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School of Global Affairs and Public Policy

**Impact of Gender, Socioeconomic Class and Product
Involvement on the Portrayal of Women in Egyptian
TV Commercials**

Thesis Research Submitted to

Journalism and Mass Communication Department

In Partial Fulfillment of the Requirements for

The Degree of Master of Arts in Journalism and Mass
Communication

By Alia Hazem El-Mohandes

Under the Supervision of Dr. Ahmed Taher

December 2019

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Abstract

The study aims to analyze the relationship between the target audience gender, the socioeconomic classes, and the level of product/service involvement in the ad with the portrayal of women in Egyptian TV commercials during Ramadan 2019 from a professional perspective. Furthermore, it is essential to see if TV commercials portray women in a way that reflects the reality or challenge it in the Egyptian society.

This research is both a qualitative and quantitative study as it mainly depends on three methods, which are content analysis, focus groups, and In-depth interviews. The study used a census of all the ads aired on TV channels freely accessible to the Egyptian public for 30 days. From a total population of 712 ads, 100 ads met the criteria to be in the study.

The results showed that when women are the target audience gender in the ad and the purchase decision maker, they are portrayed more positively than when the ad targeted men. Another finding was that the portrayal of women is more positive the higher the socioeconomic level targeted in the ad. No significant relationship was found between the level of product/service involvement and the portrayal of women in the ads.

Finally, there was a significant difference in the perceived portrayal of women according to the gender of the coders who coded the ads in the content analysis process, despite them being all professionals in the marketing and advertising field.

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Chapter 1 Introduction

Women are the core of any society, and they are the pillars in any family as they are mothers, wives, sisters, and daughters; they symbolize several roles to men. Women are half of society, it is difficult not to shed light on them, and they cannot be left behind. Nowadays, women are taking a significant role in different working fields beside the primary purpose that most mothers play as housewives. Women are playing a crucial role in the development of the Arab world either politically, socially, economically, or culturally and they are influenced by any changes that happen in these aspects whether these changes were positive or negative (Allam,2008). Arab media negatively represented women, and they usually tend to be represented being concerned with cooking, cosmetics, and gossip.

Furthermore, Arab media usually represents women as emotional and cannot think rationally or make decisions (Allam, 2008). Media plays a crucial role, and its time to be part of the solution rather than being part of the problem and negatively portray women. Seeing how women were portrayed and perceived in the Egyptian TV commercials is essential because of several reasons. First, it was worth noting the relationship between the portrayal of women in advertisements and the role of women in society. There are several positive examples of women nowadays in Egyptian society; however, these positive examples are not well represented and still, women are underrepresented in most of the Egyptian commercials. Some of the negative stereotypes represent women as weak, dependent, and subservient.

Women nowadays participate in the working field, but this participation in production and development is not recognized (Allam, 2008). According to Hussien Amin and Lobna Khairy, several research studies agreed that women's representation in various Arab media outlets doesn't resonate the reality, and this takes us to the second point, which is if the Egyptian commercials are resonating or challenging the reality in 2019. In other words, if the ads were representing reality or challenging it to reinforce new beliefs and ideas. Third, the potent role women are playing in society, forcing us to pay extra attention to analyze how

media is portraying them recently. Do Egyptian commercials still represent women in these negative stereotype images? Or there is progress regarding the portrayal of women in Egyptian ads.

The reason behind studying the portrayal of women in Egyptian TV commercials in 2019 is that although women nowadays are participating in the working field, they are still underrepresented and are not sufficiently compensated comparing to men. Women have an active role in society not only in Egypt but also in different Arab countries, but they are not fairly represented. Moreover, some women play a role in assuring the negative stereotype by passively following the destructive traditions and stereotypes without taking a firm action towards changing to a positive image. "The gender gap stems from a variety of historical and other factors including, if not because of, the misunderstanding and misapplication of Islam." (Allam, 2008) These factors make women follow these toxic beliefs without thinking critically about the role of them in society.

Looking at the role of women in Islam, there is a strong example that shows how women in Islam were strong and potent. "Aisha," the prophet's wife, is proof that women are strong and independent. Aisha is a source of inspiration and a role model for all women. "Her life is also proof that a woman can be both a source of knowledge and of pleasure, joy, and comfort to her husband" (Allam, 2008). Also, there are myriad examples of strong women who are independent and achieved lots of success.

There are several positive examples all over the Arab world that mainly focus on empowering women. In Bahrain, the Bahraini Women's Union (BWU) was established by Bahraini Women's Organizations, and the aim was to set up a strategy for women to participate in the social, economic, and political decisions in the country. As a result, in 2006, "18 women ran for seats in the parliament" (Allam, 2008).

In Iraq, the US state department devoted a 10\$ million grant for empowering Iraqi women in performing different functions in democratic life by providing them training in political leadership, entrepreneurship, and organization (Allam, 2008).

In Lebanon, the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW) is aiming to eliminate all the laws and traditions that cause gender discrimination. Furthermore, in Saudi Arabia, the role of women changed, and they are striving to be active members of society (Allam, 2008).

When it comes to Egypt, women are taking place in the working field, and most of the Egyptian parliaments are women. According to Hussein Amin and Lobna Khairy, they mentioned that in 2015, The Egyptian Center for Women Rights (ECWR) note that the Egyptian Parliament has the highest number of women in the history of modern Egypt (Amin & Khairy, 2017). Furthermore, there are eight female ministries in the new Egyptian cabinet, which shows the cultural and political role of women in Egyptian society. Women have gained greater access to education, work field, and started to be economically independent. There are myriad organizations that encourage women's participation in the social, economic, and political roles. However, some of the Egyptian commercials are representing women as dependent, and her only place is in the kitchen, which is not resembling the reality in society.

That is why it was crucial to see how women are portrayed in Egyptian commercials in 2019. Do they still represent women as dependent, sex objects, and in a decorative role only? Or this image started to fade away, and the positive representation started to take over? Media should become part of the solution rather than being part of the problem of misrepresenting women and negatively portray them.

1.1 Significance of the Study

The focus of this research study was to assess how women are portrayed in Egyptian TV commercials in Ramadan 2019 and to see if they were depicted positively or negatively. This paper analyzed TV commercials rather than advertisements (Ads) in general. It was crucial to remove the Non-governmental organization (NGOs') ads from the study as they address everybody and all levels of involvement, which was not the target of this study. Furthermore, advertising could be targeting a particular audience, but the cast and setting in the ad resemble entirely different categories. Because NGO's type of ads was excluded, the term commercials were used several times in this research study.

Research on Arab Media's depiction focused mainly on the psychological and mental impact of the negative portrayal of women. In this study, the focus was on new angles besides the representation of women. The unique aspects were the main three variables, which were the gender, socioeconomic class, and product/service involvement target in the ad in relation to the portrayal of women in Egyptian TV commercials in Ramadan 2019. Also, professionals in the marketing and advertising field coded the commercials.

In this paper, it was essential to talk about developing a gender-based media code for Egyptian Television that was conducted by Hussein Amin and Lobna Khairy. The main aim of this directive media code is to enhance the portrayal of women, promote gender equality, and combat violence against women in Egypt (Amin & Khairy, 2017). The principles covered the depiction of women in newscasts, talk shows, drama, movies and advertising. This research study focused on the depiction of women in advertising.

This research paper studied the portrayal of women in the Egyptian TV commercials in Ramadan 2019. The reason behind choosing "Ramadan" period was purely statistical as 60% of the budget of big companies are spent during Ramadan period. This means that bigger population means bigger representation. The holy month is known as a time when

multiple TV channels are competing to attract as many advertisements (ads) as possible to their programs. Furthermore, the numbers of the viewer dramatically increase in this period comparing to any other time of the year. There are endless television series, and the audience is by far more extensive than any other time in the year (Gharib, 1992 Cited by Keenan and Yeni, 2009). As the viewership rate is considered significant compared to any other time of year, the rating of the advertisement (ad) are much more doubled and big companies such as Pepsi, Coca-Cola, Vodafone, Orange, and Etisalat produce specific Ramadan campaigns to air during this month (El Bakry, 2001 cited by Keenan and Yeni,2009). Another reason behind choosing Ramadan is that the majority of the ads are DayView and the first time to be aired usually during Ramadan. Therefore, this gives us the opportunity to study all the new ads that was aired during 2019. Although the focus was not in the year chosen, however, the reason behind selecting 2019 was that the advertisements would be recent and would represent current issues in Egyptian society.

Chapter 2 Theoretical frameworks

2.1 Portrayal, stereotyping, and framing

In this chapter, we discussed the theoretical framework, and it was crucial to understand the difference between the key terms in this research paper. The keywords were portrayal, stereotyping, and framing; the three terms are somewhat similar, but some differences between them was mentioned. here was a combination of different theories from the Mass Communication field to support the arguments. The theories that were worth mentioning in Mass Communication was the Cultivation theory and Framing theory.

2.1.1 Definition of Portrayal

It was crucial to understand the definition of "Portrayal" in general. "Portrayal" means representation, and it can be about any group of people. It can be about women, men, minorities, ethnic groups. Media has a very impactful role when it comes to the representation of women because it can either represent women positively or negatively in society. Some articles discussed that the media tends to portray women negatively and reinforce certain negative stereotypes rather than establishing positive ones. These articles was analyzed later in the paper to know how media tends to represent women in a certain stigma. In general, women can be portrayed positively as strong and independent. On the other side, they can be represented negatively as passive, submissive, and dependent.

2.1.2 Stereotypes

The portrayal has similar concepts, which are stereotyping and framing. Before comparing the three concepts, it was essential to define each concept first. It was stated before that portrayal is the representation of any group. This representation can be a positive or negative type of image, and this led to the definition of stereotyping. Stereotyping means "...a fixed, often simplistic generalization about a particular group or class of people." (Cardwell, 1996 cited by McLeod, 2015). Another definition for stereotyping is "A stereotype

is an oversimplified opinion that can be identified by examining the way a particular group appears mostly within one category (e.g., teenagers as troublemakers)." (Fahmy, 2004).

A stereotype is a cognitive structure that forms beliefs and attitudes towards a group of people. These beliefs and attitudes can be positive or negative. However, Stereotype is often correlated with negative association more than a positive one. Furthermore, stereotyping means judging and assigning people to a specific category. Stereotyping is dynamic and can change over time (Akestam, 2017). It was suggested that some stereotypes that appear in advertisements tend to reinforce the stigma that exists in society in general (Akestam, 2017). Some large companies such as Unilever and Procter and Gamble worked hard to limit certain stereotypes in their advertisements and aimed to contribute to limiting stereotyping in society rather than enforcing them. "A non-stereotyped advertising portrayal shows a person in a way that does not adhere to the stereotype for the social category to which they belong." (Taylor and Stern, 1997 as cited in Akestam, 2017).

The most common stereotyping in advertising is the portrayal of women and gender in general. According to several research studies, the representation of women in Egyptian TV ads is stereotypical. According to Vaishali Shrikhande in "Stereotyping of women in television advertisements," he mentioned that some researchers argued that gender stereotypes, especially women, started a long time ago. Shrikhande suggested that "By age three children can correctly apply gender labels and can correctly associate sex-typed objects like articles of clothing with the appropriate sex (Flerx, Fidler & Rogers, 1976, p. 998)" (Shrikhande, 2003 P. 4).

2.2 Framing Theory

The other concept that is similar but different in context is framing. The sociologist Erving Goffman put framing forth. When it comes to framing, it is used in our day-to-day life to interpret meanings and to avoid the complexity of information. According to Stephen W.

Littlejohn & Karen A. Foss, they mentioned, "Goffman's concept of frames has its conceptual roots in phenomenology, a philosophical approach that argues that the meaning of the world is perceived by individuals based on their lifeworld beliefs, experiences, and knowledge." Framing emerged in the mass media age of the 1970s. During this time in the US, media research moved away from the media effects model to a more specific model, which is the influence of media on the audience (Littlejohn & Foss).

Entman (1993) defined framing as a selection for some aspect in reality and frame it as the most important in the communication text. Furthermore, the role of using framing is to highlight some points of the information and making it the most evident and essential while downplaying other aspects. There are different types of framing, which are frame building, frame description, frame comparison, and frame effects. The focus of this research is frame description and frame comparison, as it is mainly about how media compare, describe, and highlight specific or general issues. Applying framing theory in media, it tells people how to think about a particular topic by the way the issue is highlighted. For example, when it comes to the portrayal of women, the way the producer presents women in a specific frame affects how the audiences think about women in general.

Another type of framing is Visual Framing. This type depends on many factors, and one of them is the camera angle. The camera angle plays a crucial role in fabricating reality, and it can easily deceive the viewers. For example, the focus of the camera can be on the victim and portray him as the attacker. Framing is "choosing one view instead of another. Cropping or editing or choosing to include one image instead of many others." (Fahmy, 2004).

According to Gerald Hanks in "Framing Examples in Advertising," Hanks mentioned that professionals frame that aspect of the ads using several methods. Some of these methods

are the image, music, and language that is used in the commercial to give the audience specific feeling and perception about the product or service

In general, framing focuses on how media draws public attention to a particular topic and frame this topic in a way that the audience will comprehend the same way the media officials want to. Nowadays, framing is used widely when planning media campaigns in either advertising, public relations ...etc. Therefore, applying framing theory on the representation of women, some producers may want to frame women in a particular image to send a message to the public or to change the community perspective towards women (Volkmer, 2009).

2.2.1 Criticism of Framing Theory:

One of the criticisms regarding framing theory is that it creates mistrust against the media. Framing mainly focuses on the fact that the media portray what they want the viewers to believe in and exclude the other facts that the media believe would create negative impact rather than a positive one (Bajracharya,2018).

Framing theory's impact is declining because of the development of technology, and because of the new media, people became more active and critical towards the news. Viewers became more active audiences rather than passive ones who accept whatever on the television. Nowadays, the audience can search deeper for the truth, and they will be able to find it because there are myriad of sources that they can get the news from. Audiences nowadays don't depend on one medium to know more about a specific event.

2.3 The Cultivation Theory

It was crucial to use cultivation theory as it perfectly suited the context of this research study because the main aim was to measure the portrayal of women using the television as a medium. The mass media propagates attitudes and values in the society by repeating the same message over and over again. In case of women's portrayal, the repetition

of the negative representation of women cultivates these stereotypes and acts as the norm for women. George Gerbner founded cultivation theory in the late 1960s. Cultivation theory helps the public to understand the impact of living in a cultural environment that depends heavily on mediated mass communication. "The approach can be applied to any dominant medium, but cultivation analysis was designed specially to assess the contribution that television viewing makes to people's conceptions of social reality" (Morgan, Shanahan & Signorielli, 2014).

The purpose of cultivation theory is to measure the impact of cumulative exposure of television on the audience. "Gerbner, Gross, Signorbielli, Morgen, and Jackson-Beeck (1979), mentioned that heavy viewers of television tend to be more fearful of the world around them (Wimmer & Dominick, 2014). People who are heavily exposed to television tend to see the world from the television lens that may not be the reality but the perception of reality. The cultivation theory mainly focuses on the power of television. The more people are watching television, the more they believe that social reality constructed by television (Akinola, 2019). The power of television is because of two features, which are the audio-visual feature and the ability to use storytelling and engaging narrative (Akinola, 2019). When it comes to Applying cultivation theory on the measuring of the portrayal of women, it is important to see how the long exposure affected the audience's attitudes and beliefs towards women. As Morgan, Shanahan & Signorielli mentioned, "Cultivation represents the independent contribution of television viewing to people's conceptions of social reality." Also, if women are represented continuously in a negative way on television, this representation will be the norm, and many people will believe that this how women should be especially children and young aged people (Akinola, 2019).

There was a research study conducted by Lamis El Wazzan about the image of women in advertising satellite Arab channels and her role to reflect trends towards the

Egyptian youth in universities regarding women's representation. Miral Maustafa Abdelfatah, in 2011, aimed to study the media characteristics that are presented about Arabs and Arab countries in the satellite TV channels and the role that these channels play in cultivating specific images about Arabs in the western target audience. From the results of this study was that the more people are watching television, the more the audience acquire some beliefs and ideas that may not be related to the reality in the society (El Wazzan,2013).

Another study that was conducted by Azza AbdalAzeem and the review was about the impact of massive exposure to the drama that mainly about Egyptian families and its effect on the perception of reality. Abdelazeem also used the cultivation theory, and the study analyzed six Egyptian series and five dramas, and the family relationship was the core of all the chosen series. From the results, it was found out that the image represented on the television about the Egyptian families is similar to the reality in Egyptian society. Furthermore, there are mainly four factors that they are identical in, which are the level of education of males and females, the motives for women to work, the model of wife and mother who does all the house chores, and her positive impact on her family. So, sometimes the image in the media resonates with the reality as some Egyptian drama get inspired by the society (El Wazzan,2013).

2.3.1 Types of Cultivation: Resonate & Mainstream

Morgan et al. mentioned that the cultivation theory is a dynamic process. They mentioned that two processes reflect how cultivation theory works. The two processes are "Resonance" and "Mainstream." According to Morgan et al., "resonance illustrates how a person's everyday reality and patterns of television viewing may provide a double dose of messages that "Resonate" and amplify cultivation (Morgan et al., 2014). The other type, which is "Mainstream," it means that watching television may enhance similarities among different groups of people as the same informative content, is shared with a diverse set of

viewers. "The mainstream" is a relative commonality of outlooks and values that is cultivated through consistent and substantial exposure to the world of television (Morgan et al., 2014).

2.3.2 Criticism of Cultivation Theory

Cultivation theory faced some criticism as any theory in the field of mass communication. One of this criticism is that Gerbner oversimplifies the cultivation theory and that a person's attitude is not only influenced by television. However, there are other factors that shape our attitudes such as our direct and daily experience (Chandler, 1995)

According to Hawkins and Pingree, they found that there is no conclusive proof of the direction between television viewing and viewer's ideas about social reality. Also, they believed that there is no relationship between exposure to television and the level of fear of the real world. However, some scholars believed that more fearful people are more prone to watching TV than other viewers (Chandler, 1995).

According to Chandler, he mentioned that some scholars argued that with careful control over some variables, the impact of cultivation theory might be reduced or eliminated. Also, Chandler stated that cultivation theory assumes that all the television programs will have the same effect on the viewers. However, different television programs and different genres contribute in shaping different reality. So, all the television programs are not homogeneous.

Another point that was mentioned by John Condry that viewers don't usually compare themselves with people on television. Condry gave an example that the heavy viewers should be the healthiest as most people on TV are slim and fit. However, usually, people who are heavy viewers tend to be less concerned about health and weight.

Cultivation theory claims that viewers are passive, and they accept whatever they see on the television, which is not valid. Some viewers watch TV just to pass the time, and others

may turn the television on without paying any attention to what is on the screen (Chandler, 1995).

Last but not least, cultivation theory tends to ignore some critical social dynamic factors that television use. Some of these factors are developmental stages, gender, socio-economic background, history, and other myriad factors. All of these factors shape how viewers interpret television's context (Chandler, 1995).

Portrayal, stereotyping, and framing are all critical terms that, although they have some similarities, the three terms have significant differences. Furthermore, it was essential to shed light on the difference between the three terms. In addition to the framing theory, cultivation theory was a suitable theory to be added under the theoretical framework.

Chapter 3 Literature Review

There were myriad of research studies that analyzed how women were portrayed and depicted in the media before. As a result, it was necessary to shed light on previous research studies to understand how women were represented in different countries and from negative and positive perspectives. It was critical to mention the importance of television. Also, the role of advertisements was significant to be mentioned as advertisements was the unit of analysis. A worth mentioning point was the gender representation through an ethical lens and the responsibility of the producer towards the representation of women. In this chapter, it was crucial to understand the variables in-depth and to know the relationship between target audience gender, level of product involvement, and the level of socioeconomic class targeted in the ad and the portrayal of women in Egyptian commercials.

3.1 The relation between Media, Society, and Women's representation

As media plays a critical role in people's life, how women were represented through media could influence how society treated and perceived women. This representation could directly affect women's' image. For example, if they were portrayed positively, they would be represented by society as strong and sturdy. However, if the media represented women negatively, society would perceive them as a negative contribution. On the other side, how society treated women could impact the portrayal in ads, which was the other way around. It was more as a cycle as represented in the figure below.

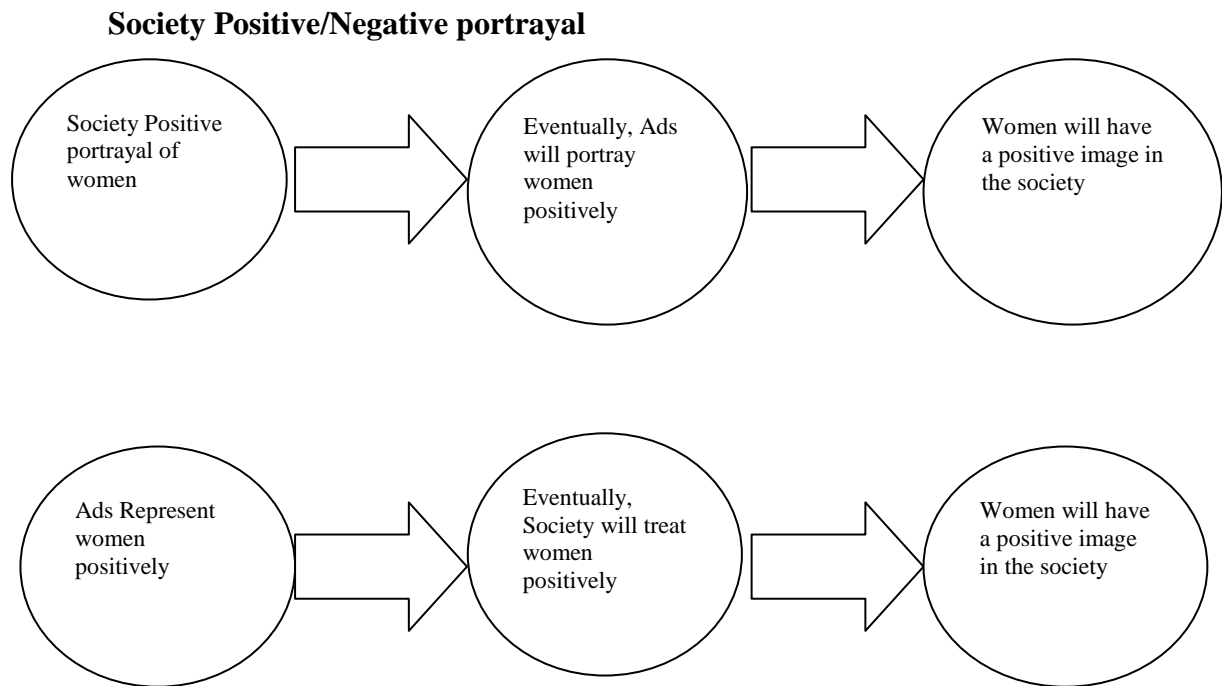


Figure 1: The relationship between media, society, and women's representation

To illustrate the following image, it meant that both the society and the advertisements have a direct impact on women's representation. It is more like a cycle; if the society treated women as a positive contribution and always implemented this idea, advertisements, as a source of media, would portray women the same way society represents them. In this case, the role of advertisements would be copying reality and what existed in the community. As a result, women would have a positive image.

The same case when it started with advertisements; if the ads portrayed women positively and represented them as an added value to the society, the society would perceive them as such. As a result, women would have a positive image in the society, and the positive image would be reinforced.

The debate of media resonates or challenges the reality was asked in different research studies. When it came to the relation between media and society, usually, there were myriad of studies that discussed if media was a reflector of the social structure and reinforce the status quo or media worked toward challenging and changing the society (Yunjuan &

Xiaoming, 2007). Some research studies declared that media resonated with reality. On the other hand, other research studies believed that the image that we got from the media was entirely different from social reality. “Media content does not simply reflect the world but represents it by highlighting certain elements over others (Devereux 2003 Quoted from Yunjuan & Xiaoming, 2007). According to the World Federation of Advertising, they believed that “advertising can be an effective tool in challenging the society” (WFA, 2017).

Some studies about gender representations were mainly concerned with the idea that mass media contributed to a system of beliefs and ideological processes in society. In other words, mass media followed certain ideologies while portraying women. Myriad of research studies believed that the female image in the media changed, and this went back to mainly two factors, which were the feminist movement and the broader socioeconomic change in society. Many campaigns resonated with this reality (Yunjuan & Xiaoming, 2007).

Yunjuan and Xiaoming stated that the portrayal of women was more related to the socioeconomic, political, and cultural context of society. They believed that the image of women in advertisements was because of social construction. They gave an example to this that, lately, US women were represented as career-oriented women who acquire high status in their jobs and returning home to relax. On the other hand, women in Japanese advertisements were often shown cooking and doing other domestic chores. The researchers correlated this to government control over the media.

This study aimed to analyze if advertisements resonated or challenged the reality in Egyptian TV commercials taking into consideration the impact of the target audience gender in the ad, the level of socioeconomic class in the ads, and, last but not least, the level of product/ service involvement in the ad.

3.2 The role of Advertisements

Advertisements consider a powerful media tool and according to El Wazzan, she mentioned that advertising plays a potent role socially and economically. Furthermore, Nimet Uray and Sebnem Burnaz mentioned, "Advertisements are not only a communication tool between companies and their customers but also a social actor and a cultural artifact." Furthermore, the commercial is a representation of the culture, and it is a tool to reflect the attitude, behavior, and values of society. People usually learn about new products and services from advertisements.

The crucial role of advertisement is to market for products or services and to persuade the audience to take a specific action towards them. However, because ads play a significant role in the audience's lives nowadays, it has faced various criticisms throughout the years by different groups of people. One of these criticisms was that advertisements imposed specific ideas that turn out to be norms and stereotypes. For example, ads forced an idea of how women and men should act and behave in different social circumstances. Advertisements also had an impact on transmitting the concept of how men and women should behave.

Advertisers have their technique to peruse the audience to purchase a specific product or a service. Furthermore, each country has its method when delivering the message to the audience. For example, In America According to Rutherford, a good Commercial is the one which "hit the viewer with bits of information, explain how the product is unique, and repeat this argument to drive home the message" (Rutherford, 2006 cited by Arafa, 2013).

In the Egyptian media, producers mainly depend on the frequent broadcast of the advertisement to convey the message. In other words, Egyptian advertisers rely mostly on the repetition of the message. During Ramadan, the advertising keeps repeating until the audiences memorize it, but this is not always a good strategy as it may backfire. As a result,

the viewer may get frustrated by the amount of repetition and automatically change the channel when the advertising appears.

There was a myriad of research that gave full & detailed academic attention to the role of women in advertising. Furthermore, most of these researches covered the idea of the portrayal of gender in advertisements, and this idea evolved by two seminal works. These seminal works were One by Goffman, who argued for the powerful images created by advertising, and one by McArthur and Resko, which led to subsequent content analysis studies in this line of research" (Peak, Nelson, and Vilela, 2010). Goffman's perception of Advertisements was that it serves the society in convincing the public how men and women should act and behave (Goffman, 1979).

Advertisements have the power to provide specific images and promote different attitudes and beliefs toward the audience. The average woman sees from 400 to 600 ads per day, which is considered an enormous number (Mapgaonkar, 2005). Mapgaonkar also mentioned that according to a research study conducted by Grogan, Williams, and Connor in 1996, found that almost 56% of television commercials aimed for female viewers used beauty as product appeal (Mapgaonkar, 2005).

Women exposed to a myriad of different Ads almost every day that have a considerable influence on their self-image. Furthermore, this indicates that women consume their time daily, watching various advertisements with different subliminal messages that unconsciously affect women's perception of themselves. So, when women were represented negatively in the ads, this negative representation had a myriad of severe problems on women. Examples of these problems are low self-esteem, distorted body image, eating disorder, and domestic violence (Plakoyiannaki, Zotos, 2009).

3.3 The role of Television

As it was important to analyze the importance of the role of advertisements, it was also essential to highlight the role of television. The focus of this research study was mainly on television as a type of medium. The reason behind choosing television is that it is the most used mass medium in Egypt (Amin & Khairy, 2017). Television was and still the most prominent medium and the most compelling one as it mainly depends on the audio-visual power. Not only that, but also it acts as a socializing medium as people usually gather in front of the television to spend an enjoyable time (Uray & Burnaz, 2003). Television still has an active role in distributing the unhealthy, misrepresentation, and negative portrayal of the female gender (Akinola, 2019). Television can transmit stereotyped ideas that can cause stigmatization in society.

According to the Egyptian Health Issues Survey that was conducted in 2015, the found that 99% of women aged from 15 to 59 watch television at least once a week (Amin & Khairy, 2017). Furthermore, according to Nielsen (1995), they found out that the average individual watches about 4 hours of television almost every day (O'Guinn and Shrum, 1997). O'Guinn and Shrum (1997) stated that usually, the impact of television is invisible as people cannot feel or measure the direct influence they got from watching television.

Even though there were myriad of other types of media nowadays, television is still the most viewed medium (Morgan, Shanahan & Signorielli, 2014). "Television, in any venue, continues to be our nation's and the world's storyteller, telling most of the stories to most of the people most of the time. It remains our most common and constant learning environment, one that very few people can (or even want to) escape or ignore (Morgan, Shanahan & Signorielli, 2014). Television is still one of the primary sources for socialization and everyday information for most of the public. Even though other media are booming

nowadays, such as the internet, the number of people who are watching television continues to increase (Morgan, Shanahan, Signorielli, 2014).

Television became a necessary medium in every home; furthermore, it is the third most- time-consuming activity in life (Akinola, 2019 quoted from Dunnett, 1990). The number of households that have television increased dramatically from 1970 until today. Moreover, it was predicted that the number of households that owned television would increase in 2021 to hit 1.68 billion (Akinola, 2019 quoted from Statista, 2017). Not only the number of televisions in households increased but also the number of channels and revenues increased too. In addition, with these increases in numbers, it was predicted that television would be on the top of the medium, although other media platforms existed.

Television is used for many purposes in society, and each member of the society uses the television in a way that satisfies his purpose. When it came to families, they used television for entertainment, education, and information purposes. However, business owners, for example, used television to reach the masses and advertise for their products /services (Akinola, 2019)

Although television is a very potent medium in any society, still, it was misused. Myriad of channels, Ads and TV shows prompted the idea of gender misrepresentation and underrepresentation in society. Television played a significant role in emphasizing negative ideas and shaped these ideas to become the norms of the public. The problem was that those channel owners helped to dramatize, exaggerate, and overgeneralize the social phenomena for commercial benefits and to get the maximum viewership. As a result, the revenue would increase, and that is the primary purpose for most of the channel's owners (Akinola, 2019). One of the prominent social phenomena is Female gender stereotype is considered a potent issue in society till today, and television played a huge role in promoting this negative stereotype.

3.4 Gender representation through an ethical lens

Advertisers are responsible for what they present to consumers, and they should be aware that their work has a massive impact on the audience's perception of themselves. Advertisers sometimes misrepresent gender portrayal, and some outdated stereotypes about both genders still exist. Because of these outdated stereotypes, it negatively influences consumers because they make sense of their identity using messages in the advertisements.

A research study by Linda Tuncay Zayer & Catherine A. Coleman examined how Commercials professionals portrayed men and women but from an ethical perspective. A qualitative approach was conducted consisted of semi-structured and structured interviews, focus groups, and field observations with professionals in the advertising field. Two rounds took place; the first round was in a large advertising agency (In terms of the number of employees) in the United States. The study stayed for two weeks in the day-to-day operations of the team of advertisements professionals. Furthermore, the researchers shadowed employees and attended a meeting to understand the advertiser's thoughts about gender portrayal and its impact on male and female consumers (Zayer & Coleman, 2014). Then, the second round was about ten semi-structured interviews with advertising professionals working at eight different agencies across the United States.

The three main issues to be examined were, first, if professionals perceived that gendered messages could be problematic. Second, if there was an "Ethical Lens" applied by these professionals. The third point was "the nature of professionals' responses within their institutions" (Zayer & Coleman, 2014). In the three points, it varied, as some professionals were more ethical than others were. Furthermore, some of them were more aware and concerned with the negative impacts behind the outdated stereotypes. However, some participants declared that they felt pressure from the workplace. Other participants stated that their central core was to produce something funny to sell the product to the customers, and

they were not thinking about the negative consequences of their work. Some participants followed the same gender stereotypes, which were women are vulnerable, and men were immune to messages in advertisements.

Advertisers usually portray women as sensitive and vulnerable, and men as strong and tough. However, this puts men under more pressure of not meeting the societal standards of how men should act. There were other variables that advertisers concerned with, such as clients, media, and media agents in the marketplace. Therefore, their message may unintentionally have a bad influence on consumers. Although some professionals knew the negative consequences of negative portrayal, some of them would not take action if it contradicts with their professional career (Zayer & Coleman, 2014). Zayer and Coleman suggested that maybe by more time and experience, professionals might refine their understanding and actions towards the stereotypical gender portrayal.

3.5 The Relationship between the gender of the producers and the portrayal of women

Catarina Arnaut conducted a study on the relation between gender and advertising. The study was conducted in 2016, and "the aim of it is to identify the perception of marketing and advertising students and professionals about gender issues in advertising, including the portrayal of women and men in advertising..." (Arnaut, 2016).

Furthermore, the study was about the relation between the respondents' sex and their level of awareness and literacy about gender issues. The results were issued under three main categories which were a) the perception about gender, marketing, and advertising; b) the understanding of the relation between sexist advertising and purchase. Last but not least, c) the perceptions about gender and profession in the marketing and advertising field.

From the results, the researcher found out that men showed a lower level of literacy and awareness when it came to gender issues in advertising (Arnaut, 2016). This finding might justify the reason behind the myriad research that was conducted about the portrayal of

women more than the representation of men. Arnaut mentioned that the way the advertising was produced depends heavily on who was creating it. The study provided future recommendations to promote the "Gender-Sensitive" approach in the field of advertising and marketing.

When it came to gender, marketing, and advertising, the researcher found that the gender role portrayed in advertising in a specific country reflected the way gender was perceived in this country. For example, when we look at the American ads compared to the Egyptian ads, we will find that the representation of gender was entirely different in both countries. In other words, it all went back to more in-depth analysis, which includes the culture, norms, and economic factors in each state.

According to Arnaut, she mentioned that women and men used to be portrayed differently in the ads. Women were represented in traditional roles, such as housewives and decorative roles. On the other hand, men were portrayed as breadwinners. Furthermore, men were portrayed as holding power and leaders. When it comes to the marketing and advertising labor markets, Arnaut declared that there was unequal treatment between the two genders. Women were treated differently to men in the marketing and advertising field. Arnaut stated that "women lacked the effective organizational influence and access to the main strategic decision" (Arnaut, 2016). Furthermore, they found that the creative department, which is one of the most critical and competitive departments in advertising agencies, was mainly composed of men.

The methodology used in this study was a quantitative research approach method. It was used to analyze the perceptions of the present and future professionals in the advertising and marketing field about some gender issues in advertising. A questionnaire was conducted, and it was composed of five sections and used 4-point Likert scale and multiple choice answers. After finalizing the questionnaire and conducting the pre-test, the questionnaire was

sent to 22 Portuguese universities that provide marketing and advertising courses and 96 Portuguese marketing and advertising companies/ agencies. The questionnaire was available online for approximately one month and a half (Arnaut, 2016).

The first question was about the perception of marketing and advertising professionals and students about gender and advertising. The significant answers were that women and men portrayed differently in the ads, and the respondents also agreed that media usually transmit stereotyped messages about the role of men and women (Arnaut, 2016). They also agreed that these stereotyped images could have a negative influence on self-esteem and self-image. However, the majority of the respondents agreed that there was more awareness and literacy nowadays. Furthermore, people were capable of analyzing a message conveyed by the media critically.

When it came to the second question, which measures the perception about the relation between sexist advertising and purchase, they found the majority of the respondents believed that using sexist advertising might, to some extent, influence the purchase decision. However, people, in the end, will buy the product/ service. The percentage was almost 72.1%. However, some respondents believed that there was no relation between sexist advertising and purchase, and the percentage was only 14, 3%, and most of them were male and professionals. A minor group believed that no one would buy a product/service that was advertised using sexist contents (5% and mostly female) (Arnaut, 2016).

When it comes to the perception of gender and marketing and advertising professions, this question created a debate somehow. Almost 57, 8% of the respondents believed that women and men have the same opportunity in the marketing and advertising field. However, none of the female professionals were fully agreed with this question (Arnaut, 2016). Surprisingly, almost the same percentage of the respondents considered that men and women are not paid equally in the advertising and marketing field. From men's perspective, they

believed that men and women were earning the same amount and had an equal opportunity. Moreover, they thought that the portrayal of women and men in ads did not cause harm to self-esteem. They also believed that nowadays, people had a high level of awareness to analyze the message before comprehending it. This was an impressive finding because it gave a sense of why there was a myriad of research papers that mainly focus on women's portrayal. Women are more conscious of the message represented in the ads, and if the message was negative, it could affect their self-esteem. Unlikely, men were not the same as they believed that advertisements did not influence them negatively.

A worth mentioning point in this article was that it was essential to break the traditional stereotypes and to use the new image of women. Arnaut gave an example of portraying women as businesswomen and men as a house-husband, and she suggested that this might increase the effectiveness of the advertisements. Applying this idea in the middle-east commercials, especially in Egypt, it might not be entirely accepted. However, the concept itself as a starting point was an interesting one. It is crucial to bring a man in the ads helping his wife to give the idea for the viewers that it is reasonable to assist your wife in the household chores. Gradually, the traditional portrayal of women and men in the ads will decrease. As a result, new and fresh concepts will appear in society that matches reality. Moreover, this will promote new advertisements that are free from stereotypes and aim for gender equality.

Arnaut recommended that in the advertising and marketing professional's field, training programs on "gender in advertising" could be developed to raise awareness about gender issues in the marketing and advertising field. As a result, this will help in limiting some negative stereotypes that were reinforced by the ads. She also suggested that there should be special programs in the gender-related content in marketing and advertising that

could be created for students to become professionals in these areas in the future (Arnaut, 2016).

3.6 The responsibility of the Producers

According to Jonathan E. Schroeder and Janet L. Borgerson in “Marketing Images of Gender: A Visual Analysis,” they mentioned that “Advertisements acts as a powerful means of constructing, influencing, and illustrating the consumer vision good life, including, in large part, sexual attraction” (Schroeder & Borgerson, 1998). Because of the importance of advertisements and the impactful role it plays in people’s lives, it is essential to pay attention to the message conveyed through it. Moreover, the producers of the Advertisements must take responsibility for what they present to the public.

According to Arthur Asa Berger in “Seeing is believing,” he mentioned that “Those individuals who, in some almost magical ways (which they may not wholly understand themselves) can harness the power of the image, must take responsibility for what they do. To the extent that seeing is believing, we must make sure that the images we create do not generate beliefs that are individually or socially destructive -Arthur Asa Berger Seeing is Believing, 1989 p. 4 cited by Schroeder & Borgerson, 1998)

3.7 Timeline of the development of women's representations in Hollywood Movies

In the 30s

In the 30s, women were portrayed in the movies as energetic and charismatic. They took a considerable role in both the households as well as working outside the home to support the family. In this era, women and men were equal to each other, and both supported in the financial and economic struggles.

Also, during the 30s, the "woman's film" genre was introduced, which was mainly target women as the primary target audience for the movie. However, these types of genres disappeared for an extended period until they were back again in the 90s (Kandil, 2018).

In the 40s and 50s

After World War II in 1945, people were more into peace and stability. Therefore, men and women were more towards their traditional roles and cherished domestic family life. Accordingly, this appeared in the movies. Women in this era portrayed as the "perfect housewife," and women were more correlated to all the household products.

Furthermore, during this period, the concept of "Male Gaze" introduced. This concept was mainly about viewing women as sex objects/symbols in movies. One of the examples was Marilyn Monroe (Kandil, 2018)

The 60s

This era witnessed a revolution in the film industry, and it was known as "New Hollywood." In this era, women protested against the unfairness of gender hierarchy and sexism in all aspects of life and not just in movies. However, even after the wakeup call that happened during this era, women used to be sexualized in most of the film (Kandil, 2018).

The 70s and 80s

During this era, the concept of feminism was booming, and more independent women's roles were represented in the movies. Women were portrayed as the primary actor in different action movies. Moreover, women gained the courage and power to speak up against gender inequality and sexual objectification in the film (Kandil, 2018).

The 90s

The concept of feminism continued to grow, and the focus was on gender equality and gaining women's rights. The feminism concept was shown in different movies, and it flares up in various films (Kandil, 2018).

The 21st century

A research was done by The Centre for the Study of Women in Television and Film" in 2017 and they found out that "women occupied 37% of the total major roles and 34% of all speaking characters and only 24% of the lead characters in that year". This percentage shows that there is no gender equality in the film industry until today (Kandil, 2018).

3.8 An Overview of Role Portrayal of Gender in Advertisements

It was worth mentioning that several research studies in television advertisements focused on gender roles and not only females' roles. In this section, different research studies were analyzed to understand how women and men were represented in the advertisements.

According to Shrikhande, he mentioned that Bardwick and Schumann conducted the first study in 1967, the study examined male and female role portrayals in television commercials. It concluded that women were portrayed primarily as homebound or as housewives. (Shrikhande, 2003 P. 11).

Another study conducted by Courtney and Whipple (1974), found significant differences in the portrayal of men and women in Television commercials. They found that women were overrepresented in cosmetics and beauty related commercials. On the other hand, men were more associated with ads related to cars and associated products.

Women were also more likely to be associated with drug products more than men. According to Graig (1992), he found that women are more expert in-home medical care products. He also mentioned, "This supports the hypothesis that drug advertisers take advantage of stereotypical images of women as home medical caregivers (p. 309)." (Shrikhande, 2003 P. 13).

In another study by Shoemaker and Reese in 1996, they declared that men were more likely to be shown in occupational roles more likely than women. Women were portrayed as

housewives and mothers. Furthermore, there are some stereotyped occupations for women, such as secretary and nurses (Fahmy, 2004).

Hussien Amin and Lobna Khairy developed a media code for Egyptian television, and they mentioned that Egyptian television advertisement stereotypes women and portrayed them in traditional roles that are no longer fit the reality in the Egyptian society. Amin and Khairy said that although there is progress in the portrayal of women, such as portraying them in the work field, they are still represented in stereotypical and traditional occupations such as nurses and teachers (Amin & Khairy, 2017).

Another study was conducted by Nassif and Gunter (2008), and they found that there is a similarity in the way women are portrayed in western and eastern countries. Women are still portrayed as dependent and mostly doing domestic work, which is entirely different than how men are portrayed as professionals and leaders (Nassif and Gunter cited by Amin and Khairy, 2017).

Alia Arafa also published a study about women representation in Egyptian advertising in 2013. The main aim of her research was to analyze the Egyptian audience's perceptions towards women's physical appearance in Egyptian advertising. Arafa focused on mainly two mediums, which were TV and magazines. She concluded that negative stereotypes of women still exists. She also wanted to figure out the reasons behind the negative stigma about women in advertising. The methodology used by Arafa was a survey and in-depth interviews. Her focus was to understand the role of mass media in shaping the public's perceptions of women.

Although the purpose of Arafa's study seems to be similar to this research study, the approach and the focus were entirely different. One of the differences between both studies was that Arafa mainly focused on the public audiences' perception towards the representation of women in Egyptian TV commercials. However, this research paper aimed to analyze Egyptian commercials but from a professionals' perspective. The main reason for choosing

professionals was to understand their insight and foresight about the portrayal of women in Egyptian TV commercials

This study looked at the topic from different angles, which are the impact of gender, the socioeconomic level, and product involvement on the portrayal of women in Egyptian TV commercials during Ramadan 2019. In addition, the approaches are somehow different as Arafa used a survey as one of the methods in collecting the data; however, this research study will mainly use content analysis to analyze certain factors in the commercial. Arafa's research used in-depth interviews. Nevertheless, this research paper focused on conducting interviews and focus groups with professionals after finishing the coding process to be able to gain their insights regarding the results. Furthermore, due to the essential and critical time of the professional coder, the focus group was held to take advantage of the discussion between the professionals. Furthermore, in-depth interviews were conducted with professors at the American University in Cairo.

3.9 Gender Portrayal and Advertisement: Negative Representation of women

In 1960, the women's movement started to take place against the stereotypical portrayal in media in general. There were sharp criticisms regarding the way advertisements treats women and represent them in a specific image. Usually, in ads, women were underrepresented. Furthermore, they used to be portrayed as sex objects, decorative characters, and dependent on men. However, there was an interesting finding by Whipple & Courtney in 1985 that the female audience preferred modern, liberated female role depiction rather than the traditional ones as it gave them more power (Orth & Holancove, 2003). However, several advertisements depicted women in a conventional portrayal as well as in a negative one.

Mass media are able to establish certain image and establish stereotypes about women that are hard to be changed or even modify these images. Furthermore, some research studies

proved that when a negative image is established in the society, the mass media reinforce these negative images without aiming to modify it (El Wazzan, 2013).

Advertisers use women in order to promote to their products and it is primary a commercial method in order to motivate the audience to pay attention to the ad and to promote for the product/ services. Several research studies agreed that women were portrayed negatively in the Egyptian TV ads and the image of women in the ads do not resonate with the image of women in reality, as the only purpose for advertisers is to increase sales. El Wazzan added that ads used to portray women as sex objects and most of the ads focus more on women's body and face (El Wazzan, 2013).

El Wazzan also mentioned that women usually were portrayed as housewives who take care of the children and obey her husband's rules. In another ad, women used to be portrayed as sexy and attractive. Portraying women in a negative image consider an awful crime towards Egyptian women (El Wazzan, 2013).

Another research study that was conducted by Lina Khatib noted that Egyptian movies portrayed women as sexual objects. Furthermore, Khatib declared that most of the movies showed women in an uncompetitive level of education (Allam, 2008)

3.9.1 Sexual Objects/ Decorative or Physical attractiveness

Rebecca L. Collins mentioned that women were often represented negatively; they were portrayed as sex objects (Collins, 2011). Collins also stated that women were traditionally represented in a stereotyped feminine role throughout the advertisements, and she mentioned, "Women are portrayed as non-professionals, homemakers, wives or parents, and sexual gatekeepers." (Collins, 2011) Collins believed that women were often underrepresented in a wide variety of media. This type of representation usually had a very negative impact on how society portrays women, as they did not see themselves reflected in the media. As a result, this diminished their sense of importance and self-esteem. In general,

the underrepresentation of females had problematic effects and could lead to psychological problems such as affecting their self-image.

According to "Content analysis of roles portrayed by women in advertisements in selected south African media" by Maree and Tania, they mentioned that "... sexually suggestive clothing was also used as an indicator of the sex object in studies on television commercials. The sex object is significantly prevalent in studies on images in television commercials (Furnham et al., 2001:24; Ibroscheva, 2007:415) (Mariee & Tania, 2011:145).

Supporting Collins's argument, Morgen et al. mentioned in "Cultivation Theory in the Twenty-First Century" that there were studies about sex roles that found that women were often underrepresented during the prime time programs. They also found that although women depicted more often on television, they were only made up 40% of the major characters (Morgen et al., 2014).

The depiction of women as sex objects in the ads influenced the perception of men towards women. It also affects the way women perceive themselves. When a consistent message and image appeared in the advertisement, it started to be viewed as the norms and reality (Arafa, 2013). In many advertisements, women were usually portrayed in a perfect body with an ideal smile and hair. However, women in advertising did not resonate with the actual image of women in the real world. As a result, it could lead to a significant problem for women as they strove to look like these presented in the advertisements.

3.9.2 The Decorative role

The decorative role referred to the portrayal of women that focused on physical beauty. Women were purely portrayed in the advertisement for being decorative or attractive. The "flower vase" (coded as physically beautiful) was a role that carries an image of glamour, charm, and beauty. It was the second most-used role portrayal in advertisements in China

(Hung & Li, 2006:13 cited by Mariee & Tania, 2011:132). There were myriad of cosmetic commercials mainly featuring decorative women.

Women have often combined two types of cultural symbols, which are aggressive and attractiveness (Schroeder & Borgerson, 1998). Schroeder and Borgerson mentioned that women were more often depicted as a sexual object. They said "These techniques often result in females standing in for product benefits, such as attractiveness, smoothness, or performance. Umiker-Sebeok found that single young adult females portrayed in advertisements as dolls, mannequins, or store displays serving only to sell the product. The model has no social, intellectual, or business role-she is only a body: "she is her advertisement and what she is selling... is herself" (Umiker-Sebeok 1981, p. 229). (Schroeder & Borgerson, 1998).

3.9.3 The Dependent Role

Another research study was by Hye-Jin Paek, Michelle R. Nelson, and Alexandra M. Vilela in "Examination of Gender-role Portrayals in Television Advertising across Seven Countries." They mentioned that there was a research study that was conducted in the United States by McArthur and Resko (1975) about content analysis of television commercials. McArthur and Resko found that men and women were depicted in so many different ways. In general, men appeared more in Advertisements than women.

Men were portrayed as authorities, independent, and were always placed in occupation places (Paek, Nelson, and Vilela, 2011). On the other side, women were perceived as product users, dependent, and were featured in the home. This research study complements Collins's research as both found the same stereotypical image of women. "Women have historically been underrepresented in advertisements compared to men" (Paek, Nelson, and Vilela, 2011).

A study conducted by Lynn T. Lovdal in 1989 and the purpose of the study was to measure the portrayal change that happened to men and women over time. In the past, women were more likely to be depicted as housewives and dependent. Surprisingly, there was a myriad of research studies that correlated the role of homemakers and being dependent. Although, a housewife woman is considered as a full-time job and it does not mean that she is dependent. On the other side, men have represented as an independent and authoritative professionals (Ishak, 2003).

Men mainly occupied some occupations such as "voice-overs" in the advertisements. It was not only the case in the United States but also in some developed countries such as Austria, the United Kingdom, and New Zealand and other developing countries such as Singapore and Malaysia (Paek, Nelson, and Vilela, 2011). There were not enough theoretical frameworks about the male occupation of voiceover in the Middle East area. However, "Advertisers believe that male voices are perceived as more convincing, credible, and authoritarian than female voice" (Furnham and Farragher, 2000). However, looking at some of the Ads. In the Middle East, men occupy most of the voiceovers more than women do. It also depends on the type of product. For example, if the product is mainly targeting women, then the voiceovers will be women. However, if the Advertisement is mostly targeting men, the voiceover will be most probably men. So, one of the factors that determine the voiceover type is the target audience gender in the Ad.

Research about gender and marketing mainly focused on the content of advertisements. Furthermore, many of these research studies were used content analysis to study changes in the portrayal of gender. According to (Schroeder & Borgerson, 1998), they mentioned that "a study of over 14,000 advertisements from 1959 to 1971, women were most frequently portrayed as a sexual object, physically beautiful, and dependent on a man (Venkatesan and Losco 1975).

In advertisements, men were often portrayed as strong and powerful than women. Men represented to be larger, stronger, and more dominant in comparison to women. On the other side, women described being small, weak, and submissive. According to Schroeder and Borgerson, "many advertisements reproduce" Play "or" Mock "assaults, showing men engaged in what appears to be playful aggression toward women "Carrying them, grabbing them, or covering their eyes from behind." that demonstrate the male's power (Goffman, 1979). (Schroeder & Borgerson, 1998).

3.9.4 The Housewives Role

In different TV commercials, women were portrayed as homemakers or housewives and were generally depicted in household settings. Myriad of studies analyzed that women portrayed in "household-related products." Several studies that were done in different countries with different cultures found that women were depicted using the domestic product. One of these countries is Zimbabwe, Kenya, and Bulgaria. Furthermore, the Saudi commercials indicated that females portrayed in the majority of the advertisements in household settings. On the other hand, men usually are shown in the outdoors setting and professional roles (Maree, 2010).

In Egypt, the National Council for Women (NCW) conducted a content analysis in 2017 on Ramadan Shows, and they found out that still women depicted negatively. Furthermore, Egyptian media still undermine the role of Egyptian women in society (El-Sayed, 2017). The report of the study was as follows "55.58 percent of scenes portraying women show them in a negative light. While some positive scenes exist, they are not enough compared to the scenes showing them as unfaithful wives, drug dealers, or passive, vulnerable, weak women." (El-Sayed, 2017). Egyptian women represented as a cheater during several series. Furthermore, several Egyptian dramas portrayed women as vulnerable, passive, and weak, and this can lead to severe consequences in society. It is crucial during

this study to measure if women in Egyptian TV are still portrayed as such, or it changed over time.

3.10 Representation of women in the Arab Media: Opposing opinions

Media does no longer represent the news to the public. However, the media has a massive impact on people's lives and on arranging their priorities and interests (Obeidat, 2002). As there were myriad of early research studies mentioned that women were portrayed negatively in the Ad, still other research studies were stating the opposite. Some research studies noted that the negative portrayal of women was declining.

One of these research studies was by Reem Obeidat. According to Obeidat in "Content and Representation of Women in the Arab Media," she mentioned, "advertisements use the image of women to sell products. Media enterprises, rather than promoting social welfare, were catering to popular tastes to make money (Obeidat, 2002). As a result, some of the Arab countries are now calling for a new representation of women. They want to portray women as active participants in society. This new representation is a result of changes in the economic and social conditions, which led to an increase in the sense of sensitivity towards women as members of society. (Obeidat, 2002)

From Obeidat's point of view, media nowadays-present women in a positive image not like before. Reem's point of view contradicted with a myriad of researchers that were mentioned previously, which believed that women were perceived as sex objects, decorative and dependent more than as an active member in the society. However, Obeidat agreed that there was too much focus on portraying women as housewives and a little attention to describe women as working women. Furthermore, some research studies described women positively as career-oriented, independent, successful, and active.

In reality, women were introduced to the media field at a professional level. There were reports submitted to the UN indicating that there were a considerable number of women

who graduated from the Journalism and Mass Communication department, and this was not only in the Arab world but also internationally (Obeidat, 2002). Women nowadays are holding a key position in different media organizations, and this predicts that the portrayal of women should be positive rather than negative.

Another research study that was conducted by Sreepavani, Ramachandra Aryasri, and Sudhir Reddy mentioned that the role of women in society changed over time based on the activities they performed. They said that women are represented as independent and professionals lately. Marketers also focused on the portrayal of women as the primary strategy to attract consumers and to create awareness about the product (Sreepavani, Aryasri, and Reddy, 2019). They used content analysis as the methodology, and 514 commercials were selected using constructed week sampling. From 514 ads, 347 were selected that are related to Fast Moving consumer goods. The results were impressive as they found that there was an increase in the independent and professionals' role and decline in the stereotypical role such as sex object role (Sreepavani, Aryasri, and Reddy, 2019).

Some research articles mentioned the third feminism wave, which empowers women. This wave saw women as strong, and it viewed women as the dominant sex. This wave implements the idea that women are capable of doing anything and achieving any dreams ; they pursue (Zimmerman & Dahlberg, 2008). Nowadays, women are in leadership positions and have more job opportunities ; as a result, women are more independent financially, although the progress is slow but still a steady one (Lough & Geurin, 2019).

In India, the government stepped to cut and stand against any negative stereotypical portrayal of women in media (Dhawan, 2013). Not only that but also the information and a broadcast minister called for gender sensitization awareness workshops that should be held by TV broadcasters and censor board. Dhawan stated that the committee stressed that the harmful and indecent portrayal of women in movies, television shows, and advertisements is

a critical issue that all stakeholders should work together to present women more positively and decently (Dhawan, 2013).

In Egypt, the National Council of Women (NCW) announced on June 2016 that they mainly focus on the depiction and representation of women in TV programs, commercials and series especially during Ramadan period as it is known to be the month with the highest viewing rate (El-Sayed, 2017). So, all of these contributions to present women positively in the media as it is no longer acceptable to present women negatively as sex objects, dependents, and passive.

In March 2019, chairperson of the National Council of Women (NCW) Maya Morsy presented the success of women in her speech at the Egyptian Women Day Ceremony. Morsy announced that there are more than three million women who graduated from different programs designed to empower women. Also, there are myriad campaigns that took place to raise awareness among women on their political participation. One of these campaigns, called “Your vote is for Egypt’s Future”; this campaign reached almost three million women (El Tawil, 2019).

During the ceremony, it was announced that the strategy for 2030 is to enhance women’s political participation and encourage women to be part of the decision making the process. Nowadays, women in parliament raise to 25%. Morsy also stated that they aim to upgrade the qualifications of women to be able to participate in the labor force by providing them education, training (El Tawil, 2019).

3.11 A Guide of Progressive gender portrayals in advertising

A guide was created by the World Federation of Advertisers (WFA) for a progressive gender portrayal in advertising. The initiative was taken at the Cannes Lions Festival 2017. Several leading voices in the marketing and advertising field, including the UN women and WFA, founded the “Unstereotype Alliance” (WFA, 2017). The initiative was introduced to

break the idea of old fashioned stereotypes ; there were harmful stereotypes on both genders. Furthermore, the initiative aimed to help create a world with unlimited possibilities. According to Keith Weed, Chief Marketing and Communication officer in Unilever, she mentioned that “I wholeheartedly welcome WFA’s efforts to help spread the message of unstereotype Alliance. We have started to see real progress, but it does not yet go far enough or wide enough. Our job will not be done as long as ads still diminish or limit the role of women and men in society...” (WFA, 2017).

This guide’s purpose was to illustrate how advertising and marketing industries need to proceed with time in terms of the portrayal of women and men in advertising. Furthermore, the initiative aimed to use the message that does not restrict gender to limited and traditional stereotypes but instead calls for more progressive, modern, and multidimensional progress that could have a positive impact on society (WFA, 2017).

One of the vital findings in this guide was that research by Geena Davis Institute on Gender in media and J. Walter Thompson presented in the 2017 Cannes Lions, “they found that almost 85% of women say film and advertising need to catch up with the real world.” (WFA, 2017). From this finding, we figured out that until 2017, there were still negative and outdated stereotypes about men and women.

It is essential to present women positively in advertisements as several research studies by major FMCG companies found that three in four women consider as primary shoppers in their household, and women control almost two-thirds of consumers. As a result, it is crucial to portray women positively as they are the core of the demographics. If advertisers offend or undermine them, it will negatively influence the brand, which may reach a level of failure of the campaign (WFA, 2017).

The WFA guide gave some points and guidelines to create Unstereotypes ads, and they suggested some steps that marketers should follow to improve the way they address the issue of gender (WFA, 2017).

1. Encourage diversity in the team: they believed that having a diverse group with different cultural backgrounds could limit stereotyped ideas. As a result, a powerful message based on deep insight would take place that resonates more effectively with the target audience.
2. Track performance: it is crucial to aim for consistent small steps rather than rapid progress that may backfire to ensure that we are moving in the right direction. Taking small steps will allow brands to improve elements and change other ideas before exposing them to the public. Furthermore, introducing new ideas to society may face much rigidity. Therefore, it is essential to take small steps to be able to reach bigger goals.
3. Find the purpose: any brand needs to have an authentic objective. Brands should work on a goal that makes a real difference in society and to stand out from the crowd. Furthermore, the brand should introduce ideas that are unique to allow for better competition.
4. Think long term: Consumers nowadays seek to see real commitments that go beyond a single message or one campaign. They want to see their favorite brand committed to an idea and cause. Work towards long-term progress and improvement.
5. Go beyond marketing: it is vital to create a culture that has gender awareness and to create awareness internally and externally. Even if the brand is doing a great on gender-sensitive marketing, the efforts will be undermined if it ignored other aspects of diversity (e.g., race, national origin, religion, age, disability, or sexual orientation). All of these aspects should be taken into consideration to make a significant change.

A brand should always question how they could promote a more positive portrayal of women not only in the ads but also internally and among suppliers (WFA, 2017).

Several campaigns aimed to encourage girls and women to develop a good self-image and to increase their self-esteem. These brands aim to break the negative stereotypes and to reinforce a more positive representation of women. Some examples are shown below.

3.11.1 Positive campaigns towards women

#Likeagirl:

Some large companies worked hard to contribute to limiting some negative stereotyping. One of these successful campaigns was by Always in 2015. The campaign called "Like a Girl" and the name of the campaign was what made the considerable buzz, as it was a clear cut fighting some negative stereotyping ideas in most of the societies. The name of the campaign was to raise a question of "why doing something "Like a Girl" means doing something poor" (Akestam, 2017). The purpose of the campaign was to show that running or playing like a girl was no longer an insult.

Furthermore, P&G wanted to shed light on and to create an awareness for people when they use these statements "Like a Girl" (Lough & Geurin, 2019). This campaign showed enormous success, and in October 2017, it had over 64 million views on YouTube and over 290 million social impressions in the United States alone (Lough & Geurin, 2019). Not only that but also the campaign won awards for advertising creativity and effectiveness. The idea of the campaign was to fight negative stereotypes against women. "Like A Girl" campaign was a real social experiment that recruited real women, men, boys, and adolescent girls and asked them to show what it meant to act, run and do other activities like a girl. Surprisingly, the teenage girls performed these activities very confidently and proudly.

On the other hand, older women and men performed these acts in a playful and lighthearted manner. The results were precise that the stereotypes about women were

extremely dominant that even women themselves believed them and acted upon (Kauffman, 2015). The results showed the powerful impact of negative stereotypes on women and the audience, in general, who were regularly, exposed to different advertisements messages. Several research studies indicated that women were more aware than men of stereotypes role portrayals (Orth & Holancove, 2003).

"Thank you, Mom" Campaign

The "thank you, mom" campaign also gained massive success in 2012 in the London Summer Olympic games. P&G used the emotional appeal in this campaign to value women as mothers (Lough & Geurin, 2019). The campaign focused on appreciating women and mothers, specifically for the effort that they usually do for their children to help them achieve their dreams. The campaign aimed to reach diverse age groups and demographics from all the cultures (Lough & Geurin, 2019).

"Dove" Campaign



Figure 2

Some advertisements empower women and show them in a beautiful and real image. One of the old advertisements that empowered women was the "Dove Campaign." The campaign presented the idea that all women are beautiful in all sizes and shapes. These types of messages created a positive influence (Indermill, 2015). This campaign used real women rather than models and airbrushed women. Using women that resonate with the image of everyday women is better than using models that are always perfect. The reason behind that

is they are not representing most of the regular women. The Dove campaign launched in 2004, and the producers wanted to convey that all women are beautiful, and they are uniquely different. According to Kelly Indermill, "The campaign's main message was that women's unique differences should be celebrated, rather than frowned upon, or even ignored" (Indermill, 2015). The dove campaign was published on several platforms such as magazines, television commercials, and talk shows.

3.12 Media Watch Project

Because of the introduction of technological innovation, it caused a change in the media sphere. It was suggested that it is vital to create a "media watch" mechanism to monitor how women are represented in the Arab media. Furthermore, Rasha Allam indicated that due to the increase in the number of Arab channels, it is crucial to watchdog the media see how women are represented.

According to Allam, "The media watch project should work on increasing the awareness of the media about the social, legislative, economic, cultural and political discrimination against women in the media" (Allam, 2008). Allam also suggested that the media watch project should include a quarterly report to records and evaluates all the women's issue that was mentioned in the media. She also recommended that these reports are sent to organizations that are specialized in mass media. Some of these organizations are Ministries of Information, Mass Communication departments in different universities, and the press syndicate in all Arab countries.

Allam suggested that the role of the media watch project is to be responsible for forming a plan, which mainly deals objectively with women's issue. Allam also indicated that the media watch project should be responsible for representing all the successful models of women in the field. In addition, the media watch project should work hard to change established negative stereotypes. It is also essential to call for women's achievements in all

the leading positions. Last but not least, Allam also suggested that the media watch project should shed light and increase awareness on the vital role of women in the home and the work field as well (Allam, 2008).

3.13 The relation between the portrayal of women and the three main variables

From the literature review, three main variables were essential terms in this research study, which are target audience gender, product Involvement, socioeconomic classes in relation to the portrayal of women. The portrayal was mentioned before in the literature review and compared to similar terms. Furthermore, the target audience gender is mainly about gender (male or female) targeted in the ad, and this point was elaborated further in the coding book section. It was important to mention the other variables, which are product involvement and socioeconomic classes, as well as the relation of both variables to gender.

3.13.1 Involvement

As this research paper focused on commercials, it was worth looking at a comprehensive overview of the term "Involvement." In the advertisement, it was essential to analyze the type of involvement related to each product, whether it was a low or a high involvement. Furthermore, the way the researchers examine the involvement type in the Ad was also determined by to whom this product is addressed to (Gender). According to Darrel D. Muehling, Russell N. Laczniak & J. Craig Andrews in "Defining, Operationalizing, and Using Involvement in Advertising Research: A Review," they mentioned that they analyzed different research study that was mainly focused on the conceptualization of the term "Involvement" and how it was analyzed.

Herbert Krugman (1965) credited to be the first researcher who made a distinction between low and high involvement. He mentioned that "not intended to suggest that one is

superior to the other, but rather that the processes of communication impact under each condition are likely to be different" (Muehling, Laczniak & Andrews, 1993). Krugman defined involvement as the connection that the viewer makes between his own life and the stimulus (Advertisement) that determine the level of involvement if it is going to be high or low.

Muehling, Laczniak & Andrews analyzed Houston, and Rothschild did another research study in 1978. They provided a new conceptualization of involvement. The researchers broke the term involvement into three different types, which were situational involvement, enduring involvement, and response involvement. Situational involvement was described as "the ability of a situation to elicit from individuals concern from their behavior in that situation" (Muehling, Laczniak & Andrews, 1993). Enduring involvement was defined as a representation of preexisting relations between individuals and situations in which the behavior occurred. When it came to the last type, which was response involvement, it was a result of the situational and enduring types. The response type had described as "the complexity or extensiveness of cognitive and behavioral processes characterizing the overall consumer decision process" (Muehling, Laczniak & Andrews, 1993). Houston and Rothschild also agreed with Krugman that what determines the level of involvement is the connection the viewer makes with his own life and the content that is represented.

In the Marketing Principles book, it was mentioned that the level of involvement depends on the consumers, and it mainly depended on the consumer's knowledge and experience. Some consumers could make a quick purchase decision while others might need time to evaluate and to think about the product. However, some products still considered high involvement products, such as purchasing a house. Some factors that determine the level of involvement are risk, objects, situations, price, and reversibility of the product.

3.13.2 Risks

The difference between low involvement and high involvement is that low involvement usually associates with low risk and low price, and it is a purchase that does not need planning or previous thoughts. "When product involvement is low, consumers should deploy minimal purchase efforts, given the low importance or minimal adverse consequences associated with wrong purchase decisions (Ferreira, Coelho, 2015). As product involvement increases, more effort and time are consumed in the purchase decision because the risk is high too. Furthermore, the change to reference a product decrease, which puts more pressure on the consumers. As a result, they spend more time and effort into making the right decision.

3.13.3 Stimulus/Objects & Situation

Products or stimuli that relate to consumer's values, lifestyles, and experiences are likely to be associated with a higher level of involvement. As a result, no product has the same level of involvement for all consumers (Loudan & Bitta, 1993).

When the consumer purchases the product, it will effectively determine the level of product involvement if it will be high or low. For example, buying a coffee mug may not require high involvement, but when purchasing it as a gift, the level of involvement may increase because it will need more time and effort (Loudan & Bitta, 1993). Therefore, some products can be associated with a certain level of involvement in certain situations. However, in other situations, the same product can be associated with different levels of involvement.

3.13.4 Price & Reversibility

Price is an important factor when it comes to the level of product/ service involvement because it is related to risk and reversibility. For example, if consumers are doing regular shopping, they may not be aware of the price as they are about to make a considerable investment, such as purchasing a car or a house. "Accordingly, Murthi and Rao (2012) noted that consumers are not fully informed about exact prices when they make a

grocery brand purchase, with 40 to 50 percent of the purchases made by consumers based on price expectations of various brands rather than on brands' posted prices" (Ferreira, Coelho, 2015). An example of high product involvement is purchasing a car or a house. On the other hand, an instance of low product involvement could be buying FMCG products where the price is not very high, and the risk is low. However, in the end, it all depends on the consumers' economic level.

When the product involvement is low, consumers invest minimal purchase effort because of the little importance and consequence of the wrong purchase decision. On the other hand, when product involvement increases, consumers spend more time and effort on their choice and in examining alternatives (Ferreira, Coelho, 2015).

The purpose of the study was to see if advertisements were for high product/service involvement, how women would be portrayed since they would spend more time and effort to make the purchase decision. On the other hand, when the advertisement is for low product involvement, meaning that it is low risk, less effort, and less price, it was crucial to see how advertisers portray women.

Rothschild, mentioned in another study that was done in 1979, that advertisement strategies would be more suitable in high versus low involvement. In studying such a statement, he depended mainly on the Hierarchical conceptualization of involvement. Rothschild defined it as Awareness- attitude-behavior that exemplified the high involvement hierarchy. Awareness- behavior- attitude is illustrated as the low involvement hierarchy.

Smith and Swinyard in 1982 summarized the idea of involvement, as viewers with low participation will not be affected by the message. Moreover, the message will not have a substantial impact on their beliefs or attitudes because they will not pay much attention to it. Consumers, in this case, are passively accepting information without putting any effort into understanding the advertisement. On the other hand, viewers with high involvement in the

message will tend to pay more attention as they need to acquire more information from external sources (Ads). Viewers with high involvement are quickly impacted by the message in the Ads, and these messages can change the viewers' beliefs and attitudes to either positive or negative ones. The question is, what if the ad is high product involvement, which means that the target audience will pay more attention to the ad and still portray women in a negative manner. Consequently, it will affect women's beliefs and attitudes and can have a distorted impact on them.

Understanding the concept of involvement is crucial as it plays a vital role in explaining consumer behavior. Banwari Mittal and Myung-Soo Lee mentioned that "It has been shown to mediate effects of media exposure, response to persuasion message, depth of processing commercials, the extensiveness of the decision-making process, and ongoing product-related behaviors such as word-of-mouth communication." (Mittal & Soo Lee, 1988) The two-scale measures in involvement are product involvement or Purchase-decision involvement. Product involvement means "the interest a consumer finds in a product class." (Mittal & Soo Lee, 1988). This interest comes if this product class is meeting essential goals and values for the customer. On the other hand, Purchase involvement "is the interest taken in making the brand selection" (Mittal & Soo Lee, 1988). Involvement can apply to purchase decisions, product, or brand category.

3.14 Elaboration Likelihood Model

The elaboration likelihood model is considered to be the most recent and comprehensive model that was introduced by Petty & Cacioppo in 1983. This model aims to integrate with involvement related to comprehending the information processing of the advertisement's messages (Chang-Hoan Cho, 1999). The objective of the elaboration likelihood model (ELM) is to explain how the persuasion message works in changing the consumers' attitude. The ELM is crucial for advertising agencies as it enables them to

determine the design of the message in the Ad. Furthermore, it aids in putting the strategy that allows advertisers to understand the consumers' attitudes. There are two different persuasion routes when it comes to the elaboration likelihood model, which are the central route and the peripheral route. When the consumers have high involvement in grasping and understanding the communication message, consumers tend to exert a lot of "cognitive processing effort," and this called high elaboration likelihood.

On the other hand, when the elaboration likelihood is low, consumers tend to exert less processing effort (Chang-Hoan Cho, 1999). The two-persuasion routes are practical techniques, but each one of them has its way of achieving the purpose of persuading the consumers. The central route goes hand in hand with consumers who are highly involved with the message of the Ad. However, if the person is not interested in the message, he not be affected by it and here comes the peripheral route, such as Music, humor, visuals. The purpose of the peripheral route is to aid in the persuasion effect. Usually, the peripheral route is weak, and often, the involvement level is low. From these results, it means that consumers are persuaded by other factors that are not related to the message itself.

In the coming section, it was crucial to illustrate the relationship between gender and involvement. It was found that there is a term that is called "Gender Involvement". It mainly focused on the gender targeted in the ad and its relation to the level of involvement if it would be high or low.

3.15 Gender

It is crucial to define the meaning of gender, as it is the baseline of the study. Gender is about the roles that were created for both men and women in society (UNESCO, 2003). Not only the roles and responsibilities that define men and women but also behaviors and characteristics that are shaped by the culture, personal beliefs, and backgrounds. Furthermore, gender role is something that is learned, and they are different across cultures. "Systems of

social differentiation such as political status, class, ethnicity, physical and mental disability, age and more, modify gender roles" (UNESCO, 2003). The term "gender" and the roles of each gender (Male or Female) are a dynamic term that is changeable according to many factors such as society and culture.

3.15.1 Gender Involvement

Gender involvement plays a vital role in the purchasing decision and the impact of the brand on the decision-maker, either women or men. Men and women have different motives, perspectives, and considerations when purchasing specific products. Some products target men, and others target women. Furthermore, each of this type of product has different types of advertisements. Not only a different type of advertisement but also the involvement level is different. Some ads that are mainly targeting men, women might have low involvement in these products. However, the level of involvement might change if she is purchasing this product or service as a gift. From this perspective, hypothesis two took place, which believes that if the product is high involvement, women will tend to be portrayed positively to motivate them to purchase as, in this case, they are the decision-makers.

3.16 Social class

Before clarifying the meaning of "Social Class" & "Socio-economic class," it was crucial to emphasize the relation between social class and the portrayal of women. The purpose was to analyze which social class the advertisement was targeting. Moreover, to measure if there was a correlation between the social class and the way women were represented. To be able to identify the social class level in the Ad, the focus was on the language used, the setting of the advertisement, the lyrics and jingles, and the cast (the models) in the ad. However, it was crucial to define the meaning of social class and the difference between it and the Socio-economic class thoughtfully.

The term "Social class" was defined as a group of people who have an equal position in society. Furthermore, these positions were not credited but rather achieved by some opportunities that enabled a person to move upward or downward to other classes (Loudon & Bitta, 1993).

Social classes are multidimensional. Income is not the only factor that determines the social class a person belongs to, although it was what most people associate with. Occupation is another factor that determines the social class of a person. Some professions somewhat provided a significant clue to one's social class (Loudon & Bitta, 1993).

Furthermore, some occupations give higher esteem than others do. Another factor that determined a person's social class is Housing. Where a person lives, provides a precise indication of the social class he/she belongs to.

Usually, the interaction between classes is limited because, as human nature, people feel more comfortable in the groups they belong to and find reinforcement with the group that actually "Like us." Mostly, people with the same social class tend to be involved with each other more than associating with different social classes. In addition, people within the same social class sometimes share the same educational backgrounds. Furthermore, they are most likely to share the same occupations and income levels and lifestyles (Loudon & Bitta, 1993). Moreover, Social class is homogeneous. In other words, it means that usually, people in the same social class share the same interest, activities, and attitude, and this is what gives them a sense of "belonging" (Loudon & Bitta, 1993). However, this does not mean that all the members within the same social class share homogeneous behavior.

When it comes to marketers and advertisers, they usually classify people into social classes, as these groups of people tend to be exposed to the same media and purchase similar products and services. Furthermore, they are most likely to shop from similar stores. Therefore, the homogeneity in the social classes allows marketers to segment effectively, and

to send the message that suits each social class depends on their lifestyle, attitudes, and behaviors. Furthermore, marketers successfully achieve an appealing marketing mix to each social level.

3.16.1 Socioeconomic class

Socioeconomic class is about categorizing people or a group based on their economic and financial status primarily. Lately, SEC was defined partly on the level of education. The term Socio-Economic class has always been a crucial topic for a long time ago. In the past, it was easy to define the SEC. However, due to technological development and the significant changes that happened in societies, it is not as easy as it used to be. Some researchers argued that the term social class is different from the term socioeconomic class/status.

According to Yuko Goto Butler, he mentioned that "Is "social class" somehow more general than" SES "? Would researchers who use SES feel excluded if used the term "social class," and vice versa? Did the two terms refer to the same concept or not? We eventually agreed to disagree, and leave it open as "social class/SES" (Butler, 2018). Heather E. Bullock, Katherine M. Griffin, Ana H. Kent, and Erin E. Toolis socioeconomic mentioned that "It is nearly impossible to identify aspects of human experience that are unaffected by social class (Lott, 2010) (Bullock, Griffin, et al., 2018). The social class influence how much power we hold in society.

Moreover, the famous sociologist "Karl Marx" defined class to be about who owns the "means of production." There are three different classes, which are the A (High class), B (Middle class), and C (Low class). Social class is a social standing of either individual or level and is often measured by a combination of education, income, and occupation (APA-American Psychological Association).

Nowadays, there is a considerable gap between the three social classes. The reason behind this gap is declining mobility, increasing income inequality, and economic

segregation (Heather Wyatt-Nichol and Samuel Brown). According to Wyatt-Nichol and Brown, they mentioned that the social class is divided into upper, middle, and lower. However, they also subdivide the categories into upper-upper classes, lower-upper classes, upper-middle classes, lower-middle classes, upper-lower classes, and lower-lower classes (Nichol& Brown). The aim was to analyze and study how advertisements portray women in each category and to measure if they were described positively, negatively, or neutral. It was essential to define the term for each class.

3.16.2 Upper-Upper class

This class is composed of the “old, locally prominent families.” They are usually referred to as the aristocracy classes. This group of people is generally small in numbers, and they are holding high professions in society, such as large merchants and financiers. According to Loudan and Della Bitta, “they are oriented toward living graciously, upholding the family reputation, reflecting the excellence of one’s breeding, and displaying a sense of community responsibility (Loudan & Bitta, 1993). Usually, the wealth of this group is inherited as they are usually “crème de la crème” of the society. When it comes to marketers and advertisers, these groups of people is an important niche market for certain luxury products.

3.16.3 Lower-Upper class

These groups of people are the “Nouveau Rich,” which means that they are newly rich people. They are the founders of large businesses, wealthy doctors. When it comes to income, these people are the highest income in all classes. They are usually entrepreneurs and skilled professionals in the fields.

3.16.4 Upper- Middle class

According to Loudan & Della Bitta, “This class consists of moderately successful professional’s men and women, such as doctors, lawyers, and professors; owners of medium-

sized businesses.” They are also people at the managerial level in organizations. These social groups usually include men and women at a younger age level compared to other social classes. Furthermore, they are usually a well-educated group of people. Moreover, they are considered to be the “Brains and Eyes” of society (Loudan & Bitta, 1993).

3.16.5 Middle class

This class is the “Average Man” level. This class consists of non- managerial workers, small- business owners. These groups of people aim to work hard and to achieve an excellent job at their work. “Home in their focus and much time and effort is spent on it, especially keeping it clean and tidy.” (Loudan & Bitta, 1993). However, being clean and tidy depends on the person and not on the social class he belongs to. These people strive to be better by pushing their kids toward better education and usually aim to dress fashionably to distinguish themselves from the working class.

3.16.6 Working-class

This class is the poor ones when it comes to income. However, they are the largest of all categories. This class is composed of skilled and semiskilled workers and tradespeople in small businesses. They do not save for the future, but they focus on the day to day activities.

Marketers must understand the social classes of their target audience as a general lifestyle is correlated with product usage, and it will explain the activities, interests, and lifestyles of the customers. This information is vital for the marketer as well as advertisers to sell the right product in the right way to the right customer. For example, in Consumer Behavior book by Loudon and Della Bitta, they found that the groups of interest for marketers are the middle and working classes. Furthermore, they are by far the largest segment of the market.

3.17 Social class in Advertisements

Having a clear target audience is crucial for advertisers to be able to have a vivid vision of the message that will suit the target audience. Advertisers often frame their strategy to persuade in terms of the target audience, who are usually belonging to a particular social class (Taylor & Madden, 2012). Taylor and Madden gave examples of different advertisements. They mentioned that ads for an expensive women's pantsuits might appear in Vogue magazine, as they want to target upper or upper-middle-class audience.

Furthermore, they will usually get a model that resembles the same image of women in the same target class (Taylor & Madden, 2012). On the other hand, when looking at advertisements for Wal-Mart, an American multinational retail corporation, advertisers usually target lower-middle-class or working-class audience. As a result, the model should look like the audience that the advertisers are targeting. Some advertisers may take another strategy which is an expensive product can still target middle or lower-class target audience. This method is called "upward mobility," and this strategy aims that audiences that are middle or low class will want to be like the model that shows in this expensive advertisement (Taylor & Madden, 2012).

Usually, when analyzing an advertisement, it is difficult to know and depends only on the level of education or income that the ad is targeting. However, one can rely on the music, setting, language, and cast in the advertisement to be able to determine the targeted level of socioeconomic class. Advertisers usually have a purpose behind choosing specific models, setting, and music to speak to a particular target audience (Taylor & Madden, 2012).

This study aimed to analyze how advertisers portrayed women in different socioeconomic classes. The main aim was to compare the image of women in advertisements that were targeting different socioeconomic levels. It was crucial to understanding, for example, if the ad was targeting high socioeconomic class, would women be portrayed differently than advertisements targeting middle or low socioeconomic class.

3.17.1 Aspects to analyze the Ads: Socioeconomic Status

Susan Taylor and Mary Kay Madden wrote about analyzing ads, but their focus was on the socioeconomic classes in print advertisements and not on television. As content analysis was one of the methodologies used in this study, it was essential to see how the advertisement on TV would be analyzed. So, Taylor and Madden was the reference on how to look at the Ad. Furthermore, some other aspects were added, as well.

- Who is the target audience in the Ad?
- What is the general tone of the Ad?
- Is there any appeal regarding education or income level? Is the education or income level is so evident in the Ad?
- How the models look and how they are dressed? Fancy? Well-groomed? Do the models suggest that they are from specific social classes?
- Does the ad appeal to any stereotypes related to gender? Ex: men are in professional working attire, but women are in the kitchen doing some household chores.
- What about the setting of the Ad? The location of the Ad. It also indicates the social class the ads belong to.
- What is the language used in the ad?
- What is the Music used in the ad?

According to the above guidelines, there were four main factors that the ad was analyzed upon, which was the cast (Models) reflected in the advertisement, the setting, the jingle/ lyrics, and language used in the ad (Taylor & Madden, 2012).

The four factors chosen were to reflect which socioeconomic class the ad was targeting. When it came to the cast, it was essential to analyze how the models looked like in the ad and which target audience they were representing. Furthermore, when it came to

setting, it meant the location that appeared in the ad; was it a luxurious place, public places, or slum areas?

The last two factors were the language used in the ad; it was crucial to analyze how the models spoke in the ad to know which target audience that the ad was targeting. For example, the ad that aimed to target high socioeconomic class, the language used in such an ad would not be the same as the language used in the ad that was targeting low socioeconomic levels. Also, when it came to the lyrics and jingles, some ads had jingle with lyrics that were elegant while another ad had completely different jingles and lyrics that used slang terms.

3.17.2 Social Class and Women Representation

Some research papers analyzed the representation of women in different social classes. According to "Gender, social class, and women's employment" by Kathleen L McGinn¹ and Eunsil Oh², they studied "Gender–class differences are reflected in women's employment beliefs and behaviors. Research integrating social class with gendered experiences in homes and workplaces deepens our understanding of the complex interplay between sources of power and status in society" (McGinn& Oh, 2017). Nowadays, women participate heavily in the workplace environment, and it was shown in the study that on the Organization for Economic Co-operation and Development (OECD) countries, the rate of working women rose from 54% in 1980 to over 72% in 2015 (McGinn& Oh,2017).

McGinn and Oh mentioned that some factors influenced women in shaping women's employment decisions and beliefs, which were family background and status. "Women with post-secondary education, a marker of higher social class, are increasingly more likely to be employed than less-educated women" (McGinn& Oh, 2017). According to Nesrin El-Sherbini, Salwa Darwish, Iman Bastawisi, and Maha El-Tarabishi, they declared that most of the ads focused more on the depiction of middle and upper social class. However, there was

less attention to lower social class. Some ads mainly represented a high socioeconomic class that primarily about high-end compounds and villas. On the other hand, other ads portrayed a low socioeconomic level in the sense of donations and people who needed help (El-Sherbini, Darwish, Bastawisi, and El-Tarabishi, 2017).

In the Egyptian Drama, most of the Egyptian series are directed toward the middle and upper class. They represent these classes as housewives or university students and only small percent represent them as professionals (Allam,2008). Also, they represent women in lower social class in a very negative way and these class is often neglected. When it comes to advertisers, they represent women in low social class and although they can bear many social difficulties, they are unable to take a leading position (Allam,2008). One of the obstacles is that the media message is often directed towards women in high socioeconomic classes and ignoring women in lower classes.

Women with higher earnings tend to spend significantly less time in households compared to women with lower incomes. "Reductions in the total number of housework hours for middle and upper-class women reflect a shift to paid domestic labor, as women with more resources transfer housework chores to low wage women, reducing the need for intra-household bargaining between more privileged women and their domestic partners" (McGinn& Oh, 2017). There were myriad of studies stated that women in low-socioeconomic classes tended to be less educated and have poor health compared to women in high socioeconomic levels.

According to the United Nations Egypt in " Social, Economic and legal empowerment of Egyptian Women," they mentioned that Egypt still performs poorly on the achievement of gender equality. "Young women, especially in Upper Egypt, have the lowest opportunities for civic engagement." (United Nations Egypt, 2013) According to Egypt Today in "What Women Give" by Mariam Elmenoufi, Nour Ibrahim and Omar Elkashawy, they mentioned,

"Women are often left with the responsibility of childcare, household chores, running a home and caring for family members, but all too often they are also responsible for putting bread on the table". (El Menoufi, Ibrahim & ElKashawy, 2017) Women nowadays participate in the work environment in most of the socioeconomic classes because of the economic instability and increase in the prices. However, due to the myriad responsibilities that women have from child caring to home responsibilities, employers tend to prefer hiring men rather than women. Therefore, women play a potent role in society, but still, there is no gender equality.

To Sum up, this chapter was full of significant terms and findings. It was crucial to understand the relationship between media, society and women's representation. Furthermore, it was worth mentioning the role of advertisement as the unit of analysis in this research study as well as the role of television as it is the chosen medium. The main aim of this study was to analyze the portrayal of women but from professional perspective. So, analyzing and understanding the role of the producers and how they represented women but through an ethical lens is a vital step in this research study. It was crucial to analyze different research studies that was conducted about the same topic to see how women used to be portrayed in the previous years. Last but not least, providing a definition for each variable was crucial to understand the meaning of them when inserted in the research context.

Chapter 4 Methodology

In chapter four, the methodology used, the unit of analysis, the sampling and the content analysis process were thoughtfully covered. It was crucial to mention the research question, hypothesis and the operational definition for each variable.

A combination of quantitative and qualitative approaches were used, which is known as "Mixed Methods". There are two types of mixed methods, which are concurrent and sequential design. The concurrent design means that both qualitative and quantitative approaches are collected at the same time, and both are weighted equally when it comes to the analysis. The second type, which was used in this research study, is the sequential model, which means that one method precedes the other. In this research study, content analysis was conducted first. In-depth interviews and focus groups were conducted to get more profound data analysis (Wimmer and Dominick, 2014).

The advantage of using mixed methodology is the ability to have a more in-depth and detailed analysis. Furthermore, it can produce stronger evidence and provide more information and insights. Moreover, it enables the researcher to ask more questions and involved deeply in the research study. However, there are disadvantages, as well. One of these disadvantages is that mixed methodology require more time and effort as the researcher conducts two studies. Furthermore, the researcher needs to be skilled in both types of methods (Wimmer and Dominick, 2014).

In this research study, content analysis was used as a quantitative method and focus group as well as in-depth interviews were used as qualitative methods. Content analysis was conducted to analyze advertisements that depicted women, and the focus was on ads that were aired during Ramadan 2019. Several research studies used content analysis as the methodology while analyzing the portrayal of women. "Content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner to

measure variables." (Wimmer and Dominick, 2014). The content analysis helped in providing an accurate and quantitative description of the content.

One of the advantages of using content analysis was the ability to identify development or change over a long period. Another advantage was the ability to assess the image of a particular group in society. Generally, content analysis is used to explore how certain minorities or notable groups are portrayed in the media. It is crucial to define the categories clearly as they are considered the guidance for the content analysis (Maree, 2010).

Content analysis perfectly fitted the purpose of this research study as women considered as vulnerable groups in any society. A pilot study was conducted to ensure the reliability of the coding process. Another crucial step was to define each variable to let the coders know what exactly were meant. One hundred advertisements that included women were analyzed. On the other side, focus groups and in-depth interviews were conducted with professionals in the marketing and advertising field to understand the concept behind the representation of women in specific ways.

The focus group and in-depth interviews was a post hoc qualitative research after finishing the content analysis to be able to get the professionals' insights and foresight about the overall results and the future directions of this research.

The advantage of the focus groups is that the flexibility of the question design and follow up. Furthermore, the main aim of conducting focus groups in this study was the beneficial advantage of the group discussion between the coders. The focus group also enabled to clear up any confusion and gave the chance to interact with the participants. There are several types of focus groups, which are self-contained, supplementary, and multimethod. In this study, the supplementary focus group was used as follow-up data for quantitative research.

The supplementary focus group is used mainly when the researcher uses a mixed-methods approach in order to collect more in-depth information that comes of the quantitative approach (Wimmer and Dominick, 2014).

When it comes to the in-depth interviews, the most crucial advantage is the wealth and valuable information that it provides. Furthermore, the researcher can establish a rapport with the respondents, which gives the ability to get more in-depth and vibrant analysis. Therefore, both qualitative methodologies will provide reliable insights and foresight about the results that were out from the content analysis.

4.1 Content analysis process

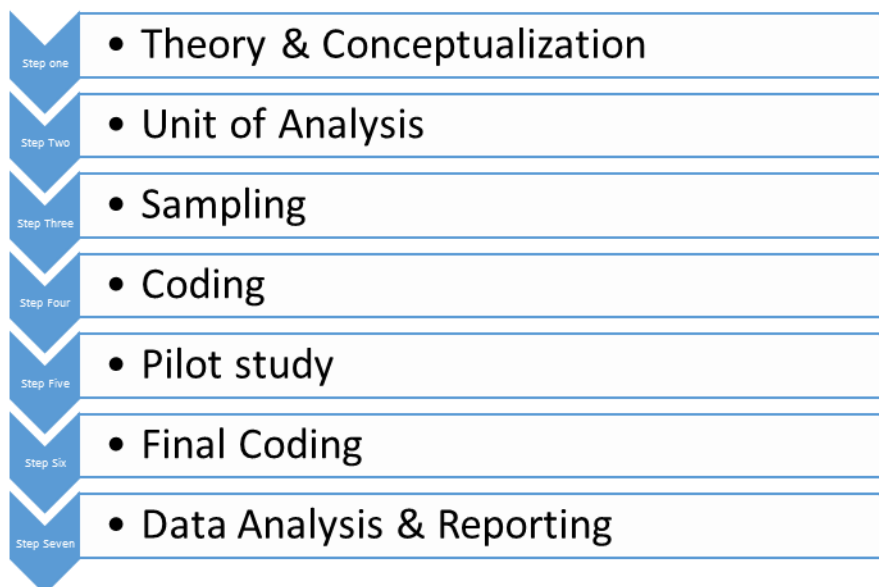


Figure 3: Content analysis process

4.2 Unit of Analysis

It was mentioned before the theory and conceptualization of this research study, which was cultivation and framing theory. The next step was the unit of analysis. It was essential to determine the unit of analysis, which was TV Commercials.

4.3 Sampling

In this research study, there was no specific sampling as the whole population was analyzed. Therefore, it was a census. All the ads that were aired during Ramadan 2019 were filtered to reach 100 ads. Eight coders were chosen to help in coding the ads but from a professional perspective. Each coder took 25 ads, and the 25 ads were coded twice, once from a female coder and the other from a male coder. Intentionally, this was designed to avoid any bias that may occur when briefing the coders.

Due to the time constraint of the coders, it was not possible to bring the eight of them at the same time. However, some of them were easy to bring in one session. On the other hand, others were hard to meet, and the briefing happened over the phone.

It was necessary to conduct a pilot study before conducting the final coding to ensure that all the coders were on the same page and grasping the coding process. Finally, yet importantly, it was crucial to include data analysis and report the findings at the end of the study.

4.4 Coding Process

After finishing the coding book, all the Commercials that were aired during Ramadan 2019 were collected. The total numbers of the commercials were 712, and they were filtered to reach 100 Egyptian commercials. The reason behind filtering the ads is that we mainly focused on the ads that represent women only, we remove all the radiant ads and we removed the NGO ads as it would create more noise than meaning as they were not resembling with

the variables that were measured. So, we ended up with 100 unique ads. After that, eight professionals were contacted to help in coding 100 commercials. Each coder took 25 commercials to code, and it was crucial to ensure that the 25 commercials were coded from both genders to ensure objectivity. It was vital before collecting the data to apply for the IRB (Institutional Review Board) and CAPMAS (Central Agency for Public Mobilization and Statistics).

Furthermore, the coding form was reviewed and revised by both IRB and CAPMAS. The primary purpose was to ensure that there is no harm to the participants. A consent form was conducted and shared with the coders to have the permission to use their name and position title in the study. Accordingly, after the permissions and consent form were collected, the coding form was given to the coders in order to start coding the commercials.

Some coders were briefed over the phone because it was hard to meet face to face, and the pilot test was conducted to ensure that they understood the coding form well. On the other hand, other coders were easy to meet in their company. After collecting all the data, we ran it on SPSS to analyze and understand the data. After finishing the content analysis, a post-hoc focus group and in depth-interviews took place with four of the coders and two professors, one in the gender studies field and the other in Mass Communication and Journalism, to understand the insight and foresight of the results and to comprehend the reason behind these results but from professional perspective.

4.5 Coding sheet design

Each coder took a coding ID with his name to be differentiated from the other coder, and this was question one. This question was fundamental to know the gender of the coder. Then, it was essential to provide them with a commercial list to be able to use the name and the number of the commercial that they were coding. The purpose behind that was to analyze which commercial that they coded. In question three, it was essential to explain how each

coder saw the portrayal of women in each assigned ad to understand his/her general perception towards the portrayal of women. When it came to questioning four, it was mainly asked to measure the gender target audience in the ad. It was measured using the bipolar adjectival scale ranging from Men only to Women only (Proctor, 2008).

Then, starting from question 5 to question 11 were measuring the portrayal of women using the attitude towards the Ad (Role Portrayals scale that was introduced by William J. Lundstrom and Donald Sciglimpaglia in 1977) which is an interval scale that ranged from strongly agree to disagree strongly. After that, questions from 12 to 15 were developed to measure the level of socioeconomic class-based mainly on four factors, which are settings, cast, language, and jingle/lyrics, and was measured using the BARS scales. Finally, yet importantly, questions from 16 to 18 were developed to measure the level of product involvement using the semantic differential scale, and it was based mainly on three factors, which are risk, price, and reversibility decision (Michael R. Solomon).

4.6 Research Questions

1. Is there a relationship between the gender of the target audience of the ad and the portrayal of women in the Ad?
2. Is there a relationship between the socioeconomic class of the target audience and the portrayal of women in the Ad?
3. Is there a relationship between the level of product involvement of the advertised product/ service and the portrayal of women in the Ad?
4. Is there is a relationship between the gender of the coder and his /her perception of the portrayal of women in the Ad?

4.7 Hypothesis

H1: The more the ad is targeting women, the more women are positively portrayed in the ad.

H2: The higher the level of Socioeconomic class targeted in the ad, the more positively women are portrayed in the ad.

H3: The more the ad is for high involvement product/service, the more positively women are portrayed in the ad.

H4: There is no significant difference between male coders and female coders with respect to their perception of the portrayal of women in the ad.

4.8 Variables:

H1: The more the ad is targeting women, the more women are positively portrayed in the ad.

Independent Variable: Target Audience of the ad.

Dependent Variable: The portrayal of women.

H2: The higher the level of Socioeconomic class targeted in the ad, the more positively women are portrayed in the ad.

Independent Variable: Socioeconomic class

Dependent variable: The portrayal of women

H3: The more the ad is for high involvement product/service, the more positively women are portrayed in the ad.

Independent Variable: product/service involvement

Dependent Variable: The portrayal of women

H4: There is no significant difference between male coders and female coders with respect to their perception of the portrayal of women in the ad.

Independent Variable: Gender of the coder

Dependent Variable: The portrayal of women

4.9 Operational definitions

4.9.1 Portrayal of women

We measured the portrayal of women using the attitude towards the Ad (Role Portrayals scale that was introduced by William J. Lundstrom and Donald Sciglimpaglia in 1977. An interval scale consisted of 12 statements. However, six items were removed as they were generic and did not address a particular Ad. The seven items selected were further modified in syntax and grammar to fit the purpose of the research. The Likert format was maintained for ease of use and reliability

4.9.2 Target Audience of the ad

The target audience was measured on a continuum ranging from the commercial is targeting men only to targeting women only, which was an interval level of measurement using a bipolar adjectival scale. The scale had five levels, which are: commercial is targeting men only, mainly men, targeting both equally, and women mainly or women only. The importance of the bipolar adjectival scale was that it gave a profile or image for the object being investigated (Proctor, 2008).

Men only Mainly men both men and women mainly women only women

The definitions will be as the following

Men only: means that the commercial is only targeting men.

Mainly men: This means that the message in the commercial is targeting men, although sometimes women may buy the product, albeit, as a gift. (2)

Targeting both: means that the message in the commercial is for both men and women. (3)

Mainly women: means that the commercial is mainly targeting women, although, sometimes men may buy the product, albeit, as a gift (4)

Women only: means that the commercial is targeting only women (5)

4.9.3 Socioeconomic class

Behaviorally Anchored Rating Scales (BARS) was used. BARS was used to assess performance along with scale points containing examples of specific behavior. The Bars scale was used to determine the advertisement Socioeconomic (SEC) orientation against particular standards that will determine if the commercial was targeting high, middle, or low SEC. BARS assessed the socioeconomic class in commercials based on four factors, which are setting, lyrics and jingles, the language used, and cast (the way the models are dressed). These four factors were mainly used as they will be the window that looked at while determining the socioeconomic class targeted in the commercials. The four elements were taken from Taylor & Madden in “Analyzing Ads: Socioeconomic scale” that was published in 2017. In each aspect of these, they measured on three categories, which are High SEC, Middle SEC, and Low SEC.

Setting

The setting of the commercial was measured based on High, Middle and Low SEC. The High setting means that the commercial is taken in luxurious places in Egypt as shown in the images below

High Setting:



Figure 4



Figure 5



Figure 6

Middle Setting

When it came to the middle setting, it represented in an affordable places where most people can access. Examples of medium settings as the images below:



Figure 7



Figure 8

Low Setting

When it came to Low setting places, the commercials were taken in slums and poor areas in Egypt. Places where are not well constructed as shown in the examples below:



Figure 9



Figure 10



Figure 11

Language

In the high SEC: the language used was very elegant language and the models spoke the other languages (English & French ... etc.) meaningfully showed that they are highly educated.

For the Middle SEC: the language used was decent and colloquial language

For the low SEC: The language used was “Loud” sometimes and vulgar language with trendy slang expression.

Jingle /Lyrics:

In High SEC: the Jiggles/Lyrics was classic and could be in another language (English & French... etc.)

For the middle SEC: the jiggles and lyrics were decent. The lyrics included colloquial language

For the low SEC: the jiggle/lyrics were vulgar and too loud. The lyrics contained some trendy slang expressions.

Cast:

High SEC: The cast in the commercial were wearing luxurious clothes and high-end brands. Most of the items they acquired were expensive. Furthermore, the models were well put together. Example as the one shown below:



Figure 12



Figure 13

Middle SEC: The cast in the commercial were dressed normally. Their clothes were not expensive ones and easily accessed. Examples as the one shown below:



Figure 14



Figure 15

Low SEC: The models were wearing in a poor way and they looked exhausted. They were wearing clothes such as Galabya. Examples as shown below:



Figure 16



Figure 17

4.9.4 Product Involvement

Product involvement was measured on the level of involvement of the product (High or low product involvement). The level of product involvement depended mainly on three factors which are, the price of the product/service, the risk, and the reversibility of the product/ service. Each item was measured on a 5 point semantic differential ranging between high product involvement as five to low product involvement as one. It will be as shown below: (Michael R. Solomon).

Question: Please rate the following Ad in terms of the level of product involvement:

The product or service offered in the Ad is:

Very expensive: 5 4 3 2 1: Very inexpensive

Very high risk: 5 4 3 2 1: Very low Risk

Irreversible decision: 5 4 3 2 1: easily reversible

4.10 Conceptual Model

In the conceptual analysis, it was essential to show that the study aimed to explain the relationship between the target gender, target socioeconomic class, and product involvement target in the ad in relation with the portrayal of women in Ads. The figure below illustrates the relationship between the independent variable and dependent variable.

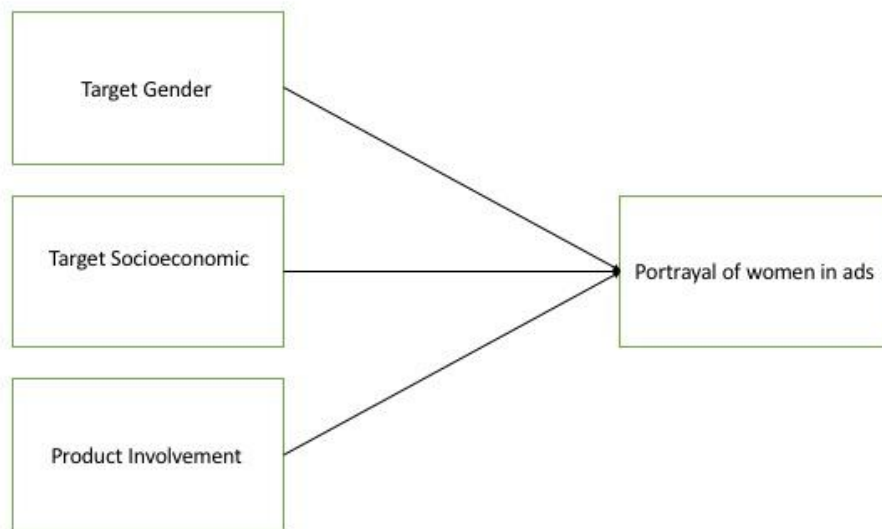


Figure 18: Conceptual Model

4.11 Questions for Focus Groups and In-depth Interviews

1. We found that when the ad is targeting women, women are portrayed more positively in the ad. How do you explain this?
2. We found that when the ad is targeting high socioeconomic class level, women tend to be more positively portrayed. How do you explain this?
3. We expected that when the product/service is high involvement, women would be portrayed better in the ad. However, we did not find any relationship. How do you explain this?
4. Do you believe that the gender of the coder would differ in terms of the perception of the portrayal of women?
5. Do you believe advertisements challenge or resonate the reality in the society in terms of portrayal of women?

Chapter 5 Data Analysis and Findings

The study analyzed 100 Egyptian unique Ads that were aired during Ramadan 2019. The 100 ads were classified into 25 ads each, and every 25 ads were coded twice, one time from a female coder and another time from a male coder. Therefore, the same ad was coded twice from both genders, and the reason behind doing that is to ensure objectivity. Each hypothesis analyzed separately to be able to know the statistical analysis used and to know if the hypothesis was significant or not.

It was interesting to see if the gender of the coder (male or female) would differ in terms of their perception towards the portrayal of women. The entire hypothesis was measured using the correlation method except hypothesis 4. In hypothesis 4, T-test was used to measure the relation between gender of the coder and the portrayal of women.

Then, we applied factor analysis to reduce the data instead of having several questions measured one variable; we conducted a factor analysis to summarize each variable with the items that measured this variable. To elaborate more, in the coding form (inserted below), questions from five to 11 measured the portrayal of women, and questions from 12 to 15 were measuring the socioeconomic class variable. Finally, yet importantly, questions from 16 to 18 measured the level of product involvement variable. Only one-question measured that target audience in the commercial, which is question four. Therefore, it was crucial to do factor analysis to reduce the amount of data. After that, we used factor scores to conduct the correlation between the new factors.

H1: The more the ad is targeting women, the more women are positively portrayed.

As it was mentioned before that both variables were measured on an interval scale. Therefore, we used the correlation as the method to be able to know if there is a relation between the two variables or not. In the coding form, the relationship was between question four and questions from five to eleven. The aim was to see if there was a relation between the

target audience gender that the commercial was directed to and the portrayal of women in the commercial.

The result was significant as there was a relationship between the target audience gender in the commercial and the portrayal of women. Correlation is significant at the level of 0.01.

Correlations

Correlations

		Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	FAC5_11 REGR factor score 1 for analysis 1
Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	Pearson Correlation	1	-.298**
	Sig. (2-tailed)		.000
	N	200	200
FAC5_11 REGR factor score 1 for analysis 1	Pearson Correlation	-.298**	1
	Sig. (2-tailed)	.000	
	N	200	200

Table 1

** . Correlation is significant at the 0.01 level (2-tailed).

Communalities

	Initial	Extraction
Q5 5. Please rate the following statements from 5 as (5) to 1 as (1): This ad suggests that women are fundamentally dependent upon men	1.000	.493
Q6 6. This ad treats women mainly as "Sex Objects"	1.000	.321
Q7 7. This ad suggests that women make important decisions	1.000	.474
Q8_i 8. This ad suggests that women do important things	1.000	.684
Q9 9. This ad suggests that women's place is in the home	1.000	.293
Q10 10. I find the portrayal of women in this ad to be offensive to women.	1.000	.706
Q11 11. Women and Men are equally portrayed in this ad	1.000	.095

Table 2

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	3.065	43.788	43.788	3.065	43.788
2	1.233	17.615	61.403		

3	.944	13.483	74.887		
4	.632	9.028	83.915		
5	.499	7.132	91.047		
6	.330	4.712	95.759		
7	.297	4.241	100.000		

Table 3

Component Matrix^a

	Component 1
Q5 5. Please rate the following statements from 5 as (5) to 1 as (1): This ad suggests that women are fundamentally dependent upon men	.702
Q6 6. This ad treats women mainly as "Sex Objects"	.566
Q7 7. This ad suggests that women make important decisions	-.689-
Q8_i 8. This ad suggests that women do important things	-.827-
Q9 9. This ad suggests that women's place is in the home	.541
Q10 10. I find the portrayal of women in this ad to be offensive to women.	.840
Q11 11. Women and Men are equally portrayed in this ad	-.308-

Table 4

Extraction Method: Principal Component

Analysis.^a

a. 1 components extracted.

H2: The Higher the socioeconomic class targeting in the ad, the better women are portrayed. This hypothesis aimed to study if there was a relation between the target socioeconomic classes in the ad and the portrayal of women. After running the results, we found that there was a significant relationship between both variables. The level of significance is .008

Correlations

		FAC5_11 REGR factor score 1 for analysis 1	FAC12_15 REGR factor score 1 for analysis 2	FAC16_18 REGR factor score 1 for analysis 3
FAC5_11 REGR factor score 1 for analysis 1	Pearson Correlation	1	-.207**	.033
	Sig. (2-tailed)		.008	.639
	N	200	162	200
FAC12_15 REGR factor score 1 for analysis 2	Pearson Correlation	-.207**	1	.456**
	Sig. (2-tailed)	.008		.000
	N	162	162	162
FAC16_18 REGR factor score 1 for analysis 3	Pearson Correlation	.033	.456**	1
	Sig. (2-tailed)	.639	.000	
	N	200	162	200

Table 5

Communalities

	Initial	Extraction
Q12 12. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of the setting in the ad	1.000	.833
Q13 13. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the jingle/lyrics used in the ad	1.000	.826

Q14 14. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of language used in the ad?	1.000	.770
Q15 15. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify how the cast appeared in the Ad	1.000	.850

Table 6

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	3.279	81.978	81.978	3.279	81.978
2	.474	11.858	93.836		
3	.158	3.959	97.796		
4	.088	2.204	100.000		

Table 7

Component Matrix^a

	Component
	1
Q12 12. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of the setting in the ad	.913

Q13 13. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the jingle/lyrics used in the ad	.909
Q14 14. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of language used in the ad?	.877
Q15 15. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify how the cast appeared in the Ad	.922

Table 8

Extraction Method: Principal Component

Analysis.^a

a. 1 components extracted.

H3: The more the ad is for high involvement product/service, the better women are portrayed.

It was essential to see if there was a correlation between the level of the product/service involvement and the portrayal of women. However, the results were not significant as the significance level was .639 which is higher than .05

FACTOR

/VARIABLES Q16 Q17 Q18

/MISSING LISTWISE

/ANALYSIS Q16 Q17 Q18

/PRINT INITIAL EXTRACTION

/CRITERIA FACTORS (1) ITERATE (25)

/EXTRACTION PC

/ROTATION NOROTATE

/SAVE REG (ALL)

/METHOD=CORRELATION.

Factor Analysis

Communalities

	Initial	Extraction
Q16 16. Please rate the following ad from Very Inexpensive as (1) to Very expensive as (5) The product or service offered in the Ad is:	1.000	.839
Q17 17. Please rate the following ad from Very Low Risk as (1) to Very High Risk as (5) The product or service offered in the Ad is:	1.000	.888
Q18 18. Please Rate the following Ad from Easily Reversible as (1) to Irreversible decision as (5) The product or service offered in the Ad is:	1.000	.841

Table 9

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance

1	2.568	85.590	85.590	2.568	85.590
2	.262	8.718	94.307		
3	.171	5.693	100.000		

Table 10

Component Matrix^a

	Component 1
Q16 16. Please rate the following ad from Very Inexpensive as (1) to Very expensive as (5) The product or service offered in the Ad is:	.916
Q17 17. Please rate the following ad from Very Low Risk as (1) to Very High Risk as (5) The product or service offered in the Ad is:	.942
Q18 18. Please Rate the following Ad from Easily Reversible as (1) to Irreversible decision as (5) The product or service offered in the Ad is:	.917

Table 11

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

In the table below, it is shown the significance level of hypothesis two and three in relation to portrayal of women.

Correlations

Correlations

		FAC5_11 REGR factor score 1 for analysis 1	FAC12_15 REGR factor score 1 for analysis 2	FAC16_18 REGR factor score 1 for analysis 3
FAC5_11 REGR factor score 1 for analysis 1	Pearson Correlation	1	-.207**	.033
	Sig. (2-tailed)		.008	.639
	N	200	162	200
FAC12_15 REGR factor score 1 for analysis 2	Pearson Correlation	-.207**	1	.456**
	Sig. (2-tailed)	.008		.000
	N	162	162	162
FAC16_18 REGR factor score 1 for analysis 3	Pearson Correlation	.033	.456**	1
	Sig. (2-tailed)	.639	.000	
	N	200	162	200

Table 12

** . Correlation is significant at the 0.01 level (2-tailed).

H4: There is no significant between male coders and female coders concerning their perception of the portrayal of women in the ad.

It was important to study if there was a relationship between the gender of the coder and the portrayal of women; as a result, a T-test was used. The results showed that they were significant. As a result, hypothesis four was rejected. Shown in the table below.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	FAC5_11F	.1538	100	.91391	.09139
	FAC5_11M	-.1538	100	1.06164	.10616

Table 13

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	FAC5_11F & FAC5_11M	100	.604	.000

Table 14

Furthermore, we did an additional analysis, and a T-test grouped was used to have an in-depth analysis of the results. Given the significance of the paired test, we went further to do the intergroup test (without pairing) which confirmed that male coders' perception (as a group) of the portrayal of women in the 100 ads were significantly different (P less than 0.03) then the female coders as a group. As a result, hypothesis 4 was rejected.

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
FAC5_11 REGR factor score 1 for analysis 1	Male	100	-.1538106	1.06164068	.10616407
	Female	100	.1538106	.91390741	.09139074

Table 15
Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
FAC5_11 REGR factor score 1 for analysis 1	Equal variances assumed	198	.029	-.30762118
	Equal variances not assumed	193.715	.029	-.30762118

Table 16

Chapter 6 Discussion

6.1 Focus Group

After all the dust settles down, we conducted a focus group and in-depth interviews to enrich the context of the discussion. The focus group was held with four of the professionals that coded the ads in the content analysis process. A meeting was held with all the coders at the same time due to their minimal time constraints. The focus group was conducted with two senior marketing consultants, client relationship manager, and business development manager. It took around an hour and a half, which includes the discussion between the coders as well. The questions were designed to cover all the needed aspects and to come up with detailed information and findings. It was crucial to make sure that the focus group is well organized, and each coder had the chance to speak up and express his/her opinion. Furthermore, each coder took a turn to answer the question from his/her perspective, and the discussion took place at this stage between the coders.

The first question was: We found that when the ad is targeting women, women are portrayed more positively in the Ad. How do you explain this?

Each coder took a turn to express his opinion regarding this question. Some of the justifiable answers were that if the commercial was targeting women, and in this case, she would be the decision-maker, so it would be crucial to represent her positively. They added that when the representation is positive, women, as the target audience in this ad, will be able to correlate to the image in the commercial. As a result, she would be happy about taking the purchasing decision. One of the coders mentioned that, as the ad was mainly targeting women, it was crucial to show women as strong. The producers couldn't show her weak or negatively represent her. Eventually, she would not make the purchase decision, which the mean goal of the commercial. Therefore, it was essential to represent women in the

commercial as powerful and decision-makers and to empower women to let her make the buying decision.

Furthermore, they mentioned that women lately became decision-makers, and they had a potent role in society. Also, women had strong positions even in the professional field, and they cooperate somehow evenly with men in the working area. Another point of view was that usually, marketers create what suits the needs of the target audience, either men or women. Furthermore, marketers are smart enough to create the ad the way that resemble the target audience to encourage him/her to do the call for action, which is buying the product/service. The coder also added that marketers and advertisers create an ad that matches the target audience even if they are not convinced with the image they are representing. Furthermore, the advertisements' producers mainly focus on creating awareness for the brand and mainly increase the sales of the brand. Therefore, they are smart enough to create a message that applies to the target audience.

However, the coders mentioned that although there is a change in how women are represented in the commercial, and this image became much better than before, still, the negative or stereotypical image did not fade away. Some ads are still stereotypically representing women as a homemaker or a decorative role.

Another critical point that was mentioned by one of the coders is that commercials that are targeting women are usually sexist. He elaborated that often, these types of commercials are home-related commercials, which give the impression that a woman's place is at home but in an indirect way. Also, these types of commercials do not represent men even as helping his wife. Therefore, the primary character in the commercial is a woman that does the house chores.

One of the coders suggested that marketers and advertisers should introduce the idea that men can take a role in house chores. The coder elaborated that this does not mean that men should be represented as the main character in doing house chores because it will not be accepted by society. It will be more challenging for society to accept this idea, but there should be an introduction to such a belief in the campaigns that men can take a role in the home too. The coder gave an example as the ad's producers should introduce the idea that men are helping their wives in the house chores. In other words, advertisements can launch a new concept but gradually to be accepted by society and change the idea that it is a negative stigma that a man helps in household chores. This idea was stated in the literature review by Catarina Arnaut. Arnaut went far as she indicated that ads should use non-traditional stereotype and present women as "businesswomen" and men as "house husband." However, in this study, we are not going to an extreme idea to be accepted by society. It is just crucial to introduce new ideas such as portraying men helping their wives in household chores to start eliminating the negative stereotypes that are in society.

The second question was: we found that when the ad is targeting a high socioeconomic class level, women tend to be more positively portrayed. How do you explain this?

The coders were not astonished by the results of question two, as they believed that this is normal to represent women positively if the ad is targeting high socioeconomic class in the ad. One of the coders mentioned that women in the high socioeconomic class have a high awareness level that will not accept to see themselves in less representation. Furthermore, they added that when the ad is for low socioeconomic class, they believed that still women are represented in a positive way as strong and smart. Furthermore, ads represent women as she can outstandingly raise children although they work day and night to provide them with

the best quality of life. Also, some of the ads represent the target group as cost-efficient as they can save money and get the best out of it. One of the coders mentioned that such a representation would make women in this target social class happier as the ad is shading light on her achievement.

A debate took place around one of the Ads. The ad was for "Crystal Ghee by Chef El Sherbeny" The Ad represents women in the low-socioeconomic class, and the food has to taste good because other than that, the woman cooking will bring shame for all the family because she did not use "Crystal Ghee." Although the ad was mainly targeting women from low-socioeconomic class, the representation was negative. Advertisers portrayed the woman as she will bring shame for the family because of her quality of food. A debate between the coders took place, one of the coders believes that such a model is not offensive as this is the culture of the people in this socioeconomic class, and marketers resemble this reality. Furthermore, they position the ad the way that attracts the target audience. However, another coder believed that this representation is negative even if it is true. The coder believed that also, if it was the truth, the word "Shame" in the countryside area is so powerful that the advertisement should not reinforce it. Moreover, the coder mentioned that the word "Shame" should not be correlated to such minor action, which is cooking with different Ghee rather than "Crystal." The coder believed that this ad was so offensive to women, even in high or low socioeconomic class.

The third question was: we expected that when the product/service is high involvement, women will be portrayed better in the ad. However, we did not find any relation. How do you explain this?

The answer to this question was not clear enough as they mentioned that it depends on the type of ad. Although that it was suggested that there is no relation between

product/service involvement in the commercial and portrayal of women, they mentioned that some ads like real-estate ads represent women in a positive way while others represent her negatively as a sex object.

They gave an example of an advertisement for "Hany Salama" that women were represented as a sex object in the ad and had no significant role. However, one of the coders had a very different opinion, which was when the product/service is higher, women will be portrayed negatively, and they will focus more on men. Furthermore, he gave an example for cars' ads that usually women are represented as sex objects or decorative roles. When it comes to this question, there was no fixed and to the point answer. Although they tried hard to explain, they thought that the result was weird, but they did not find a proper justification for it.

The fourth question was: Do you believe that the gender of the coder would differ in terms of the perception of the portrayal of women?

When it comes to the fourth question, the coders were not surprised by the findings that refuted hypothesis four. They mentioned that they are humans, and this can interfere with their professional aspect. However, they declared that although they are professional, they could be somehow biased towards their gender. On the other hand, they saw that it was essential to try to be professional as much as possible. Because of the results, hypothesis four was rejected as we found significance between the gender of the coder and their perception towards the portrayal of women in Egyptian TV commercials.

Given the previous finding of the coder gender bias in hypothesis four, it was necessary to conduct a post-hoc analysis. The reason behind doing the post-hoc analysis was to test the potential moderating effect of the coders' gender on the relation between the independent variable (gender, target socioeconomic class level and the product/service involvement target in the ad) and the dependent variable (portrayal of women) as shown in the below figure. The aim was to analyze after coming up with the results of hypothesis four that the gender of the coder would differ in terms of their perception towards the portrayal of women if the gender of the coder had a moderating effect on the IV/DV relationship in the model. From the post-hoc analysis, we found that there is a significant relationship. The significance level is .000

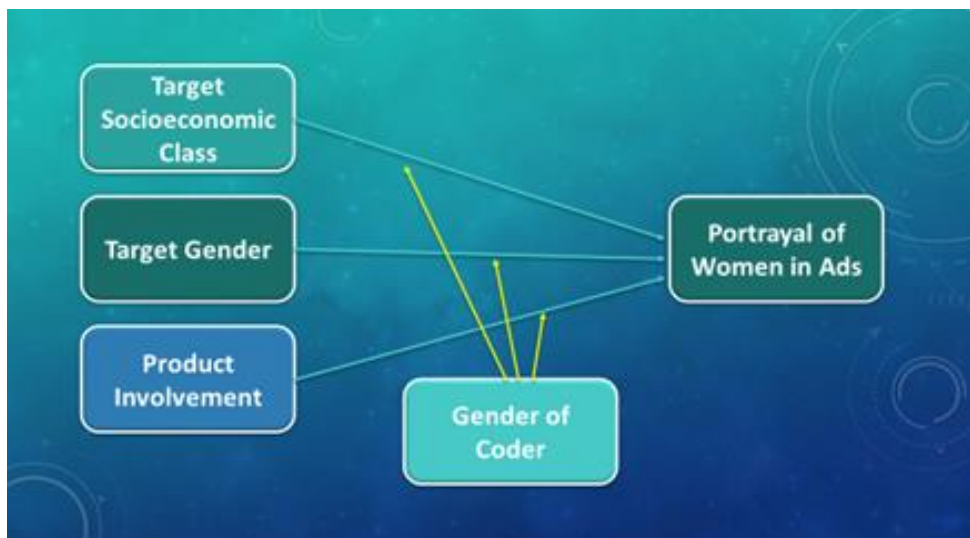


Figure 19: Introducing gender of coder as a moderating variable in the conceptual model

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.761	3	6.920	8.865	.000 ^b
	Residual	123.348	158	.781		
	Total	144.109	161			
2	Regression	25.554	4	6.389	8.460	.000 ^c
	Residual	118.555	157	.755		
	Total	144.109	161			

Table 17

a. Dependent Variable: FAC5_11 REGR factor score 1 for analysis 1

b. Predictors: (Constant), Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer), FAC12_15 REGR factor score 1 for analysis 2, FAC16_18 REGR factor score 1 for analysis 3

c. Predictors: (Constant), Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer), FAC12_15 REGR factor score 1 for analysis 2, FAC16_18 REGR factor score 1 for analysis 3, sex

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.084	.294		3.694
	FAC12_15 REGR factor score 1 for analysis 2	-.201	.080	-.213	-2.520
	FAC16_18 REGR factor score 1 for analysis 3	.037	.079	.040	.461

	Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	-.350-	.090	-.304-	-3.897-
2	(Constant)	1.204	.293		4.114
	FAC12_15 REGR factor score 1 for analysis 2	-.199-	.079	-.211-	-2.537-
	FAC16_18 REGR factor score 1 for analysis 3	.030	.078	.033	.378
	Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	-.340-	.088	-.296-	-3.847-

Sex	-.348-	.138	-.183-	-2.519-
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Table 18

Coefficients^a

Model		Sig.
1	(Constant)	.000
	FAC12_15 REGR factor score 1 for analysis 2	.013
	FAC16_18 REGR factor score 1 for analysis 3	.645
	Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	.000
2	(Constant)	.000
	FAC12_15 REGR factor score 1 for analysis 2	.012
	FAC16_18 REGR factor score 1 for analysis 3	.706

Q4 4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer)	.000
Sex	.013

Table 19

a. Dependent Variable: FAC5_11 REGR factor score 1 for analysis 1

When it came to the question of if the commercials were challenging or resonating the reality, the coders believed that the commercials were not challenging the Egyptian society. However, commercials were resonating the truth or even far from resonating it as some commercials were still representing women in an old-fashioned way that was not resonating with the real image of women. This agree with the point that was mentioned by Amin and Khairy that women’s portrayal in various Arab media didn’t reflect the reality and this is still the case in 2019 ads. For example, they mentioned that representing the women in the working field was beyond resonating the reality as it was an old idea, and women were taking place in the working field a long time ago. Even in the literature review, it was mentioned by the WFA initiative as they said that films and advertising need to catch up with the real world as they are beyond resonating the reality. From a professional perspective, they believed that professionals do not want to challenge, as they do not want to take risks and cause in failing the campaign. However, taking the same path of resonating the reality and not trying to challenge or do any change in society, this caused most of the commercials to be with the same idea.

To sum up, society decides what should be represented in the ad and not the other way around. Advertisements in Egypt only describe what is in the society without aiming to change or challenge it. We can say that it is partly resonating the reality as some ads are far

beyond representing reality, and still some ads are reinforcing some stereotypes ideas. There is noticeable progress in the portrayal of women, but it is not to the extent to name as challenging and reinforcing new ideas that do not exist in society. There is a shift from the idea that women's location is the domestic sphere to the notion that call for women empowerment. However, the gap between the media representation and the actual reality still exists.

Summary of Hypothesis

Hypothesis One	Accepted
Hypothesis Two	Accepted
Hypothesis Three	Rejected
Hypothesis Four	Rejected

Table 20

6.2 In-Depth Interview

Two in-depth interviews were conducted. The first in-depth interview was conducted with a professor at the Institute of Gender and Women’s studies at the American University in Cairo. The other in-depth interview was conducted with a professor in the Mass Communication and Journalism department at the American University in Cairo. The reason behind doing both in-depth interviews and focus groups was to collect profound insight about the results that came out of the content analysis.

The first interview was mainly to understand the relation between the gender of the coder and their perceptions about the portrayal of women. Moreover, it was crucial to know why hypothesis four was rejected although it was hypothesized as the coders are professionals, there will not be a difference in terms of their perception towards the portrayal of women. However, there was a significant difference between the male and female coders and their perception of the representation of women in the Ad.

The professor refused to record the interview. So, it was essential to take notes of what she mentioned during the interview. She mainly focused on hypothesis four, as this was mostly her area of interest. When it came to the other questions that tackled the other hypothesis, she refused to answer them as it was more into marketing and advertising, and it was not her scoop of study.

The professor clearly stated that the coders' perception might differ although they were professionals. She added that gender is not only about being Men and Women. However, there is more deep analysis when it comes to being men or women. The professor also added a fundamental term of "Intersectionality," which means that it is an interconnected nature of different social categories that include race, ethnicity, class, and gender. Furthermore, she elaborated that all subjects have their ideological perspective that is different from the other, even if they are professionals, and they should be objective. Still, their ideological perspective can interfere.

This resonates with what the coders mentioned during the focus group that although they are professionals but being human is stronger than being professional. So, this justified why there is a significant difference between the coders' gender and their perception of the portrayal of women in the ad.

The second interview was conducted with Professor Sherine Moody in the Mass Communication and Journalism department to provide more in-depth analysis and insights about the findings that came out of the content analysis.

The first question was: We found that when the ad is targeting women, women are portrayed more positively in the Ad. How do you explain this?

She stated that the main objective of advertising is to sell a product or a service, and what we see on ads may not always be the reality. Women usually want to see themselves positively. So, it mainly works on the psychology of women. She added that advertising and psychology

are very interrelated. Therefore, it was essential to play on the psychology of women and portray them in a way that they would like to be represented, which mainly increases the sales of the product or service. Women nowadays are the primary decision-maker, and would positively want to be seen to purchase the product/service.

An essential addition was that even if the ad was targeting men, women would be portrayed positively also if she was not the main character in the ad. However, some ads portrayed women negatively if the ad was mainly targeting men. The professor commented that the term positive and negative depends on the value system of the researcher. Furthermore, it is crucial to understand the psychographics of the target audience to be able to determine the positive and negative portrayal.

The second question was: We found that when the ad is targeting a high socioeconomic class level, women tend to be more positively portrayed. How do you explain this?

The professor commented that this is not only the case in the high socioeconomic class but on the other two levels, the middle and the low. The professor also added that she did not believe that only women in the high socioeconomic class would want to be represented in a positive way, but all the other classes as well. The professor explained that the focus is more on the high socioeconomic class because it is the trend now.

Moreover, she believed that in the future, the image of positive representation for women would increase more. There is a new term called “Femvertising,” which is mainly a combination of feminism and advertising. It is a new trend in advertising campaigns that are challenging the traditional advertising campaigns that used to represent women conventionally. These types of ads are more towards empowering women. Furthermore, researchers wanted to study the impact of the new term “Femvertising” on the female target audience.

The professor mentioned that these types of empowering women campaigns mainly began in western ads a couple of years ago. Then, we, as Arabs, take the same idea and begin to localize these ideas. We follow what worked with our culture and beliefs and ignored the other ideas that did not fit with us. She added that we are moving towards the idea of empowering women; however, there are some negative stigmas about how women should be portrayed.

So, focusing back on the main question, Dr. Sherine mentioned that mainly women in high socioeconomic classes are more educated, and their awareness level is high. So, it is essential to portray women positively as they will not accept being portrayed negatively. She also added that it is crucial to represent all women positively as they have a massive role in society.

Question three is: We expected that when the product/service is high involvement, women would be portrayed better in the ad. However, we did not find any relationship. How do you explain this?

She agreed with the finding that there is no relationship between the product/service involvement level and the portrayal of women. She believed that women should be portrayed positively in ads in general because of their potent and robust role in society. It does not matter the level of involvement the product or service belongs to. She added that the objective of the ad is the same regardless of the level of product/service involvement. The main aim is to sell the product/service. As a result, advertisers have to portray women positively.

Furthermore, she added that the negative portrayal of women in 2018-2019 is not accepted, and it is essential to portray women as she wants to be seen actually. The professor added that women nowadays are capable of critiquing and analyzing. Furthermore, advertisers know the potent role of women, so they have to represent her positively.

Question four is: Do you believe that the gender of the coder would differ in terms of the perception of the portrayal of women?

Dr. Sherine stated that men and women are entirely different, and they even think differently. They are psychologically different; that is why it is normal that they will look at the same thing but in a different manner. The difference between men and women goes back to socialization and culture studies to understand the mindset and psychology of men and women. Women are more prone to the image of themselves in the ads; however, men are not affected in the same manner that women get affected by how they are represented in the ads.

Question five is: Do you believe advertisements challenge or resonate the reality in society in terms of the portrayal of women?

The professor mentioned that advertising, TV-series, and society are all interlinked. She believed that advertising is a reflection of society, but it is distorted and magnified to sell. Furthermore, when some viewers watch television, they start to think that this is reality. So it reflects on society, but of course, this takes several years to appear in society. The same idea relates to cultivation theory, as it suggests that people who spend more time watching television tend to perceive the real world as a scary place.

Dr. Sherine added that ads in Egypt are not going towards challenging the society as producers and advertisers do not want to take risks, and their main aim is the success of the campaign. Furthermore, this will affect sales, which are the main objective of the ads. So, they prefer to stay in their comfort zone rather than challenging society and imposing new ideas that may not be accepted. So, we are far beyond challenging, but the ads are going towards resonating reality. Last but not least, it is crucial to show women as they are so they can relate to these in the ads.

6.3 Egyptian Media Code:

Hussein Amin and Lobna Khairy developed the Egyptian media code, and the code aims for combating the negative stereotypes about Egyptian women. The code focused on all the Arab media outlets, but this research study mainly focused on advertisements. Amin and Khairy provided critical tips for broadcasting media organizations, including owners and directors of television stations known as (media houses) to ensure gender equality. Two of the vital tips are media houses should provide diversified coverage and discussion of women in all categories, age, and socioeconomic levels to be covered in a fair and equal manner. “Media houses should promote the balanced presence of men and women through experience, views, contributions, and achievement, unless integral to the issue being discussed” (Amin & Khairy, 2017).

There was a full section dedicated to combatting the negative stereotypes towards women, and the aim is to promote a positive portrayal across different media outlets. Amin and Khairy mentioned that media houses should portray women in a fair and equal manner. Furthermore, they added that media houses should refuse to represent women in a way that underestimates and compromise their contribution to society.

Another section was mainly dedicated to regulating the depiction of women, primarily in advertisements. Amin and Khairy mentioned that media houses should ensure diverse representation to all women in all ages and in all socioeconomic levels and to be equally and fairly presented. Media houses should make sure that there is equal representation between men and women in terms of roles of authority, voice-overs in the advertisement. Furthermore, media houses should represent men and women equally in making decisions regarding purchasing a particular product or service. Any sexual representation of women either directly or indirectly, should be prohibited. Moreover, the depiction of women through

untraditional roles should be promoted. Last but not least, the representation of women in rural areas as ignorant should be banned (Amin and Khairy, 2017).

The code of media dedicated a part for women in the low socioeconomic class that they should not be presented as ignorant, naïve, and media producers should portray them equally to any other socioeconomic class. Finally, the code also encourages to depicted women as experts, advisors, and intelligent while using products or services (Amin and Khairy, 2017).

To sum up, this research study used a mixed methodology, which was content analysis, focus groups, and in-depth interviews. It was crucial to support the content analysis with two qualitative methods to provide deep insight and foresight about the results. Conducting the methodologies with professionals gave a more in-depth analysis of the study. When it comes to the sampling, we used the census as we analyzed all the ads that were aired during Ramadan 2019. It was vital to follow all the content analysis processes and to conduct a pilot study to ensure reliability. Ending the chapter with the Egyptian Gender-based Media Code was an essential step as it gave a guideline for media houses on how women should be portrayed and represented in Egyptian advertisements.

Chapter 7 Conclusion

To sum up, this study aimed to analyze the portrayal of women in Egyptian TV commercials but from new angles. These new angles were the gender targeted in the ad, the level of socioeconomic class in the ad, and the level of product/service involvement in the ad. Ramadan 2019 was the time frame that we coded the ads accordingly, and the reason behind choosing 2019 was to study the recent advertisements that were aired during Ramadan. It was crucial to see the relationship between each variable and the portrayal of women.

When it came to the target audience gender in the ad, we found that hypothesis one was accepted. As the more the ad was targeting women, the more women were positively portrayed in the ad. From the post-hoc focus groups and in-depth interviews, this result was deeply analyzed. The reason behind that was woman is the decision-maker, and it was essential to represent her positively as she was the one who has the power in the purchasing decision. Furthermore, if advertisers represented women negatively when she was the target audience, this would impact the purchase process and would affect adversely on the brand image.

When it came to the level of socioeconomic class in the ad, hypothesis two was accepted, and it was found that the higher the level of socioeconomic class targeted in the ad, the more positively women were portrayed in the ad. This point was correlated to the level of awareness in high SEC and that women would not accept to see themselves represented negatively. However, the coders also mentioned that some ads were targeting low socioeconomic class; still, women were portrayed as strong and powerful who could appropriately raise their children. However, not all types of ads followed these criteria and this point was supported by the research study conducted by Hussien Amin and Lobna Khairy; that's why it was important to include that women in any socioeconomic class should be portrayed equally and fairly.

When it came to the relation of product/service involvement and portrayal of women, it was found that there was no relation between the two variables. As a result, hypothesis three was rejected. The coders did not give a clear and to the point answer, and their opinion varied. However, during the in-depth interviews, it was mentioned that it was normal that there was no relation between both variables as whatever the level of involvement the product/service belongs to, advertisers had to represent women positively.

The fourth hypothesis was about the relation between the coders' gender and their perception about the portrayal of women. It was found that there was a significant difference between the gender of the coder and their perception towards the portrayal of women. As a result, hypothesis four was rejected. After analyzing the finding deeply, it was found that the gender of the coders was not about being a man or a woman. However, it was a more sophisticated analysis that was related to the ideological background of each gender. Although the coders were all professionals, at the end of the day, they are humans, and their beliefs, ideas, and background could interfere in the equation, making them more subjective towards the portrayal of women.

Finally, it was crucial to see if the ads in 2019 are resonating or challenging society. It was interesting to know that there was progress compared to the outdated negative stereotypes that were associated with women. However, we could not describe these changes as "challenging" society because the Egyptian commercials are far from challenging society. The ads were more of partly resonating reality, and it needed further improvement actually to represent the real world. Advertisers needed to implement new ideas but in small steps to be accepted by society and to start resonating the actual reality in society.

The Arab media should work on changing the negative image of women to a positive and modified one and to devote more attention to all women in all categories including rural, poor, young, aged, disabled and unmarried women to be all presented in a positive way

(Allam, 2008). Furthermore, the Arab media should fairly cover women and portray her as a productive member of the work field and society in general. Arab media should also present women as leaders and decision-makers, not as followers. There should be a strict policy and rules that any negative portrayal of women is forbidden and not allowed.

7.1 Limitation

One of the limitations was that we took most of the Ads is Ramadan. Ramadan has a unique nature as ads have a bigger budget and more cultural content. Mainly in Ramadan, advertisers focus on family and family gatherings. Furthermore, often, Ads in Ramadan have more humor and fun compared to other types of ads that are represented during the whole year. This was considered a limitation because the nature of the Ads in Ramadan might not be representative of the entire population throughout the year.

However, counter to this argument, advertisers put forth their best efforts in Ramadan because of the high demand and the increase in viewership. Moreover, up to 60% or even more of the budget is spent during the Ramadan period.

Another limitation was that we excluded the NGO ads from our sample even though the NGO is the biggest spenders during Ramadan. We excluded because the nature of the NGO ads is different and doesn't give a lot of room for portraying women. Moreover, the NGO ads have a large target, and if we included the NGO ads, it would create noise in the sample as they are not resembling the variables that we are trying to measure. NGO ads usually target both genders and all of the socioeconomic class level. This would create more noise than meaning if we included them within our sample.

The third limitation was that our screening criteria was to have any form of women in the ads and caused in excluding over 600 commercials, which is considered a considerable number — adding to this exclusion of the NGOs ads created in decreasing the amount of ads.

7.2 Future Directions

For future research, we recommended to shed light and focus more on the portrayal of men in the ads. Furthermore, we also need to see if the representation of men is resonating or challenging the reality in society.

Another future recommendation was to crowd source feedback and comments by posting the ads on specialized marketing and communication platforms, and to seek feedback from genders about the portrayal of women in these ads. Then, the researcher won't pick in particular but randomly selected some opinions; that's why it is called "Crowdsourcing."

We also could replicate the research the same sample (100 Ads) but in different parts of the Arab world to assess how culture impacts the perception of the portrayal of women in the ads. Suggested countries would be Morocco because they have different culture when it comes to women. Also, Saudi Arabia, because of the significant changes that happened to women's roles during the past period. The suggested countries is Emirates, as it is a diverse and international culture. Last but not least, Lebanon is one of the recommended countries to replicate the study there. Lebanon is one of the most influential countries in the advertising field in the Middle East.

Comparing the same 100 ads in the four different countries mentioned above (Morocco, Saudi Arabia, the Emirates, and Lebanon) will give a robust comparative framework to understand the impact of culture and governance on the portrayal of women in Ads.

Last but not least, we can study the portrayal of children with gender differences in the representation of children. It is interesting to see how male and female children and portrayed and to know the gender difference between them. These are all future directions that could be conducted that goes under the portrayal of women.

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Appendix A: IRB Approval

CASE #2018-2019-172

 THE AMERICAN UNIVERSITY IN CAIRO
INSTITUTIONAL REVIEW BOARD

To: Alia El-Mohandes
Cc: Nesrine Azmy
From: Atta Gebril, Chair of the IRB
Date: August 24, 2019
Re: Approval of study

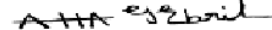
This is to inform you that I reviewed your revised research proposal entitled "Impact of Socioeconomic Class and Product Involvement on Women Portrayal in Egyptian Tv Commercials" and determined that it required consultation with the IRB under the "expedited" category. As you are aware, the members of the IRB suggested certain revisions to the original proposal, but your new version addresses these concerns successfully. The revised proposal used appropriate procedures to minimize risks to human subjects and that adequate provision was made for confidentiality and data anonymity of participants in any published record. I believe you will also make adequate provision for obtaining informed consent of the participants.

This approval letter was issued under the assumption that you have not started data collection for your research project. Any data collected before receiving this letter could not be used since this is a violation of the IRB policy.


Please note that IRB approval does not automatically ensure approval by CAPMAS, an Egyptian government agency responsible for approving some types of off-campus research. CAPMAS issues are handled at AUC by the office of the University Counsellor, Dr. Ashraf Hatem. The IRB is not in a position to offer any opinion on CAPMAS issues, and takes no responsibility for obtaining CAPMAS approval.

This approval is valid for only one year. In case you have not finished data collection within a year, you need to apply for an extension.

Thank you and good luck.



Dr. Atta Gebril
IRB chair, The American University in Cairo
2046 HUSS Building
T: 02-26151919
Email: agebril@aucegypt.edu



Institutional Review Board
The American University in Cairo
AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt.
tel 20.2.2615.1000
fax 20.2.27957565
Email: aucirb@aucegypt.edu

Appendix B: CAPMAS Approval



الجهاز المركزي للتعبئة العامة والإحصاء

القيد ك.ح.د.

التاريخ ١٨ / ٩ / ٢٠١٩

الموضوع

المرفقات

السيد الأستاذ الدكتور / مستشار الجامعة الأمريكية بالقاهرة

تحية طيبة وبعد ،،،

بالإشارة لكتاب سيادتكم ومرفقاته والوارد للجهاز فى ٢٠١٩/٩/١١ بشأن طلب الموافقة على قيام الباحثة / عالية حازم أحمد المهندس - المسجلة لدرجة الماجستير بقسم الصحافة والإعلام / كلية العلاقات الدولية والشئون العامة / الجامعة الأمريكية بالقاهرة - بإجراء دراسة ميدانية بعنوان: (تأثير الشريحة الاجتماعية والإقتصادية على تصوير المرأة المصرية في الإعلانات التجارية) . وذلك وفقا للإطار المعد لهذا الغرض.

يرجى التكرم بالإحاطة بأن الجهاز المركزي للتعبئة العامة والإحصاء يوافق على قيام الباحثة / عالية حازم أحمد المهندس - بإجراء الدراسة الميدانية المشار إليها بعالية وفقا للقرار رقم (٤٠٢) لسنة ٢٠٢٠/٢٠١٩ اللازم في هذا الشأن وعلى إن يوافق الجهاز بنسخة من النتائج النهائية كاملة فور الانتهاء من إعدادها طبقا للمادة رقم (٧) من القرار.

وتفضلوا بقبول فائق الاحترام ،،،

٩١١٨
٢٠١٩ /
سعدى محمد جاد
القائم بأعمال
مدير عام الإدارة العامة للأمن



Scanned with
CamScanner

Appendix C: Informed Consent



Documentation of Informed Consent for Participation in Research Study

Project Title: [Impact of Socioeconomic Class and Product Involvement on Women Portrayal in Egyptian TV Commercials]

Principal Investigator: [Alia El-Mohandes - 01008306383]

*You are being asked to participate in a research study. The purpose of the research is to study if there is a relation between SEC and product involvement on the way women are portrayed or not. Furthermore, the focus of this research study is to assess how women are portrayed in Egyptian TV Commercials in Ramadan 2019 and to see if they are depicted in a positive or a negative way, and the findings may be *published, presented, or both*. The expected duration of your participation is one week.

The procedures of the research will be as follows. The methodology will be content analysis and the aim is to analyze 100 Ad that was aired during Ramadan 2019. Each two coders, from both genders, will take 25 Ads. So, the total number will be 8 coders will analyze the Ad. There will also be a coding form that will be answered by the coders and they will analyze the Ads accordingly.

*There *will not be* certain risks or discomforts associated with this research.

*There *will not be* benefits to you from this research.

*The information you provide for purposes of this research *is not confidential*. This information will be the name of the coder and the position title will be stated in the thesis. Please let me know if you agree or not : (Mark on only one)

*I agree to mention my name in the thesis

*I don't agree to mention my name in the thesis

*If you have any inquiry, please contact Ms. Alia El-Mohandes on 01008306383 and Email: alياهوem@aucegypt.edu.

*Participation in this study is voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may discontinue participation at any time without penalty or the loss of benefits to which you are otherwise entitled.

Signature _____

Printed Name _____

Date _____

Appendix D: Arabic Questionnaire

تأثير الشريحة الاجتماعية و الاقتصادية علي تصوير
المرأه المصرية في الاعلانات التجارية

* Required

1. اسم المكوند *

2. اسم ورقم الإعلان *

3. ما هو شكل المرأة المستخدم في الإعلان (يرجاء اختيار اجابه واحدة) *
.Mark only one oval

شكل ايجابي

اجباني الي حد ما

شكل محايد

سلبني الي حد ما

شكل سلبي

4. الرجوع إلى الوصف المذكور في كتاب الكود حول الجمهور المستهدف باستخدام
مقياس صفة ثنائي القطب، ما هو الجمهور المستهدف الرئيسي في هذا الإعلان؟
(يرجى وضع علامة على إجابة واحدة فقط) *

.Mark only one oval

للرجال فقط

الي حد ما للرجال

للرجال والنساء

الي حد ما للنساء

للنساء فقط



عبد الهادي



5. يرجى تقييم العبارات التالية من أوافق بشدة على أنها (5) إلى لا أوافق بشدة على أنها (1): يشير هذا الإعلان إلى أن النساء يعتمدن بشكل أساسي على الرجال *

.Mark only one oval

- أوافق بشده
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

6. يعامل هذا الإعلان النساء بشكل رئيسي على أنه "كائنات جنسية" *

.Mark only one oval

- أوافق بشده
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

7. يشير هذا الإعلان إلى أن المرأة تتخذ قرارات مهمة *

.Mark only one oval

- أوافق بشده
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

8. يشير هذا الإعلان إلى أن النساء لا يقمن بأشياء مهمة *

.Mark only one oval



- أوافق بشده
- أوافق
- محايد
- لا أوافق
- لا أوافق بشدة

9.

9. يشير هذا الإعلان إلى أن مكان المرأة في المنزل *
.Mark only one oval

- أوافق بشده
 - أوافق
 - محايد
 - لا أوافق
 - لا أوافق بشدة

10.

10. أجد أن تصوير المرأة في هذا الإعلان مهين للمرأة *
.Mark only one oval

- أوافق بشده
 - أوافق
 - محايد
 - لا أوافق
 - لا أوافق بشدة

11.

11. يتم تصوير النساء والرجال على حد سواء في هذا الإعلان *
.Mark only one oval

- أوافق بشده
 - أوافق
 - محايد
 - لا أوافق
 - لا أوافق بشدة

12.



12. بناءً على التعريفات المذكورة في كتاب الكود، يرجى تقييم هذا الإعلان من حيث كونه
يبي، يرجى تحديد مستوى موقع التصوير في الإعلان *
.Mark only one oval

الشريحة الاجتماعية والاقتصادية عاليا
الشريحة الاجتماعية والاقتصادية متوسطة
الشريحة الاجتماعية والاقتصادية منخفضة

- آخري

تأثير الشريحة الاجتماعية والاقتصادية على تصور المرء المصرية في الاعلانات التجارية

13. بناءً على التعريفات المذكورة في كتاب الكود، يرجى تقييم هذا الإعلان من حيث ما يلي: يرجى تحديد الموسيقى / كلمات المستخدمة في الإعلان *
.Mark only one oval

- الشريحة الاجتماعية والاقتصادية عاليا
- الشريحة الاجتماعية والاقتصادية متوسطة
- الشريحة الاجتماعية والاقتصادية منخفضة
- اخري

14. بناءً على التعريفات المذكورة في كتاب الكود، يرجى تقييم هذا الإعلان من حيث ما يلي: يرجى تحديد مستوى اللغة المستخدمة في الإعلان؟ *
.Mark only one oval

- الشريحة الاجتماعية والاقتصادية عاليا
- الشريحة الاجتماعية والاقتصادية متوسطة
- الشريحة الاجتماعية والاقتصادية منخفضة
- اخري

15. بناءً على التعريفات المذكورة في كتاب الكود، يرجى تقييم هذا الإعلان من حيث ما يلي: يرجى تحديد كيف ظهر فريق الممثلين في الإعلان؟ *
.Mark only one oval

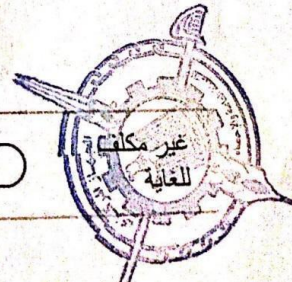
- الشريحة الاجتماعية والاقتصادية عاليا
- الشريحة الاجتماعية والاقتصادية متوسطة
- الشريحة الاجتماعية والاقتصادية منخفضة
- اخري



16. يرجى تقييم الإعلان التالي من "غير مكلف للغاية" على أنه (1) إلى "باهظ للغاية" (5).
التمن "مثل (5) المنتج أو الخدمة المقدمة في الإعلان هي: *
.Mark only one oval

- 5 4 3 2 1
- باهظ
- التمن

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17. يرجى تقييم الإعلان التالي من درجة منخفضة جدًا من المخاطرة إلى (1) إلى درجة عالية من المخاطرة كـ (5) المنتج أو الخدمة المقدمة في الإعلان هي: *

.Mark only one oval

5 4 3 2 1


درجة منخفضة جدًا من المخاطرة
درجة عالية من المخاطرة

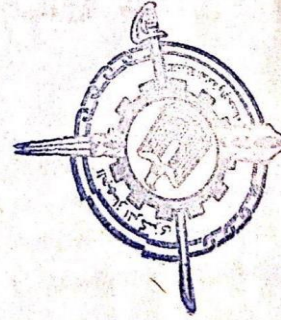
18. يرجى تقييم الإعلان التالي من "من الممكن استرجعها بسهولة" على أنه (1) إلى "قرار لا رجعة فيه" على النحو التالي (5) المنتج أو الخدمة المقدمة في الإعلان هي: *

.Mark only one oval

5 4 3 2 1

من الممكن استرجعها بسهولة
لا يمكن استرجعها بسهولة

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Impact of Socioeconomic Class and Product Involvement on Women Portrayal in Egyptian TV Commercials

* Required

1. 1. Coder ID: *

2. 2. Name/ Number of the Ad. *

3. 3. What kind of women's image used in this advertisement? (Please mark only one answer) *

Mark only one oval.

- Positive images
- Somewhat positive
- Neutral images
- Somewhat negative
- Negative image



Alka El-Mehallab



4. Reference to the description mentioned in the code-book about the target audience using Bipolar adjectival scale, What is the main target audience in this Ad? (Please mark only one answer) *

Mark only one oval.

- Man Only
- Mainly Men
- Men&Women
- Mainly Women
- Women Only

5. Please rate the following statements from Strongly Agree as (5) to Strongly Disagree as (1): This ad suggests that women are fundamentally dependent upon men *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. This ad treats women mainly as "Sex Objects" *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



Alia El-Halaw

7. This ad suggests that women make important decisions *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. This ad suggests that women don't do important things *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. This ad suggests that women's place is in the home *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



Alia El-Mahoud



10. 10. I find the portrayal of women in this ad to be offensive to women. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. 11. Women and Men are equally portrayed in this ad *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. 12. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of the setting in the ad *

Mark only one oval.

- High Socioeconomic class
- Middle Socioeconomic class
- Low Socioeconomic class
- N/A

Alia El-Halabi



13. 13. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the jingle/lyrics used in the ad *

Mark only one oval.

- High Socioeconomic class
- Middle Socioeconomic class
- Low Socioeconomic class
- N/A

14. 14. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify the level of language used in the ad? *

Mark only one oval.

- High Socioeconomic class
- Middle Socioeconomic class
- Low Socioeconomic class
- N/A

15. 15. Based on the definitions mentioned in the Code-book, please rate this ad in terms of the following: Please specify how the cast appeared in the Ad *

Mark only one oval.

- High Socioeconomic class
- Medium Socioeconomic class
- Low Socioeconomic class
- N/A

16. 16. Please rate the following ad from Very Inexpensive as (1) to Very expensive as (5) The product or service offered in the Ad is: *

Mark only one oval.

1 2 3 4 5

Very Inexpensive Very Expensive



Alice El-Habibi



17. 17. Please rate the following ad from Very Low Risk as (1) to Very High Risk as (5) The product or service offered in the Ad is: *

Mark only one oval.

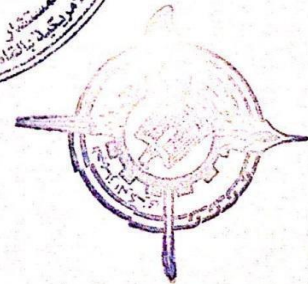
	1	2	3	4	5	
Very Low Risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High Risk

18. 18. Please Rate the following Ad from Easily Reversible as (1) to Irreversible decision as (5) The product or service offered in the Ad is: *

Mark only one oval.

	1	2	3	4	5	
Easily Reversible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irreversible decision

Alia El-Mohand



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