashvili, he called upon for respectfulness of women’s rights. (<https://www.primetime.ge/saxalxo/>).

Taking into consideration given to us previous knowledge, it’s important to observe gender stereotypes represented in advertisements as far as it has been already mentioned that gender issues in the world are one of the most urgent issues.

AIM OF THE STUDY

The research aims to reveal the existing stereotypical gender trends and their content characteristics in the advertisements presented in the Georgian TV space. What kind of stereotype prevails and what kind representational way is used (visual, voice, text etc) Emphasize the aspects as the social role of participants in the advertising, opportunities, qualitative characteristics, presented stereotypical attitudes, and gender balance in point of international advertising regulations. In this study the target group is advertisements, and its characteristics not the chosen channels. Besides this it has to be mentioned and the study was conducted under observing top-rated channels.

Research Hypothesis

For a long period in advertising women have been visualized as housewives, dependent on men and attractive objects advertising. Advertisements which are covered by TV, In many cases, are stereotypes for both female and male, In the majority of TV advertisements, men dominates as an employed, balanced, self-assured figure, both in a public environment and in the family. As concerns for the woman, in advertisements they are positioned as a more gentle, friendly, caring object in family, personal and service environment, primarily as an object restricted to family affairs. Mostly represented as eye-catching figure of the advertisement, using their function of capturing the attention of potential customers.

Methodology

As the present study focuses on the advertisements presented in television the method used for research was content analysis.

„Content analysis itself can be defined as a research method which examines the information, or content, in written or symbolic material. First of all the researcher points out a body of material for analysis and then formulates a system for recording specific

information about it. The system might include counting how often certain words or themes occur. Content analysis is used for exploratory and explanatory research but is most often used in descriptive research" (Krippendorff,2004).

Presented research was conducted during 3 months, by observations two, top-rated channel Imedi, and Rustavi 2. For the research objects was selected advertisements in which there were at least one woman, and man represented, or both of them together. Chosen advertisements were analyzed according to special indicators written in the rulebook „Gendermediator”, published in 2013 by MDFGeorgia. After the presented content analysis, according to the predefined encoding received results were gathered, summarized, counted, and they get in 11 categories.

Literature Review

Marina Menteshashvili's Dissertation Study In the work "Linguistic Representation of Gender Stereotypes in Advertising Language," 2013, the author focuses on gender aspects of advertising text. The researcher talks about how gender stereotypes affect society, its impact on the role of stereotypes in the formation of certain social norms, dogs, and standards.

"Social stereotypes reflect the two peculiarities of public opinion: the existence of standardized, and simplified forms of expression, and the purpose of these forms, in the first instance with respect to specific processes or relations.

Some scholars (D.Mayers, I.Tupicina) think that "stereotype sticks not only statistically accepted meanings but also presents the norm - a social position or acceptable behavior, in the most stereotypes of" men, and women, or women's behaviors and character marks of sustainable, emotionally tuned Face " (Mayers 1999; 87)

Gender stereotypes in the modern world are regarded as "true" as some social consensus that are used to solve problems that have unequivocal reasoning and objective criteria. F. According to Jays, gender stereotypes are considered "truly", transformed into values, and form the normative forms of "genuine" masculinity and feminism. Thus, "the existing norm of behavior is transformed into a reference," writes the author.

Consider the subsection - "differences between men and women communicative behavior" in the same work, which states that the differences in the communication between the sexes are mainly linked to the childhood of the person

The behavior of sex is characterized by a man in two boys and girls: "It can be said that the society allows a woman to express her reaction when it comes to expressing her self-esteem, emotion, and sentimentality. (Tokareva 2005: 11) The typical character of men's speech behavior is, on the contrary, emotional restraint, hiding their own feelings, leaving the so-called "cool Boy "impression (Roanova 1993:1295). According to these linguists, female speech is more like emotional colors, comparisons, hyperbolic, more often than in the relationship between the community and the different topics. Women are more rarely "learning to teach" interlocutors than men (wizard sentences have the advantage of the status quo), their successes are not based on their abilities, talents, minds, but as a result of the happy coincidence of circumstances.

Media Development Foundation's study, "Gender Stereotypes in Georgian Media" describes the monitoring of stereotypes in reporting on women and women and was conducted in 2012. This work is a repeat study aimed at making comparisons with the preceding work which was held in April-May 2011 and showed the following results: "Stereotypical thinking and approaches prevail in Georgian media while covering gender issues. Most of the materials on women and women's issues do not reduce the gender stereotypes, but on the contrary, strengthens. Journalists are not aware of gender issues and therefore gender stereotypes. Georgian media of stereotypes promotes speech (printed or oral text) and images (video or photo materials), as well as non-sensor coverage of issues. "

"One of the problems of Georgian media remains gender-stereotypes. Instead of facilitating liberalization of thinking, the media often creates and stereotypes themselves. We should assume that journalists do not intentionally do this. The reason is that the media itself is in captivity of these stereotypes, often sharing and unintentionally disseminating the existence of a woman stereotypes. These stereotypes cannot reach the point of ignorance of gender issues"

As for the current re-survey, the research object was 10 media outlets: five TV channels and the same newspaper. The purpose of conducting a repeated research was to compare the research with each other. 6 basic aspects were allocated for the processing of data: gender balance, reporting frequency, violence against women and female culprits, sexist language, journalists' gender sensitivity, professional coverage. As a result of the survey, it was revealed that gender stereotypes remain as one of the problems of Georgian media. The conclusion reads:

Tamar Kapianidze (2012) conducted media monitoring on women's issues. The investigation period was defined by November 2012, while the TV channels "Rustavi 2" and the public broadcaster is aware of the entertainment programs. We have the following phrases in the programs:

On November 28, during the program "Dila" and "Paradise Apples", journalist Nana Pachuashvili says: "Today we have a masculine theme in the program", which implies jurisprudence.

On November 21 of the public broadcaster anchored at one of the leading stars in the program, "the most elegant ladies are living with her," she stressed the stereotypes associated with "blonde woman". It is also noteworthy that woman mentioning is a "weak sex" representative.

The media plays a major role in establishing gender stereotypes on gender issues, creation or

further strengthening them (Khomeriki, Javakhishvili, Nikuradze, 2002).

Khomeriki, Javakhishvili, and Nikuradze (2002) contended, "stereotypes are particularly obvious when women participate in advertising, journalistic material for women and even when the theme is very serious. The content of this kind of content is mostly attached to the photo of the erotic color. Rarely, but the expression of a sexually explicit expression. In Georgian media space the word "feminism" is very rarely heard and, in most cases, in very negative contexts (L. Khomeriki, N. Javakhishvili, M. Nikuradze, gender policy and mass media, Tbilisi, 2002).

Key Findings

Table 1.

Commercials by product category and showing number of principal characters

<i><u>Product category</u></i>	<i><u>Number of commercials</u></i>	<i><u>Principal characters</u></i>		
		Male	Female	Total
Foods and beverages	50	14	44	58
Personal hygiene and cosmetics	38	13	31	44
Cleansers	11	2	9	11
Electric, electronic and household aids	12	5	9	14
Medical items	10	5	5	10
Textile materials and footwear	9	7	6	13
Vehicles and related products	4	4	—	4
Public service and insurance	7	5	2	7
Cellular Phones and mobile networks	9	8	4	12
Grand total	150	63	110	173
<i><u>Percentage (%)</u></i>	150	36.41	63.59	173

Total number of advertisements = 150, Total number of principal characters = 173, Male principal characters = 36.41% Female principal characters = 63.59%.

Table 2. Commercials by age group representation

<i>Product category</i>	<i>Children</i>		<i>Youth</i>		<i>Middle age</i>		<i>Old age</i>	
	M	F	M	F	M	F	M	F
Foods and beverages	23	15	49	49	22	28	8	6
Personal hygiene and cosmetics	4	8	19	46	3	11	1	—
Cleansers	2	—	5	10	3	7	1	3
Electric, electronic and household aids	1	4	6	14	7	6	3	1
Medical items	8	9	8	11	6	8	3	2
Textile materials and footwear	2	2	8	13	4	2	1	1
Vehicles and related products	—	—	5	3	2	1	—	1
Public service and insurance	—	3	4	3	4	5	5	3
Cellular Phones and mobile networks	—	—	20	16	—	2	1	—
Grand total	40	41	124	165	51	70	23	1
Percentage (%)	15.25		54.43		22.79		7.53	

M = Male, F = Female

Table 3. Activities performed by principal characters in advertisements

<i>Product category</i>	<i>Domestic tasks</i>		<i>Leisure activities</i>		<i>Beautifying</i>		<i>Eating/using demonstrated product</i>		<i>Singing/ dancing conversing</i>		<i>Shopping/ exchanging</i>	
	M	F	M	F	M	F	M	F	M	F	M	F
Foods and beverages	—	20	6	5	—	—	13	13	3	5	—	2
Personal hygiene and cosmetics	—	—	—	—	1	23	8	9	1	—	1	—
Cleansers	1	9	1	—	—	—	—	—	2	2	—	—
Electric, electronic and household aids	—	2	3	2	—	—	1	3	—	—	1	2
Medical items	—	3	1	2	—	—	5	5	—	—	—	1
Textile materials and footwear	—	—	1	—	—	—	3	6	1	1	2	1
Vehicles and related products	—	—	—	—	—	—	4	—	—	—	—	—
Public service and insurance	—	1	—	—	—	—	1	1	1	1	3	1
Cellular Phones and mobile networks	—	—	2	—	—	—	4	1	4	4	—	—
Grand total	1	35	14	9	1	23	39	38	12	13	7	7
Percentage (%)	0.5 17.59		7.04 4.52		0.5 11.6		19.6 19.1		6.03 6.5		3.51 3.5	

Table 4. Gender of voice-over

<u>Product category</u>	<u>Gender of voice-over</u>		
	Male	Female	Both
Foods and beverages	29	13	15
Personal hygiene and cosmetics	12	23	2
Cleansers	6	4	1
Electric, electronic and household aids	10	1	1
Medical items	6	3	1
Textile materials and footwear	7	2	—
Vehicles and related products	4	—	—
Public service and insurance	5	2	—
Cellular Phones and mobile networks	7	1	1
Grand total	86	49	21
<u>Percentage (%)</u>	<u>55.13</u>	<u>31.41</u>	<u>13.46</u>

Total voice-over = 156, Male = 86, Female = 49, Both = 21, Male = 55.13%, Female = 31.41%, Both = 13.46%.

Content analysis of the advertises shows that the amount of female characters exceeds the number of male characters. Beside the fact that women are densely presented in all kind of categories, still few of them can be regarded as field of women, such as cleansers, perfume, personal hygiene, food and drink. As it was expected stereotypical attitude reveals regarding of showing women while doing home tasks like washing clothes, cooking etc. and they are shown as charming personalities.

What it takes to youth representation, according to study of age group, they are significant auditory of advertises. Table2. same results are shown, women- youth representatives also are more frequently shown than men-youth representatives. The ratio between male and female in the middle and old age categories are balanced while female-children are less

mentioned in the given us advertises but not prominently.

Table3. indicates activities done by both women and men and which categories and activities are they mostly covered. As it was not surprise that women representatives mostly are mentioned in stereotypical and traditional images using products describing activities in most cases such as beautifying and shopping, what it takes to men they have been captured and confident persons in leisure activities. They are balanced while showing eating process in the field of eating and demonstrating exact product and insurance sphere.

Regard to Gender voice-over male voice in authoritative line, is dominating. Products such as perfume and cosmetics which are accepted as women's, still are given a sound track of woman, because of the well spread stereotype that men are more rational and assuring when talking about subjects and authority is men related issue. Women's voice in most cases are sounded in informative tone and one discernable aspect that has been revealed is that mostly last voice of advertises are mostly men's voice.

Conclusion

The results of the study have supported the opinion expressed in the hypothesis. Data collected with the help of content analysis shows that stereotypical attitude towards women is strongly and clearly shaped in television advertisements. Women are more likely to be appeared than men, but it has to be mentioned that according to the data, victims of well-known stereotypes related to the involvement of any family affairs are women.

It has been revealed that in the advertiser clips narrator is mostly the voice of men, it once more agrees stereotype that man is more solid talker. Gender and quality of the voice-over uphold of women in the commercials.

Male character represented as successful person exceed twice number of women represented in such kind of role.

It should be noted that, the women are presented as an eye-catching figure of the advertisement mostly having the function of capturing the attention of auditory

Moreover, the results found presents that the woman's body is dominated in advertising products such as perfume, hygiene, medicaments, beauty, and those fields where a woman is perceived by the appearance of the body as charming, decorative subject

Findings out of each category support and verify the hypothesis regarding the portrayal and stereotypical approach of women and men in advertisements and their impacts on the viewer's mind.

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