

# Portrayal of Women in National and International Advertisements in Pakistani Magazines: Why Need to Rethink

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## Abstract

This research examines the portrayal of women in the national and international advertisements of Pakistani leading magazines “The Mag” to explore that how women are presented in advertisement of print media. Four main categories regarding women portrayal with sub categories were used to apprehend the interpretation of the portrayal of the women by adopting comparative approach towards the national and international advertisements. The content analysis of the advertisements in the leading magazine is conducted to analyze the glamour, seductive smile and wearing short dresses in the advertisement to comprehend the portrayal of the women. Findings suggests that in Pakistani magazines women are used as decoratively through glamour look they are presented with glossy makeup and attractive hairstyle with flashy lights on their face in magazines. Outcomes of the comparative analysis indicates that the national advertisements in the female magazines are presenting women with more seductive and facial expressions appeals.

**Keywords:** Advertisements, Respective, submissive, serious, smiling, seductive, with man, alone, full eastern dresses, short western dresses, natural makeup, heavy.

## 1. Introduction

In the last ten years the media in Pakistan has succeeded as an industry with the flourishing in electronic media from where the information is being conveyed quickly to the audience permitting ideas to exchange globally to form, and a new society to shape (Eijaz, 2013; Raza & Awan, 2013). Therefore, the media is now much more involved in lives of people of Pakistan that they do not really consider a conscious level how much inspiration it really has over them (Raza & Khan, 2014). However, some of the images and messages audience see and hear can be both positive and negative (Tan, Shaw, Cheng, & Kim, 2013) more often, than not, people are visible to images that are so impractical and regardless by the average person living in Pakistan that we become dissatisfied with their lives. Images of luxury homes, cars, glamorous clothes, and stylish body images make them more self-conscious of how people live and how people look (van Reijmersdal, Smit, & Neijens, 2010).

Besides, this the media has an influence over the perceptions of people and advertisement plays a significant role in determining the minds of people and it is a time when advertisements have taken on a completely diverse meaning than when they were first created (Barone & Jewell, 2012; Witt, 2010). Therefore, now advertisement is influential, convincing, and persuasive in determining the attitude and behavior of consumer and have potential to brand the image of certain group already it is a well read phenomena in the literature (Gao, Scorpio, States, & States, 2014). Additionally, it is continuing to see that women are the focus of most advertisements and the biggest selling point for the product being sold as many previous studies explored (Judith A, Charles R, & Anders, 1995). Inappropriately, the relegation of women in some of views continues but is being considered as the exploited through different place in the media in society like Pakistan. It has been claimed on the certain forums specifically, in the religious circles in the Pakistan that advertising over the past decade has not presented an accurate view of women and their roles in society. The disagreement over the portrayal of women in advertising continues today in Pakistan gradually, it becomes the part of the public discourse.

On the other side, the aging, particularly for women, has become negativity in Pakistani society. The media industry as a whole is a huge industry, and the fact that women are continuously being told that they need to look better, feeds into the bottom line of these industries selling the perfect image. The companies that create the imaginary of the ideal female body, just to keep getting richer media have played a strong role in molding the minds. When young girls see certain images on the television that leaves a strong impact on their minds (Raza & Hussain, 2016). They wish to emulate them and perform like a certain actress in a drama serial or in an advertisement, therefore, it is a difficult situation for the advertiser in such a diverse society to execute the advertising practice where on one side people have disagreements over modernization and on the other hand there are certain areas as mentioned above being appreciated by the women of Pakistan, therefore, there is need to conduct research about this issue and current study is an effort to bring the current standing of the depiction of women in advertisements into the account.

Moreover, study aims to determine to explore the depiction of women by evaluation of the advertisement in certain criteria of giving women un-respective facial expressions in national and international advertisements to grab the attention of audience. Sexual appeal of women is an important factor to grab the attention of consumers in national and international advertisements, thus, this study also explores this aspect in detail. The main purpose of this study is to investigate whether or not the independent print media in Pakistan is alive to change the opinion of Pakistani people through advertisements and do they reflect the actual values of the Pakistani women?

Both print and electronic media are enjoying freedom within certain limits. This media is vehicle used to inform as well as entertain the public. Media is known as the watch dog of the society and is harbinger of change. Many private channels are working freely in Pakistan. Through this research explores the depiction of the women in the Pakistan media and it contributes to understand that how print media is presenting the women in advertisements and how it is far from the according to actual values of women in the Pakistan.

## 2. Literature review

Advertisements present a frame work for what is measured normal, which makes it an incredibly powerful medium in society (Jung, Shim, & Jin, 2015; Vakratsas & Ambler, 1999). It began before the 19th century, where advertisements were meant to sell the products. Advertisement shows the audience what they can become if they use the products. Now we are blasted by images selling anything from collective household products to everything (Khan & Allil, 2010). Big amount of funds is spent to research what is the public wants and how to sell it to them in the most attractive way. Images are in color, high tech, and from time to time it's even difficult to see precisely what is being sold. There are positive features that can be seen in most advertisements that have woman in them. The woman is usually the center of courtesy now a day.

Previous to the 20th century, men saw women as people without a voice, caretakers of the family, or just objects of sexual desire (Baker, 2005). Although we have known the many talents of women through the periods of the past century, I believe most women would like to be thought of as equals in our society, if we associate the women of yesterday with the women of this century, we will find a massive variance (Baker, 2005; Farvid & Braun, 2006). The women of yesteryear were dispirited to step out of the house for work and even pursue higher education. The norm at the time was to marry her off as soon as she reaches her teens. But now women have become career concerned with. It is normal to find a woman working also looking after the house.

Furthermore, it is found that mostly women are shown doing work outside the home, mostly prepared women are performers, on were shown in qualified n managerial role, their decision was that conventional picture is principal (Navarro & Martín, 2013). The research has settled that women have been traditionally portrayed in a fine social and working manner (Grow, Roca, & Broyles, 2012; Parameswaran & Cardoza, 2009). Therefore, this study inspected that women are also shown as stereotypically as well as attraction. Stereotyping would always remain same for the women in society and can never be presented as a leading personality. They are always portrayed as duty, scared about her protection and trusting on men for every kind of work.

Moreover, some researcher studied that from 1950 to 1970's trend for the depiction of women in advertising changed from more accurate and current picture. They verify in their study that women symbol has been changed from last few years (Mager & Helgeson, 2010), advertisements are not display the real value of women in society they have changed the perception of typical, afraid and shy women to a modern assured and independent personality (Mager & Helgeson, 2010; Orth & Holancova, 2004). Women are permissible admittance to "traditionally" female areas of life, i.e. entertainment and culture/art, while the rest is kept men. Women are allotted to less serious and less significant areas of life. Most of the professions appear to be subjugated by men (Orth & Holancova, 2004; Stankiewicz & Rosselli, 2008). As one could expect, professions dominated by women are homemaker/parent and sex-worker. Researcher found in his study that man is the dominant creation in the society and women always remains under their control and achieve less important tasks which are she is fictional to do like household works, caretaker of the children, and satisfying sexual requirements of a men (Orth & Holancova, 2004). Thus, it is valuable to considered the major areas of stereotypes about the women in the future research.

Hence, the women depiction highlight on the point that advertisements that display sections of women's bodies in short dresses—as Opposed to the bodies in their honesty fortify, the wrong thought that women are Objects rather than human beings (Stets & Burke, 2000). Researcher studied that some models are operated in a way that is impossible by society and everyone knows this fact. Women bodies are liked with the products to grab attention, and in this way women poise also sold with the product that's not fair which make the scope of current study broader (Fam & Grohs, 2007; Grow et al., 2012).

Previous literature found that when women are accessible with advertisements portraying beautiful women, they are less satisfied with their own arrivals (Reichert & Fosu, 2005). And these do not represent women's multiplicity". It explains that the advertisements are showing women's adaptability by exposing them as a beautiful object or attention grabber. Thus, the current study has tempted to explore the depiction of the

women in the media.

A meta analysis on the portrayal of women which gives the results that only 51% are agreed that publicity suggest a women's palace in the home, while 46% of the respondent in their study trusts that women do not do significant things or work (Sommer, Aleman, Bouma, & Kahn, 2004). Over 75 per cent believed advertising does not show women as they really are, women are shown as sex substances, it looks that more respondents in this study allow their arrogances to order their purchase objective. Their results show that women are now visible just to sale the product (Sommer et al., 2004). They become consideration grabber for audience and reflected as sex symbol to explore such kind of the portrayal in the Pakistani media enhanced can enhance the understanding about the image of the women.

What's more in the literature determined that portrayal of women in an advertisement depends on the feature and demographic value of the product (Bamman, Eisenstein, & Schnoebelen, 2014; Okazaki & Hirose, 2009). It reveals that women demonstration based on the demand of consumer which thing appeal the audience and what type of depiction of women is wanted in the advertisements. Researcher found that the stereotyping of women in advertising places unwarranted stress on a woman's advert; however, they contend that the guilt lies with the media and not the affected women. "Anyone would be uncomfortable of his/her image after looking through a magazine filled with nice-looking women who portray impossible images (Callanan & Rosenberger, 2015; Collins, 2011). It is these stereotyped depictions that help to shape women's ideas of what they should look like and one of the purpose of current study to determine depiction of the women in media.

Systematic study of Gauntlett, (2002) and casual investigations (Barnes & Doston, 1990; Prendergast & Huang Chia, 2003) drive the same results that women are mostly shown as housewives and sex substances and make the women's more aware about being thin, no pores or their covering, long-legged, and perfect figured they want to get that ideal and feel embarrassed of themselves if they can't get it. it means that glamour in advertisement is also creating complication among audience make them beauty conscious and they want to get more than what they can do and need to study in different context of Pakistan.

Besides, the portrayal of women has been changed from a few years. In fact, a "NEW WOMEN" has been looked in advertisements, she is generally shown as heroines, who manage to do all the work at job and at home and as a substantial woman who owns her individuality to the product (Christy, 2008) some studies reveal that women are often shows as a faultless person who can do each and every task professionally and efficiently weather it is of her own concern or not (Garcia & Yang, 2008).

In the foundation, advertisements were once shown to sell a product; however, as years passes and portrayal of women increased in media, advertisements begin to actualize women and begin to use women as a way to sell products (Burton & Lichtenstein, 1988). Looking at the drifts of advertisements, women continue to be one of main objects for a product. Hence, the media is presenting the women in a submissive way for the sake of glamour (Collins, 2011; Rudy, Popova, & Linz, 2011). Upon first glance, the advertisement is quite striking. It is flashy and easily obvious while flicking through the magazine pages. Where the model is nothing more than a sex-symbol or an attractive item in the advertisement (Kuppelwieser & Sarstedt, 2014). Women are only apparent for pictorial value, and this is usually to sell a product. Usually, it involves the disembodiment of the female body. The woman is actualized and is almost sold with the product. It is doing nothing more than destructive the self-esteem of many women and allowing men to have less respect for women who don't offer themselves as visual value (Stankiewicz & Rosselli, 2008). Children, who are exposed to these images and messages in the media, grow up believing this is what it is to be a woman, and that this is what is estimated them from the society and even from their male complements. It has verified by a study that frequently showing women as sex objects clearly shows that a woman's appearance and sexuality are what makes her valuable. Therefore, current study tends to in depth study of portrayal of women in national and international advertisements of print media that can give insight of the advertising execution techniques in Pakistan.

The advertisements now a day's use women to sell products, through their sexual appeals (Huhmann & Mott - Stenerson, 2008). However, this adds to the statistic that the younger group now have faith in domestic violence, violence, and sex are all minor issues due to depictions of women in print media (Garcia & Yang, 2008; Huhmann & Mott - Stenerson, 2008). For the most part, some research specifies that advertisements in general portray women in an impractical fashion that often endorses poor body image and self-esteem among female viewers. The image of a woman as perfect, thin and beautiful This, in turn, reasons many women to have low self-worth and often involvement despair because they do not look like this perfect image of a woman (Prendergast, Gerard, 2002). Such types of advertisement create sense of complication among girls about their beauty. Audience or consumer trusts only on those images which are shown in ostentatious lights (Reichert & Fosu, 2005). They think that these images are the actual life, and they may become like those models by using this product. They started to have faith in that this product may fulfill their requirements of being beautiful and complete and audience has been prejudiced by these colorful advertisements thinking these are giving the solutions of their problems. Therefore, the study tempted to explore the diverse aspects of the depiction of the women in the media and following hypotheses are adopted for the direction of the current study to classify the

depiction of the women in a diverse and apprehend manners.

### 2.1 Hypothesis

- It is look likely to be that women are now days used as glamour in national and international advertisements of print media to attract the audience.
- It is more likely to look that women gave un-respective facial expressions to grab attention of audience in national and international advertisements
- It is more likely to look that most of the advertisements are showing women with short dresses in national and international advertisements
- It is more likely to look that women are sexually appealing the audience in national and international advertisements.

## 3. Method

### 3.1 Research Design

This research is based on content analysis to adopt a formal system for doing analysis to draw conclusion from observation of content This study has considered advertisements of for the period of six months (Nov 2012-april 2013) of one leading newspaper of Pakistan “The Mag”. Each and every type of ad related to women presentation is examined. Most of the house wives, working ladies, and elite class study it.it as the magazine of “jang group”. The sample magazine is leading weekly; circulation is very high as this is one of the major liberal magazine of pakistan.it is more famous in elite class as it is an English magazine. As, It expresses the frequently portrayal of women in national and international advertisements and play a vital role in formation of public opinion (Baker, 2005; Belkaoui & Belkaoui, 1976; Gauntlett, 2002). The English magazine was specifically chosen because they have more reader ship in elite class and expose maximum glamour by portraying women. This study aimed at portrayal of women in national and international advertisements of Pakistani leading magazines, “THE MAG”. Its speciality is English language and their entertainment commodity includes fashion, entertainment news, etc. the criteria of its selection included:

- leading newspaper in Pakistan.
- vast readership among females.
- Popular among Pakistani public., elite press,

All those advertisements published on front, back, inside pages in “The Mag” from November 2012 to April 2013 about the portrayal of women as glamour were decided as universe of study.

### 3.2 Sampling procedure

“The Mag” as the universe of this research and census sample is selected because of their large readerships as used in previous similar studies (Beaudoin, 2014). Hence, all the editions of magazine from November to April were studied. But only those advertisements which are portraying women were studied under the technique of census study. All those advertisements which are presenting women in the magazine published in the edition of six month of leading English magazine “The Mag”.

### 3.3 Selection of categories for coding

The category system best suited and workable for the study was used. While constructing categories following points was kept in mind:

- Categories should be according to objectives of study.
- Categories should be functional. And
- The system of categories should be manageable.

According to these points categories were developed. In this magazine major advertisements which are portraying women were divided into five categories based on the coding schemen developed by (Whipple Courtney, 1985) frequently used in recent studies, which further have their sub categories:

1. Body postures (Respective, Submissive) Representing a woman in a very decent manner. Fully covered body. Women showing in advertisements in a very dis respectful manner in term of dressing, styling, body gestures etc.
2. Facial expressions (Serious, smiling, seductive) Showing expressions according to the product requirement which are not showing any type of vulgarity. Women only giving smile to attract the audience in a positive and good way. Showing the seductive expressions which give sexual appeal to grab the attention of audience, and giving smile in those advertisements where not needed.
3. Sexual appeal (With man, Alone) In which style women is shown along with man. weather she is wearing full dress but putting her hand on the shoulder of man and giving attractive smile or she is only trying to please the man to use that product. Women are alone appealing the audience only with her

- short dress, uncovered skin or with facial expressions.
4. Dresses (full/ eastern, short/western) Model is wearing respectable, decent dress or wearing hijab. In ad female is wearing short dress in which or any part of the body is uncovered. sleeveless dress would also be included in it weather it may be eastern.
  5. Outlook/makeup (Light, Heavy) Model having very light or natural makeup. Model with very heavy makeup, bright lipstick or the effect of flashy lights on her face.

### 3.4 Coder Reliability

To ensure reliability we adopted the inter-coder reliability method as guided in previous studies, we asked 2 of the experienced researcher to view and analyze the coding sheet to attain their agreement after getting their agreement and maintain coding consistency, we proceed to the next step to code the advertisements.

## Data Analysis

### Table 1

Among the all national advertisements published in edition of November 2012, 4 advertisements are representing the women respectfully and 9 advertisements were showing the women in submissive way. in 2 advertisements models were having serious expressions, in 12 advertisements women were smiling and in 7 advertisements women were showing seductive. women were appealing sexually with man in 7 advertisements and in 5 advertisements alone. Models were wearing full eastern dress in 6 advertisements and in 6 advertisements women were wearing short dresses. her outlook was light in 7 advertisements and heavy in 6 advertisements.

### Table 2 National advertisements december 2012

Among the national advertisements published in edition of December 2013, 8 advertisements are representing the women respectfully and 9 advertisements were showing the women in submissive way. in 1 ad models were having serious expressions, in 13 advertisements women were smiling and in 9 advertisements women were showing seductive. women were appealing sexually with man in 4 advertisements and in 11 advertisements alone. Models were wearing full eastern dress in 7 advertisements and in 6 advertisements women were wearing short dresses. her outlook was light in 11 advertisements and heavy in 8 advertisements.

### Table 3 National advertisements january 2010

It was observed that in magazine of December 2010, out of all national advertisements only 8 advertisements had respected representation of women while 9 advertisements were submissive about women. Majority of the advertisements were showing non serious attitude of women, in 13 advertisements women were smiling to grab attention, in 9 ds showing women was seductive and in only 1 ad she had serious expressions according to the demand of product. She is sexually appealing in 11 advertisements and in 4 advertisements women were with man, models were wearing short dresses in 6 advertisements and in 11 advertisements women were having light makeup where as, in 8 advertisements women represented with very dark makeup

### Table 4 National advertisements February 2013

Out of all the national advertisements published in edition of February 2013, 5 advertisements are representing the women respectfully and 8 advertisements were showing the women in submissive way. in 3 advertisements models were having serious expressions, in 8 advertisements women were smiling and in 9 advertisements women were showing seductive. women were appealing sexually with man in 6 advertisements and in 5 advertisements alone. models were wearing full eastern dress in 9 advertisements and in 7 advertisements women were wearing short dresses. her outlook was light in 8 advertisements and heavy in 5 advertisements.

### Table 5 National advertisements march 2013

Amongst the national advertisements published in edition of march 2013, 9 advertisements are representing the women respectfully and 10 advertisements were showing the women in submissive way. in 4 advertisements models were having serious expressions, in 8 advertisements women were smiling and in 6 advertisements women were showing seductive. women were appealing sexually with man in 6 advertisements and in 7 advertisements alone. models were wearing full eastern dress in 2 advertisements and in 11 advertisements women were wearing short dresses. her outlook was light in 10 advertisements and heavy in 8 advertisements.

### Table 6 National advertisements April 2013

Among the of all the national advertisements published in The Mag edition of April 2013 only 5 advertisements were representing the women in respectful manner while 9 advertisements were showing women as submissive, facial expressions were serious only in 6 advertisements while 6 advertisements showing the smiling face of model and 5 advertisements were giving seductive representation of women. In 6 models were with man and appealing the audience sexually while in 10 advertisements women were alone giving sexual appeal, in 6 advertisements women was women were wearing full dresses and in 10 wearing short.

outlook of model, light in 10 advertisements where as, in 6 advertisements women face was painted with lots of cosmetics and having flashy lights on it to attract the audience.

### Table 7 International advertisements November 2012

Among the international advertisements published in edition of November 2012, 2 advertisements are representing the women respectfully and 7 advertisements were showing the women in submissive way. In 1 ad models were having serious expressions, in 8 advertisements women were smiling and in 7 advertisements women were showing seductive. Women were appealing sexually with man in 0 advertisements and in 8 advertisements alone. Models were wearing full eastern dress in 1 ad and in 6 advertisements women were wearing short dresses. Her outlook was light in 3 advertisements and heavy in 5 advertisements.

Table 8 International advertisements December 2012

Among all the international advertisements published in edition of December 2012, 3 advertisements are representing the women respectfully and 4 advertisements were showing the women in submissive way. In 1 ad models were having serious expressions, in 3 advertisements women were smiling and in 5 advertisements women were showing seductive. Women were appealing sexually with man in 1 ad and in 6 advertisements alone. Models were wearing full eastern dress in 1 ad and in 4 advertisements women were wearing short dresses. Her outlook was light in 2 advertisements and heavy in 5 advertisements.

Table 9 International advertisements January 2013

Amongst the international advertisements published in edition of January 2013, 3 advertisements are representing the women respectfully and 8 advertisements were showing the women in submissive way. In 0 advertisements models were having serious expressions, in 7 advertisements women were smiling and in 5 advertisements women were showing seductive. Women were appealing sexually with man in 1 ad and in 5 advertisements alone. Models were wearing full eastern dress in 2 advertisements and in 6 advertisements women were wearing short dresses. Her outlook was light in 3 advertisements and heavy in 5 advertisements.

Table 10 International advertisements February 2013

Among the international advertisements published in edition of February 2013, 2 advertisements are representing the women respectfully and 10 advertisements were showing the women in submissive way. In 3 advertisements models were having serious expressions, in 10 advertisements women were smiling and in 4 advertisements women were showing seductive. Women were appealing sexually with man in 7 advertisements and in 6 advertisements alone. Models were wearing full eastern dress in 5 advertisements and in 9 advertisements women were wearing short dresses. Her outlook was light in 5 advertisements and heavy in 7 advertisements.

Table 11 International advertisements March 2013

Among the international advertisements published in edition of March 2013, 3 advertisements are representing the women respectfully and 9 advertisements were showing the women in submissive way. In 1 ad models were having serious expressions, in 6 advertisements women were smiling and in 8 advertisements women were showing seductive. Women were appealing sexually with man in 0 advertisements and in 6 advertisements alone. Models were wearing full eastern dress in 1 ad and in 5 advertisements women were wearing short dresses. Her outlook was light in 4 advertisements and heavy in 5 advertisements.

Table 12 International advertisements April 2013

Among the international advertisements published in edition of April 2013, 5 advertisements are representing the women respectfully and 9 advertisements were showing the women in submissive way. In 6 advertisements models were having serious expressions, in 6 advertisements women were smiling and in 5 advertisements women were showing seductive. Women were appealing sexually with man in 6 advertisements and in 10 advertisements alone. Models were wearing full eastern dress in 6 advertisements and in 10 advertisements women were wearing short dresses. Her outlook was light in 10 advertisements and heavy in 6 advertisements.

Table 13 National advertisements

Table 14 International advertisements

It has proven in the light of data given in tables 13 and 14 that there are 54 national and 47 international advertisements which are showing women as submissive. Moreover, in national advertisements there were 60 and 40 international advertisements in which model were smiling. Whereas 45 national advertisements and 34 international advertisements in which model was giving seductive expressions. Sexual appeals to grab the attention of audience there are 33 national advertisements and 15 national advertisements in which women was with a man while 49 national and 41 international advertisements in which women was alone but appealing others sexually. Dresses are the important things which represent the style, level and standard of product and models. Short dresses become source of attention grabber. So, in 46 national and 40 international advertisements in which models were wearing short dresses.

## Discussion

From the content analysis of advertisements of The Mag all the hypothesis gets approved in the light of the data. Our, first hypothesis was that women are now used for the sake of glamour to grab attention and it has been proved by the findings of the study. In Pakistan there was no concept of taking the women to the heights of fame but now everything gets developed and women become on billboards and posters. Women are considered as attention grabber as everyone taking female as show piece. So, the findings recommend that the women are used

in a submissive way in both national and international of Pakistani magazine to get the attention. There are 54 national and 47 international advertisements which are showing women as glamour ignoring the respective representation of women. The second hypothesis was the “that female models gave un-respective facial expressions to attract the audience” such as smiling and seducing. Pakistani women are very reserve in last some years but with the passage of time they get modernized. Advertiser started to use their smile as their product symbol and standard for sailing their product. The results proved that second hypothesis is also valid as there were 60 national and 40 international advertisements in which model was smiling where as there are 45 national and 34 international advertisements in which model was seducing. This means that having un-respective and happiest expressions on face are the biggest source of garbing the attention to sale the product.

The third hypothesis was that “women are showing sexual appeals in advertisements just to sale the product”. In Pakistan it sexual appeal become a technique to attract the audience. This hypothesis is verified by the findings of the study that in advertisements models are frankly giving poses with the men or she is seducing the audience alone with her expressions. There are 33 national and 15 international advertisements in which models are along with man while 49 national and 41 international advertisements in which they are presenting the product alone with sexual appeals.

The fourth hypothesis was that “most of the advertisements are using women with short and western dresses”. As Pakistani is an Islamic republic so it has some rules and dimensions in term of clothing. Dress like shalwar qameez is their national dresses. but as it’s the age of modernization so in the race of getting modern and developed people now become used to wear short and western dresses. So, our hypothesis is supported by the findings of the study that in 46 national and 40 international advertisements models were wearing short and western dresses while representing the product for getting attention of consumer. Lastly, the findings endorse our rationale that there is diversity in the execution of the national and international advertising and however, it is also observed that there is some sort of disparity in the practice of the national and international advertising in Pakistan. Therefore, it can be concluded that more attention seeking practices are executed by the national advertisers than the international one by giving more negative images of the women in their advertisements. It indicates towards the question raised in this study that there is need to rethink about the communication strategies to the advertisers specifically the national advertisers however, such conclusion could be drawn after conducting more studies in this areas by adopting different methodologies to gauge the public perception about this issue.

### Limitations and Future recommendations

According to some studies the advertising makes a women feel bad about himself, imperfect or missing, advertising creates this problem for women and then offers itself as a resolution by telling that if they buy their product which they advertised, their problem may be solved.as this research was determined as advertising are made so good-looking and colorful. Therefore, as a methodological limitation of the current study it is suggested that in future experimental studies can be done to understand affects of these advertising on the women.

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**Table 1 National advertisements November 2012**

6.1	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	0	2	1	2	1	2	1	2	1	2	1
2nd week	1	4	0	4	3	1	2	1	4	2	2
3rd week	1	2	1	2	2	2	1	2	0	1	2
4th week	2	1	0	4	1	2	1	1	1	2	1
<b>Total</b>	<b>4</b>	<b>9</b>	<b>2</b>	<b>12</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>

**Table 2 National advertisements december 2012**

6.2	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	2	3	1	2	2	1	2	1	2	2	1
2nd week	2	3	0	3	1	0	4	2	0	4	2
3rd week	2	1	0	4	2	2	3	2	3	3	4
4th week	2	2	0	2	4	1	2	2	1	2	1
<b>Total</b>	<b>8</b>	<b>9</b>	<b>1</b>	<b>13</b>	<b>9</b>	<b>4</b>	<b>11</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>8</b>

**Table 3 National advertisements january 2010**

6.3	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	2	3	1	2	2	1	2	1	2	2	1
2nd week	2	3	0	3	1	0	4	2	0	4	2
3rd week	2	1	0	4	2	2	3	2	3	3	4
4th week	2	2	0	2	4	1	2	2	1	2	1
<b>Total</b>	<b>8</b>	<b>9</b>	<b>1</b>	<b>13</b>	<b>9</b>	<b>4</b>	<b>11</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>8</b>

**Table 4 National advertisements February 2013**

6.4	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	1	2	1	2	1	2	1	2	1	2	0
2nd week	2	1	0	2	4	0	1	3	0	3	2
3rd week	2	2	1	2	1	2	1	2	3	2	1
4th week	0	3	1	2	3	2	2	2	3	1	2
<b>Total</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>5</b>

**Table 5 National advertisements march 2013**

6.5	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	4	1	0	1	3	0	2	1	3	2	1
2nd week	3	2	2	3	0	2	2	0	3	3	3
3rd week	2	3	1	2	2	2	1	0	2	3	2
4th week	0	4	1	2	1	2	2	1	3	2	2
<b>Total</b>	<b>9</b>	<b>10</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>11</b>	<b>10</b>	<b>8</b>

**Table 6 National advertisements April 2013**

6.6	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	0	4	1	2	1	2	2	1	3	2	2
2nd week	2	3	2	1	2	2	3	2	3	3	2
3rd week	1	3	2	1	0	1	3	2	2	3	1
4th week	2	3	1	2	2	1	2	1	2	2	1
<b>Total</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>6</b>

**Table 7 International advertisements November 2012**

6.1.1	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	0	3	0	1	2	0	1	0	2	1	1
2nd week	2	1	0	2	3	0	2	1	1	2	1
3rd week	0	1	1	3	0	0	2	0	1	0	0
4th week	0	2	0	2	2	0	3	0	2	0	3
<b>Total</b>	<b>2</b>	<b>7</b>	<b>1</b>	<b>8</b>	<b>7</b>	<b>0</b>	<b>8</b>	<b>1</b>	<b>6</b>	<b>3</b>	<b>5</b>

**Table 8 International advertisements December 2012**

6.1.2	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	1	1	0	0	1	0	2	0	2	0	0
2nd week	1	1	0	1	1	0	2	1	1	1	2
3rd week	1	1	0	2	0	0	1	0	0	1	0
4th week	0	1	1	0	3	1	1	0	1	0	3
<b>Total</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>5</b>

**Table 9 International advertisements January 2013**

6.1.3	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	1	4	0	2	2	0	0	0	1	0	2
2nd week	0	2	0	1	3	1	3	0	2	1	3
3rd week	2	1	0	2	0	0	1	1	2	1	0
4th week	0	1	0	2	0	0	1	1	1	1	0
<b>Total</b>	<b>3</b>	<b>8</b>	<b>0</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>5</b>

**Table 10 International advertisements February 2013**

6.1.4	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	1	3	1	3	2	0	2	1	3	0	2
2nd week	1	3	0	2	1	3	2	1	3	1	3
3rd week	0	2	1	2	1	2	1	2	1	2	2
4th week	0	2	1	3	0	2	1	1	2	1	0
<b>Total</b>	<b>2</b>	<b>10</b>	<b>3</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>7</b>

**Table 11 International advertisements March 2013**

6.1.5	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	0	1	1	1	0	0	2	0	1	0	2
2nd week	2	1	0	2	3	0	2	1	1	2	1
3rd week	1	4	0	2	3	0	1	0	1	1	1
4th week	0	3	0	1	2	0	1	0	2	1	1
<b>Total</b>	<b>3</b>	<b>9</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>0</b>	<b>6</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>5</b>

**Table 12 International advertisements April 2013**

6.1.6	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st week	0	4	1	2	1	2	2	1	3	2	2
2nd week	2	3	2	1	2	2	3	2	3	3	2
3rd week	1	3	2	1	0	1	3	2	2	3	1
4th week	2	3	1	2	2	1	2	1	2	2	1
<b>Total</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>6</b>

**Table 13 National advertisements**

	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st month	4	9	2	12	7	7	5	6	6	7	6
2nd month	8	9	1	13	9	4	11	7	6	11	8
3rd month	8	9	1	13	9	4	11	7	6	11	8
4th month	5	8	3	8	9	6	5	9	7	8	5
5th month	9	10	4	8	6	6	7	2	11	10	8
6th month	5	9	6	6	5	6	10	6	10	10	6
<b>Total</b>	<b>39</b>	<b>54</b>	<b>17</b>	<b>60</b>	<b>45</b>	<b>33</b>	<b>49</b>	<b>37</b>	<b>46</b>	<b>57</b>	<b>41</b>

**Table 14 International advertisements**

	Body posture		Facial expressions			Sexual appeal		Dresses		outlook	
	Respective	Submissive	serious	smiling	seductive	with man	Alone	full	short	light	heavy
1st month	2	7	1	8	7	0	8	1	6	3	5
2nd month	3	4	1	3	5	1	6	1	4	2	5
3rd month	3	8	0	7	5	1	5	2	6	3	5
4th month	2	10	3	10	4	7	6	5	9	5	7
5th month	3	9	1	6	8	0	6	1	5	4	5
6th month	5	9	6	6	5	6	10	6	10	10	6
<b>Total</b>	<b>18</b>	<b>47</b>	<b>12</b>	<b>40</b>	<b>34</b>	<b>15</b>	<b>41</b>	<b>16</b>	<b>40</b>	<b>27</b>	<b>33</b>

**Declaration**

1. The submission is original,
2. The submission is not being considered elsewhere,
3. There is no conflict of interests and,
4. The authors agree to grant the first editing / publishing rights to the journal upon acceptance.