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The American University in Cairo

School of Global Affairs and Public Policy (GAPP)

PERCEPTION OF WOMEN IN EGYPTIAN ADVERTISING

A Thesis Submitted to

Department of Journalism and Mass Communication

In partial fulfillment of the requirements for the degree of Master of Arts in

Journalism and Mass Communication

Submitted by

Alia Mohamed Arafa

Bachelor of Arts in Integrated Marketing Communication

Under the supervision of

Dr. Ibrahim Hegazy & Professor Galal Zaki

May, 2013

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To my Grandfather, without your constant pushing and your believing in me, I would not have reached this step. I hope I am making you proud.

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ABSTRACT

This research investigates the relationship between Egyptian Mass Media coverage and the perception of the Egyptian audience towards women's physical appearance in Egyptian Advertising (TV and Magazines).

In TV commercials, stereotypes are associated with women. Research indicates that media can generate a continued negative imagery and stereotypes, in particular towards women. There is an obvious inconsistency in the way women dress demonstrating that they are habitually portrayed as more sexual objects than are men. Hopefully, this research would move ahead feminist view towards disparity in the depiction of sexuality and roles of women along the years.

In spite of the fact that the study has shown an indication towards the emergence of an innovative tendency towards revealing women equal to men; nevertheless, stereotyping towards women still exists.

Both qualitative and quantitative methods of research were applied in this research, which is the 'perception of women in Egyptian advertising'. In this research, the sample was a "Purposive Non-Random" composed of both genders. Qualitative research was used to gain the insight into the Egyptian society perception of women in Egyptian Media. Then a quantitative research was used to conclude the results and be able to describe the perception of the population under study.

Executive Summary

Arafa, Alia Mohamed (2013). *“The Perception of Women In Egyptian Advertising”*

Purpose of the Study:

This study examines the perception of women in Egyptian TV and Magazine Advertisements through the “Feminist Theory”, which stresses on subordination of females and their negative portrayal in Mass Media; hence, contributing to the effort to stop females’ suppression (Bart, 2000; Kilbourne, 2013). The Feminist’s theory’s main concern is the “Sexual Objectification” of women in Egyptian TV and Magazine Advertisements (Pittet, 2013). This research aims at studying the role of Mass Media in shaping people’s perceptions regarding women in advertising and how these perceptions affect the stereotyping of women in real life. In addition, it attempts to focus on figuring out the factors behind the negative perception of women in advertising.



Methodology:

In the quantitative research part, data was collected through Personal ‘Face to Face’ survey method. The researcher was available to assist respondents in case clarifications to understand certain questions that were needed.

Geographical area coverage was limited to Cairo and Giza. The sampling frame was restaurants, hangouts and Multinational Companies in Cairo and Giza. Employees in Multinational Companies were selected because the researcher’s targeted respondents are higher in age and educational degrees.

Major Findings and Discussion:

The findings of the study supported the two main Research Hypotheses; namely the Sexual Portrayal of women in Egyptian Advertising (TV & Magazines), and the Negative Perception of women among the Egyptian society members.

Women are found more sexually depicted in Magazine advertisements, which is contradicting to the In-depth interviews conducted, as respondents argued that TV advertisements are more dynamic; involving audio visuals so they would portray women as more sexual. Furthermore, Magazine advertisements affect the overall perception of women in advertising more than TV.

Respondents' perception of women in advertising is more towards negative. They think women are sexually portrayed in TV and Magazine advertisements, which is striking as the target population of this research is highly educated respondents; thus expected to be more open-minded in their opinion about women in advertising.

Respondents also argued that women are most commonly portrayed on TV advertisements as sex objects, followed by housewives. While in Magazine advertisements, respondents stressed that women are portrayed as sexual objects, followed by health advisors for their families.

There is no difference between genders in metric variables (scale questions), regarding the perception of women in Egyptian advertising, thus the researcher recommends that future research explores gender differences across different economic classes regarding this issue.

In addition, as this study only focuses on the perception of women in Egyptian advertising with regards to a certain social class and age bracket; it is recommended that in future studies researchers probe deeper and explore different social classes' perceptions regarding this issue.

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Chapter 1

I. Introduction

The Art of Advertising:

The main goal of advertising is to market commodities, ideas, and services. It is a media tool that aims at persuading viewers to believe a specific idea or act in a specific way. As believed by Jeffrey Schrank, in his article entitled "The Language of Advertising Claims," the main goal of any advertisement is to persuade the audience to take a certain action, by either encouraging or discouraging them to take an attitude about a certain product or service (Schrank, 1994; 2010). As a result, a growing number of organizations and businesses are inclined to inform people about their products or services through advertisements. Advertising is mainly a paid communication device for the intention of supplying the community with information and leading to a response. In that sense, it could be said that advertising is the art of promoting ideas, organizations, goods and services, frequently via messages which are paid for. In accordance with the Encyclopedia Britannica, advertising can be defined as "the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading them to respond in a certain way toward what is advertised" (Encyclopedia Britannica). Thus, the role of advertising in cultivating, updating, and instructing people is undeniable.

Advertising is a paid message, generally intended towards a particular group of people in the market; planned to persuade them to acquire goods and services. Hence, it is regarded as a business communication and an influential tool. Its main objective is to enlighten targeted customers of the accessibility of products or services with a full description and to convince them to purchase. Accordingly, advertising has an instructive part, and it is the basic ground for sales (Cohan, 2001; Schrank, 2013).

In addition, advertising sometimes play an entertaining role particularly for some sectors of the society, such as children and women (Schneider, 2013). In that sense, TV and Magazine ads may bring a cheerful life for family members, who like watching ads both as an informative as well as entertaining tool.

Nevertheless, regardless of the fundamental tasks carried out by advertising and the media in a particular society, one cannot deny that it has some harmful effects. In essence, not all what one views and listens to in advertising is reliable. To be precise, the information people are provided with via advertising might be biased, imperfect, or incorrect. Sometimes, advertisements sell products on the basis of delusion or image instead of real usage. For example, “Nike shoes are not only more than normal shoes, but are also considered an entrance to a new life.” In a developed country, goods have to be evaluated and weighted by their real usefulness instead of a “mystifying image” (Moore, 2009).

“Far from being a passive mirror of society, advertising is an effective tool and persuasive medium of influence and persuasion, and its influence is cumulative, often subtle, and primarily unconscious”. To convince customers to purchase products, advertising agencies work on convincing viewers that they are missing something to transfer to them the feeling of discontent with their present purchases; thus, provoking their feelings to shift towards the product being advertised. This means that it produces the belief of “defect” that the only remedy for it would be through purchasing of the advertised product. The outcome of this feeling would be producing an internal conflict with oneself. Generating the feeling of steady want is what induces consumers to purchase items, they would not otherwise buy. Hence, the aim of advertising is to give viewers the feeling of continuous unease and pressure of not being “attractive or fashionable enough” (Moore, 2009).

In the globalization age, due to the competition among companies, they tend to advertise their products or services in order to make sure that the customer is sufficiently informed about what those companies are actually doing. Thus, advertising plays an informative role for individuals and societies. In addition, due to the presence of all forms of advertising in all societies, it has also become a tool for expressing culture and tradition. Because advertisements have become a fact in everyday life, one cannot escape their cultural and social impacts. As argued by Dr. Nagwa El-Gazzar, an associate professor of public relations, Department of Mass Communication, Qatar University, there is a huge impact of advertising on various cultures. It links features of products to that of cultures (El Gazzar, 2007). Hence, the close link between advertising and culture attracts one's attention to the possible impacts of TV advertisements on societies and individuals. In Egypt, many advertisements spread negative messages and negatively affect the Egyptian culture. For example, women in Egyptian advertisements are sometimes portrayed in a sexual manner that distorts Egyptian tradition and culture. Although some government-sponsored TV advertisements use women to send positive social and cultural messages, other advertisements deal with women as sex tools, marketing objects, and negative stereotypes. Indeed, a number of women in the United States were captivated by the distinguished approach on Islam in taking care of women. In Islam, women are not portrayed as sex tools; their bodies are respected. Thus, women should not be sexually portrayed by organizations for the intention of publicity for a product or service (Jacobsen and Mazur, 2007; 2012).

As claimed by Paul Rutherford in his article entitled "Advertising" which was published in the Museum of Broadcast Communication web site, "Commercials are another source of popular culture, a vast collection of meanings and pleasures created by the public to understand and enrich their ordinary experiences" (Rutherford, 2006; Delaney, 2013).

In all media, especially TV commercials, there is a phenomenon of the presence of stereotyping. For example, on a TV advertisement, when advertising for a new washing machine or any type of household equipment, people automatically think of women carrying out this commercial.

Traditionally, the radical transfer in publicity occurred throughout Sadat's rule, with his encouragement of the "Open Door Policy". Ever since that time, Egyptians are confronted with a huge quantity of advertisements for the sake of marketing both worldwide and domestic products, leading to the dispersion of consumerism culture in Egypt (Abaza, 2005). In Egypt, the techniques of advertising rely on the recurring appearance on television through peak periods of watching television, for example, previous to or throughout series, during football matches, and prominent programs (Atia, 2006). To illustrate, since television watching arrives at its utmost in the holy month of Ramadan, ads' designers regularly raise the quantity of advertisements accessible for viewers, directing towards the encouragement of the consumerism culture in Egypt. Sarcastically, advertising twists the month of Ramadan that is expected to observe the slightest quantity of consumerism due to fasting, into a month which hits the highest point for eating and spreading of consumerism. As mentioned by Hoda Osman, in her article "Advertisers See Cash Cow in Ramadan", which is printed in the Middle East Times Magazine, the great amount and regular occurrence of TV commercials, throughout the month of Ramadan, cannot be denied. For that reason, most advertisements are carried out during this month (Osman, 2012). Thus, it could be said that advertising has the influence of shifting an entire society and even a sacred month into a period for endorsing consumerism.

A further negative outcome of advertising on the public is that advertisements occasionally increase negative depiction and incorrect information amid the public. In the 1990's, when the advertising for cigarettes was permitted in many nations, it was accountable for

increasing the idea that there was no trouble with smoking and that smoking leads to satisfaction and approval. For instance, the famed Marlboro ad with the cowboy smoking a cigarette while riding his horse has been recognized for a long time for its powerful effect on smokers and non-smokers who might be drawn towards smoking. A similar reality could be perceived in a number of Egyptian advertisements that market some children's sweets and products. The continuous appearance of these advertisements for children leads them to consume unhealthy products that might end in several health troubles; like the negative outcome of eating a lot of sweets on the teeth of kids. Thus, advertising has become exceedingly false and unreliable. In fact, ads' designers ought not to correspond only to the profit of firms; instead, they must be aware of the probable critical consequences of their advertisements, and therefore, they should be cautious when proposing an ad as not to endorse inspirations or cultures that might be detrimental to the society.

For that reason, government organizations and NGOs should evaluate advertisements, particularly those publicized on television, and try as much as possible to ban any ad that promotes a harmful or hazardous product; to reduce the negative consequences of advertising on people. NGOs also should be always alert about any advertisement that infringes the values set by the government.

Similar to further developing regions, Egypt is suffering from "gender stratification". Egyptian men and women are treated in a different way in various areas of life, ranging from education and occupation chances to tasks inside the family. Dina Ezzat, a journalist and reporter in Al-Ahram Weekly, restates several pieces of the 2003 UNICEF account, which presents the reality that Egyptian women "are anticipated to undertake unpaid household tasks." This gender discrimination is embedded in the Egyptian society to an extent that men and women are stereotyped in every form of media, comprising television, films, and print media. In many

television soap operas, women are portrayed as inferior to men, who usually treat women aggressively. At the same time, Egyptian advertisements often portray women in a stereotyped image, reflecting the inequality with which women in Egypt are treated. In that sense, advertisements are vital tools that reflect the culture in a given society.

Advertisements represent different ideas within different countries especially if their cultures are not similar. For example, a Viagra ad may be unacceptable in Saudi Arabia, but in the U.S., this kind of advertisement is acceptable.

One of the negative effects of advertisements in any society is the embodiment of stereotyped images of men and women, meaning a generalized idea about them. Women, for example, are stereotyped in Egyptian advertisements as being housewives, inferior to men, and liking beauty products. Therefore, ads' producers portray gender stereotypes in their advertisements according to the culture they are presenting their ad within (Desmond, 2005; Suggett, 2009).

The number of advertisements has been increasing, and became more sexualized. The aim of advertising organizations is to generate an image that viewers will not fail to remember. Their tool in achieving this goal is by promoting products using sex appeals (Desmond, 2005; Suggett, 2009).

Hence, marketing has been changing over the years, becoming more sexualized and undergoing more freedom, an era known as the "Sexual Revolution". It has been declared that the attitude of regarding sex has turned out to be less traditional in the 1980s than it was in the 1960s. Thus, on the one hand, whenever a society gets more open towards sex, on the other hand, advertising agencies adjust to get more open sexually (Desmond, 2005; Suggett, 2009).

To study how sex sells, it is known that sexual imagery stimulates consumers' responses. The main objective of advertising agencies is to make their advertisements as appealing to

consumers as possible to grab their attention and stimulate their purchasing behavior. They believe that “individuals seek out and are willing to pay for sexual content in Mainstream Media”. Marketers consider that there are specific products that require the utilization of more sexual appeals than others, due to the “relevance of sex to product benefits” (Desmond, 2005, p 4; Suggett, 2009).

An additional technique used in selling products, is to draw consumers’ attention by stressing the fact that upon purchasing a specific product, they would be more attractive sexually; for this reason, sex in advertisements results in positive emotions regarding the product. Utilizing sexually appealing expressions are immense in the advertising business together with sexual implications (Desmond, 2005; Suggett, 2009).

Indeed, women are facing continuous problems regarding the way they are portrayed in media, particularly on TV advertisements, leading them to the feeling of repression and believing that they are only used as tools to provide satisfaction to men (Marquit, 2006).

In Egypt, advertisements lead to a negative stereotyped image of women either by portraying them as sexual objects for the sake of attracting men or passive housewives who only aim at pleasing their husbands and mothers-in-law. Nevertheless, the Egyptian government tried to design advertisements that publicize positive ideas about women’s roles in the society.

II. Theoretical Framework and Criticism

It has been argued that “Feminist Theory” is responsible for “female subordination and her negative depiction in Mass Media, thus, contributing to the effort to stop the repression of females” (Bart, 2000; Kilbourne, 2013). The theory’s focal point is the “Sexual Objectification” of females in Egyptian Television and Magazine Advertisements. Women’s portrayal in advertising is constantly measured and turned out to be a controversial subject throughout the

years. The significance of the variety in advertising is an essential issue leading to the decline of women's negative depiction (Pittet, 2013).

In advertisements, women usually have to come into view as thin, beautiful and sexually appealing for the aim of being regarded as unique and different from other women. Accordingly, advertising ruins the true picture of the females. Advertising may deceive the customers by convincing them that this ideal picture of women exists in real life. "Advertising sells concepts of normalcy. Advertising tells us who we are, and who we should be" (Pittet, 2013).



Concepts of a feminist theoretical perspective comprise the following:

- Gender roles are generally built, not a biological attribute, throughout the life period.
- Women have frequently been repressed inside the family and under-estimated in employment.
- The public (employment) and private (family) realms are interrelated.
- The personal (private) and political (policy) areas are interconnected.
- Women's experiences vary by ethnicity, race, sexual orientation, age, and class; however, a common perception subsists.

- Gender fairness, implied within feminism, can help both men and women (Hooyman, 2010).

Feminist Perspectives on Objectification:

‘Objectification’ is considered the basis of the feminist theory. It can be commonly identified as the “seeing and/or treating a person, usually a woman, *as an object*”. In this way, the focus is mainly on sexual objectification; objectification taking place in the sexual realm. In 1995, Martha Nussbaum has recognized seven attributes that are concerned with the idea of treating a person as an object:

1. ***Instrumentality***: The dealing with a person as an instrument for the objectifier's intentions;
2. ***Denial of autonomy***: The dealing with a person as lacking independence and autonomy;
3. ***Inertness***: The dealing with a person as lacking activity;
4. ***Fungibility***: The dealing with a person as interchangeable with other objects.
5. ***Violability***: The dealing with a person as lacking in “boundary-integrity”.
6. ***Ownership***: The dealing with a person as something that is possessed by another person (can be purchased or put up for sale);
7. ***Denial of subjectivity***: The dealing with a person as something whose emotions (if any) must not be considered (Feminism Perspective on Objectification, 2011).

In 2009, Rae Langton has added three more features to Nussbaum's list:

8. ***Reduction to body***: The dealing with a person as identified with his/her body, or body components;

9. ***Reduction to appearance:*** The dealing with a person as identified with his/her appearance, or how he/she becomes visible to the mind;
10. ***Silencing:*** The dealing with a person as if he/she is soundless, lacking the ability to talk (Feminism Perspective on Objectification, 2011).

Most of the feminist theorists who talk about objectification consider it an ethically challenging issue. This is predominantly the case in feminist debates regarding “pornography”. “Anti-pornography” feminists Catharine MacKinnon and Andrea Dworkin, persuaded by Immanuel Kant's notion of objectification, have notably disputed that, owing to males’ utilization of pornography, women as a group are lessened to the category of simple devices for men’s intentions. Furthermore, feminists like Bartky and Bordo have disputed that women are objectified through being extremely worried about their look. Vital latest work by feminists has also been dedicated to discovering the association among “objectivity and objectification”. Lately, several thinkers, such as Martha Nussbaum, have declared the notion that objectification is an essentially negative incident, in dispute for the likelihood of positive objectification. Whereas dealing with a person as a tool (in one or more of the methods stated above) is frequently challenging, *Nussbaum disputed that objectification can in some situations take kind of or even positive shapes and can represent a precious and pleasant fraction of our lives; this would be considered a criticism to the Feminist Theory* (Feminism Perspective on Objectification, 2011).

Immanuel Kant's Objectification engrosses the subordination of a person, a “being with humanity, to the status of an object”.

Kant's idea of objectification, as a result, centers mainly on “instrumentality”: treating a person as a simple device for the lover's reasons. Objectification, for Kant, engages concerning somebody ‘as an object, something for use’ (Feminism Perspective on Objectification, 2011).

Kant considered that theoretically both men and women can be objectified, but that in application women are the main preys of objectification.

This state of gender disparity which annoys various societies and is related to the objectification of women is considered by MacKinnon and Dworkin, as generated and maintained by men's utilization of pornography. MacKinnon defines pornography as "the graphic sexually explicit subordination of women through pictures or words that includes women dehumanized as sexual objects, things, or commodities; enjoying pain, humiliation or rape; being tied up, cut up, or physically hurt; in postures of sexual submission or display; reduced to body parts, or presented in scenarios of degradation, injury, torture; shown as inferior; bleeding, bruised, or hurt in a context that makes these conditions sexual" (Feminism Perspective on Objectification, 2011).

MacKinnon believed that pornography characterizes the role of women as sexual tools accessible to the utilization of men: "Pornography defines women by how they look and according to how they can be sexually used" (Feminism Perspective on Objectification, 2011).

MacKinnon and Dworkin's perception of objectification is parallel to Kant's. For both of them, like for Kant, objectification engages dealing with a person, somebody with "humanity", as a device of only "instrumental" value, and as a result degrading this person to the rank of a device for usage. The objectified person is turned into an instrument for others' sexual intentions. Thus, objectification forms a severe damage to the humanity of the person being objectified (Feminism Perspective on Objectification, 2011).

Dworkin makes use of Kantian language in describing the occurrence of sexual objectification: "Objectification occurs when a human being, through social means, is made less than human, turned into a thing or commodity, bought and sold. When objectification occurs, a person is depersonalized".

MacKinnon and Dworkin have disputed that, still if women's approval to their being utilized as just ways for the sexual purpose of men, this is not adequate to make this utilization acceptable. For example, these feminists assert that women in the pornographic industry agree to be utilized as devices only due to the absence of alternatives accessible to them as society is considered patriarchal. Hence, women's permission is not a real permission (Feminism Perspective on Objectification, 2011). For instance, some women are obliged to make sexual appeals in advertisements, because they need money or they cannot find another career opportunity, as societies are biased towards men as more intelligent, career-oriented, and capable of handling important positions.

Kant carries out a comparison between the objectified person and a lemon, that is used then thrown away later, and in another place to a steak used by someone for satisfying his hunger (Feminism Perspective on Objectification, 2011).

Objectification and Feminine Appearance:

It has been stated by a number of feminist theorists that women are further recognized and linked with their bodies than are men, and are esteemed for their physical appearance (Feminism Perspective on Objectification, 2011). For the sake of gaining social acceptance, women are constantly pressured to 'correct' their bodies and looks, and accept the perfect womanly look of their era, called "norms of feminine appearance" (the customary look women believe they ought to live up to) (Feminism Perspective on Objectification, 2011). Several feminists disputed that, in being worried about their appearance, women treat themselves as possessions to be ornamented and stared at.

In her book *Femininity and Domination*, Sandra Bartky used Marx's "Theory of Alienation" to clarify the objectification resulting from women's anxiety about their looks. An aspect of Marx's theory of alienation is the "*fragmentation*" of the human person, the "splintering

of human nature into a number of misbegotten parts” (Feminism Perspective on Objectification, 2011).

Bartky supposes that in patriarchal societies, women experience a type of fragmentation, as well “by being too closely identified with [their body]... [Their] entire being is identified with the body, a thing which... has been regarded as less inherently human than the mind or personality” (Feminism Perspective on Objectification, 2011, p1). The heavy weight is put on a woman’s body, in a way that her intelligence or individual qualities are not sufficiently recognized; hence, a woman’s person is fragmented. Bartky considers that in the course of this fragmentation, a woman is objectified, given that her body is alienated from her person and is considered as a representation of her.

Feminist Theory is one of the fundamental theories in sociology, which examines the rank of men and women in society, aiming at getting women’s lives better. Feminist theorists have also started to question the differences between women, including how race, class, ethnicity, and age intersect with gender. Feminist theory is most concerned with giving a voice to women and highlighting the various ways women have contributed to society (Crossman, 2013).

There are four major kinds of Feminist Theory that endeavor to clarify the societal variation among men and women. These kinds are Gender Differences, Gender Inequality, Gender Oppression, and Structural Oppression.



1. Gender Differences:

It examines how women “location in, and experience of”, social situations vary from men. Feminist theorists suggest that the varied tasks given to men and women inside

organizations clarify variation among genders, encompassing the sexual categorization of “labor in the household”. Some Philosophical Investigative feminists focus on how women have been “marginalized and defined as the “other” in societies dominated by men. Hence, females are considered as tools and are not given any chance for personal fulfillment (Crossman, 2013).

2. Gender Inequality:

It found out that women “location in, and experience of”, social organizations do not only vary but, at the same time, are uneven to men. “Liberal feminists” disputed that women have an identical mental and physical ability as men regarding valuable logical thinking, but in societies dominated by men, has throughout history prevented women from any chance to reveal and carry out this logical thinking. Women have been remote in the personal area of the household; therefore, they had no voice among the public. Even when they were able to have a say in the public world, they are asked to take care of their children and all the various household duties. As a result, such categorization has to be changed for the sake of achieving equality among genders (Crossman, 2013).

3. Gender Oppression:

Theories argue that besides the presence of inequality among genders, there is also oppression, subordination, and abuse against women. Physical brutality towards women is a major characteristic in some societies; however, it is possible to defeat this brutality if women believe in their power and ability. Theorists believe that physical violence is prevalent in patriarchal societies, but they think that patriarchy can be defeated if women recognize their own value and strength, and bravely encounter suppression (Crossman, 2013).

4. Structural Oppression:

These theories argue that unequal treatment and suppression towards women have resulted from “capitalism, patriarchy, and racism”. Social feminists are consistent with ‘Karl Marx and Fredrick Engels’ that the working class is utilized as a result of capitalism, but they aim at extending this utilization not only in social classes, but also among genders. Theorists aimed at explaining inequality and suppression regarding many variables as gender, class, race, age and ethnic groups (Crossman, 2013).

Summary of Variables:

<u>Variable</u>	<u>Support from Literature Review</u>
“Sexual Revolution”	(Desmond, 2005; Suggett, 2009)
“Sexual Objectification”	(Pittet, 2013)
“Fragmentation”	(Feminism Perspective on Objectification, 2011)
“Physical Appearance”	(Feminism Perspective on Objectification, 2011)
“Instrumentality”	(Feminism Perspective on Objectification, 2011)
“Gender Differences”	(Crossman, 2013)
“Gender Inequality”	(Crossman, 2013)
“Gender Oppression”	(Crossman, 2013)
“Structural Oppression”	(Crossman, 2013)
“Public Learned Image”	(Carpenter & Edison, 2009)

Relevance To The Study

The “Feminist Theory”, particularly the “Sexual Objectification Theory”, focuses on the depiction of women as sexual objects in Mass Media, the perception of men with regard to

women; and the perception of women with regard to themselves. It is common that when audiences are constantly exposed to an ideal, sexual picture of a female's body in the Media, a "real-world situation would be likely to activate the vicariously-learned image" that produces the basis for women's outlooks and acts (Carpenter & Edison, 2009). This means that audiences might build a negative image about women in ads and generalize it to women in the whole Egyptian society.

As advertisements are regarded as main tools "sowing" the culture of a society, the negative portrayal of women in them could build an assumption that women are unable of acting assertively as men in key locations (Jennifer & Unhlenbrock, 2010). The major negative outcome of advertising in any society is the stereotyped image among men and women (Cosmo Politics, 2006).

This research aims at studying how Egyptian Advertising (TV & Magazines) portrays women and how Egyptian audiences perceive them. It aims at examining the following two issues of concern in the Egyptian society, namely;

RQ1. How women are portrayed in Egyptian Advertising (TV & Magazines)?

RH1: Women are sexually portrayed in Egyptian Advertising.

RQ2. Based upon the way women are portrayed in Egyptian Advertising (TV & Magazines), how their perception is among Egyptian Audience?

RH2: Women's perception is Negative among Egyptian Audience.

Chapter 2

III. Literature Review

This research's literature review is mainly focusing on common representations of women in TV and Magazine advertisements globally, not only in Egypt. It is tackling the sexual portrayals, the negative stereotypes of women, and the psychological effects on women.

A. Techniques of Advertising:

There are various ways of advertising that aim at having the strongest possible effects on the audience. People sometimes learn about new products and services, and even about the world around them through means of advertising and publicity. The probability that the audience will take a certain action towards the advertised product or service depends greatly on the effect of the technique used in advertising. It has been stated that each country has its own techniques of advertising for the promotion of goods or services. For example, the main technique of American advertising depends on the notion that a good advertising is one that should "hit the viewer with bits of information, explain how the product is unique, and repeat this argument to drive home the message" (Rutherford, 2006). This is considered the Conceptual contribution of this research; which is stressing upon providing plenty of information to audiences and convincing them that the product advertised is unique. The Empirical contribution is that, hopefully, this American Model of Advertising can be applied in Egypt, instead of the technique used by Egyptian Advertising which is the frequent broadcast of advertisements on TV, to influence the audience to purchase.

In that sense, it can be said that advertising is a science that should be thoroughly comprehended in order to lead to the desired effect on the audience. If ads' designers are not completely aware of the most influential advertising techniques and the interests of the audience, their message may lead to the opposite of what they intended. Thus, audiences are

studied by sociologists to build an idea about their interests. Ads' designers make use of these studies to create appealing advertisements that match audiences' interests (Desmond, 2005; Suggett, 2009).

There is a quote in advertising which says that, “to be effective, an ad must feel and look natural, and yet at the same time, represent a prettier, cleaner, and better picture of reality; a reality to which one can aspire.” However, if what is broadcast on TV is reality, how should Arab women look like? And how would they be portrayed in advertising?” For instance, on MBC4, a famous Dubai satellite channel that presents American programs, presents an advertisement revealing a thin Arab woman who is unveiled and uses a cream for lightening the skin called ‘Fair and Lovely’, then she discovers a dream profession in a chain store. Another advertisement in Arabic language depicts a veiled lady, all in white, serving ‘Knorr’ soup to her family with a wonderful familial pleasure (Otterman, 2007).



The disparity among women on Egyptian streets and what is depicted by both marketers and the media in Egypt is great, leading to a lot of questions, for example, if the women appearing on certain TV ads have agreed to give up the ‘hijab’ or were obliged to, or if marketers

are sending a subconscious message of encouragement to other women to take off their veil and be open-minded or are they simply imitating the Western countries (Philips, 2013).

In fact, Egyptian local channels avoid the 'hijab'. Thus, despite the wearing of many women of the 'hijab' in their daily life, one could rarely observe a veiled woman in an advertisement, particularly that those advertisements and video clips that are sexy are encouraged.

On the one hand, in Saudi Arabia, for instance, women in advertisements appear to be veiled, while on the other hand, in the Gulf Area as Dubai and Kuwait, ads attempt to mingle between the two portrayals, so that advertisements are attractive and fashionable as per the new elite's inclination in these areas (Otterman, 2007).

The way of life in every market has to be respected. For instance, in 2p6 a KFC advertisement, showed a group of gorgeous young females eating happily fried chicken and having a private night for girls at home, then the scene is transmitted to a group of young males enjoying the eating of the fried chicken while lying down on pillows, then they go out in a sport's car for refreshment. Therefore, this implies that in some conservative cultures, men and women cannot appear together in public.

In any advertisement for shampoo, women's hair has to appear, but lately 'Safe Hair' shampoo is presented with a number of veiled women. Additionally, women in satellite Gulf channels, appear to be veiled in advertisements, even if the ad presents them at their own home, despite the fact that Islam does not require the woman to be veiled if she is among her family (Otterman, 2007).

Egyptian government puts no constraints on the appearance of women veiled in advertisement. Yet, in some Egyptian commercials and soap operas, they appear as veiled. In fact, 'hijab' is a matter of sensitivity in the Egyptian society. In earlier years, Farouk Hosni, the

former Minister of Culture, declared that the ‘hijab’ is a “regressive trend”. This led the Muslim Brotherhood parliament’s representatives to ask him to resign (Otterman, 2007).

Advertisements are considered as the main tools sowing a society’s culture. For example, in the US, it is accepted to have an advertisement for ‘Viagra’, while in Saudi Arabia it is totally prohibited. The main negative consequence of ads in any society is the stereotyped presentation among men and women. In Egypt and most of the Middle Eastern Countries, advertisements represent a negative stereotyped reflection of women, and the government’s responsibility is to create public service announcements or awareness campaigns to present them in a positive image (Cosmo Politics, 2006).

Reliability on sex in advertising, verbal and images cannot be denied, as since the last decade, sexual images have been extensively utilized for the sake of selling ideas, products, and services. The regular depiction of women as sexual tools in Mass Media influences the perception of men regarding women, and the perception of women regarding themselves. It is common that when viewers are continuously exposed to an idealized, sexual image of women’s body in Media, a “public learned/generalized image” would result. Thus, the unrealistic images portrayed through Media turn out to be regarded by audiences as real (Carpenter & Edison, 2009).

Researches which focused on the stereotyping of women in advertisements are of great importance. Besides being represented in Media as gorgeous and young, women are also represented as “domestic providers or sex tools”. An ad’s main objective is usually the concentration on the woman’s “ideal” body, which is the distinctiveness that all women have to seek. Messages in most advertisements present an image about women’s feelings and behaviors, and how they are supposed to look like to be considered “ideal”. Even though in magazine advertisements, the type of sexual dresses worn by women is not growing as before,

there are other types of sex images, especially via “physical contact between models” (Carpenter & Edison, 2009).

At present the fundamental inclination in the media business is to endorse thin, even slimy women’s bodies as being gorgeous. Women of different ages, particularly young women watch Movies, TV, Magazines, and various Media filled with figures that reveal thin women’s bodies. Consequently, they are regarded by the unconscious mind of young women as an ideal model which they seek to pursue. Attaining this perfect appearance does not emerge suddenly and by nature; yet, it inevitably requires carrying out certain diet as well as physical exercises (Webster, 2007).

B. The Image Of Women In Advertising:

Sociologists focused on the situations in which women are depicted as inferior, submissive and satisfying men, and how Media depiction reveals and strengthens sexism in society (Images of Women in Advertising, 2011).

“Common Themes In The Representation Of Females”:

1. THE ARTIFICIAL LOOK:

Jean Kilbourne declares that customers are confronted by a model of women’s beauty which is unattainable since it is artificial. Initially, the figures are produced falsely, through lights in studios, hairdressers, and computer enrichment. Then, these figures do not only have a certain shape of body, with specific length, weight or slim hipped which is the attribute of only five percent of women, however frequently their bodies are falsely built, usually with implanting breasts. Yet, despite being greatly misleading of actual females, this is the single woman body form portrayed in the Mass Media. Women are apt to be evaluated, and evaluate themselves, according to this fake standard; as a result, disappointment is unavoidable. This ideal picture of females’ beauty means that women should change themselves; “to be who they are naturally is

not OK”. Hence, in the Media representations they are regularly converted into dolls, puppets or masks, “a thing rather than a human being” (Images of Women in Advertising, 2011).



2. DISMEMBERMENT:

In Mass Media, women are usually depicted in a dehumanized approach; their humanity is forgone to represent a fake perfection. Women are not only twisted into an item, but this item is smashed into pieces, for example, breasts, legs, lips, etc., where each piece symbolizes a perfect shape. “She is dismembered”. Often in these pictures the head is absent, stressing that women are not appreciated for their intelligence, but for their outside appearance; their “curves”. Sut Jhally says that depicting females as split and detached body fractions keeps viewers away from regarding women as true human beings having their personal brains, emotions, visions and aspirations. Women turn out to be tools for utilization (Images of Women in Advertising, 2011).

3. COMMODIFICATION:

Women are usually represented as merchandise for the utilization of men. A visual connection might take place among various products, for instance, a certain kind of alcohol and woman’s shape. Hence, both get alike and identical. Women are depicted as items, commodities, and in performing this; they are deprived of their humanity. Their task is to provide men with

satisfaction, as they consider women as their enjoyment suppliers (Images of Women in Advertising, 2011).

4. THE-FEMININE-TOUCH:

Women are usually depicted as pleasing possessions, or satisfying tools. Their hands are less probably portrayed employed in any useful activity, in contrast to men, whose hands are portrayed as seizing, controlling or clinging to items. Women's hands are usually presented as sketching the drawings of items and embracing them. Erving Goffman names this "the feminine touch". This flexible, fragile, embracing touch (Goffman calls it "ritualistic touching") expresses the feeling that the product embraced is valuable and wanted (Images of Women in Advertising, 2011).

5. RELATIVE-SIZE:

Erving Goffman claimed that the location of bodies symbolizes social tasks for genders. Goffman detects that in each culture "symbolic codes" are build up and this he calls "indicative behaviors", which are utilized as a means of conveying "idealized social identities and relationships". Portrayals of men and women together in the Media usually result in these "indicative codes" (Images of Women in Advertising, 2011).

For instance, when men and women are portrayed with each other, most often men are depicted taller than women; even if both are "randomly paired together", from every six pairs, a woman would appear to be taller. Nevertheless, if a woman is taller, she would appear to be more powerful as per the "conventional indicative codes, and so the reverse is preferred, since the cultural ideal is the men should wear the pants". Hence, the common picture is that men are taller and women are shorter. Exemptions take place when the man is old with a disease or in a lower position in society. "Height routinely symbolizes social rank" (Images of Women in Advertising, 2011).

6. FUNCTION-RANKING:

It is common that when people portrayed have tasks, these tasks are classified, with men undertaking the leading role and women the subordinate role. Males perform and females assist them in performing. Men are usually presented in managerial, leading or guidance positions, while women in helpful, supportive, or enhancing positions (Images of Women in Advertising, 2011).

7. RITUALIZATION OF SUBORDINATION:

Goffman explained several symbolic means by which “indicative behavior displays the subordination of females to males”.

(a) On the Floor:

Respect might be symbolized by getting oneself lower; in various cultures, subordinates convey their submissive association by bend over. By laying on the floor or bed in social situations, people get to be in a lower place, and this signifies social relations. Hence, floors and beds are the places suitable for positioning women. Besides, bowing, various body languages as “expressions of the lips and eyes, positioning of the hands and limbs” could be used to express social characteristics (Images of Women in Advertising, 2011).

(b) The Kiss:

When a kiss or hug is presented, females are usually presented as “leaning back, submitting to the male advance”. He is presented as “initiating the encounter, she is shown passively welcoming the attention”. Females are brutally chased by males, and they are depicted as desiring to be pursued and trapped. Their early rejection is presenting a front hiding that wish to be caught. When they are at last put in a corner, hugged and kissed, they are besieged with obsession for their hunter. Magazine portrayals usually reveal this thought that “sex is about male aggression and female submission” (Images of Women in Advertising, 2011).

(c) **Woman as Child:**

Women are generally portrayed in a “childlike role”, protected by men, sitting on their knees, or lifted high in the air. They might as well be presented as infants with their fingers in their mouths, putting on dresses of small children and sucking a lollipop. Those who turned out to be old are usually “under-represented in ads”; as if revealing a message to women that they should not grow up, should remain inactive, helpless and reliant (Images of Women in Advertising, 2011).

(d) **Licensed Withdrawal:**

Disempowerment of women is also shown by presenting them as inhibited from dynamic contribution to the social sight; thus, reliant on others. It can be symbolized by revolving the face to the other side, appearing to be dreaming and shy, or by putting the hands on the face or the mouth to cover them. Hence, instead of being depicted as lively and influential, women appear in a mode of abandonment (Images of Women in Advertising, 2011).

Business and Fashion Magazines portray women in a negative way. Rarely could somebody find a Magazine which portrays women in an influential advertisement or an advertisement based on improving females' self-esteem. Instead, women are depicted as “sexual objects and dolls” with slim figures and men are overwhelming them. The result of these ads is the negative stereotypes toward women's capabilities in diverse cultures.

There has always been a “glass ceiling” between men and women in promotion at work. In that sense, in a world where there is a challenge among men and women to attain major job positions, “stereotypical media advertisements” are not supporting women to exceed in the field of work, but rather hindering them from “climbing the corporate ladder” (Jennifer, George & Michelle, Uhlenbrock, 2010).

In general, advertising reinforces women's stereotyping between cultures, as it is common to recognize a woman portrayed on a TV or in a Magazine advertisement as taking care of her children, getting food ready for her husband or cleaning-up her house. Moreover, women are usually portrayed in a sexual manner in Magazine advertisements. To illustrate, in 2009, 'Reebok' presented an advertisement for tennis shoes that exposed a photograph of the below half of a naked woman facing some Reebok tennis shoes, with a slogan "Nice booty, great sole." Hence, the risk with these types of ads is that they end up in negatively stereotyping women (Jennifer, George & Michelle, Uhlenbrock, 2010).

As a result, advertisements that present women as "sex objects, dolls, or in a heroin chic fashion" are a means of stressing the negative attitudes and stereotypes toward them. This might lead to women's feeling that they are inefficient in their workplace. At the same time, any society that views these negative depictions could suppose that women are incapable of performing confidently as men in major job positions (Jennifer, George & Michelle, Uhlenbrock, 2010).

Many studies have taken place regarding the depiction of women in TV and Magazine advertisements to record changes that have taken place concerning stereotyping related to women. A clear under-demonstration of women on TV commercials was found out. Women were revealed as teenagers instead of young ladies in their middle ages and were dressed in more illuminating clothes, while men were portrayed as more energetic. At the same time, women were demonstrated as passive, while men as active and educated. Moreover, women were depicted in actions as sitting down, whereas men were shown in actions as running. Finally, a striking phenomenon was that, in most advertisements, women were portrayed in limited roles; represented in conventional professions as secretaries, housewives, or mothers (Shrikhande, 2003; 2012).

Furthermore, women are more symbolized in commercials for cosmetics rather than for trucks or vehicles; they are portrayed in bathroom or kitchen scenes. They usually appear to be reliable on men and as sexual tools. In addition, women above the age of fifty were less presented in advertisements, compared to men at the same age (Shrikhande, 2003; 2012).

Women are always presented as beautiful and young, and are constantly portrayed as sexual objects. Usually advertisements do not reveal women as skillful or smart; instead, their role is limited to being housewives (Craig, 2012). The reason behind this negative portrayal is that intellect in women is unaccepted by men who would as a result, regard women as "unfeminine". Deep weight is placed on the physical appearance of women, whereas, intelligence is considered a men's attribute. On the one hand, "Female-oriented advertisements" stress on showing the constant fear of women in being rejected by men, for example due to having hair on their bodies, dry skin or bad smell. On the other hand, "Male-oriented advertisements" consider gorgeous and sexy women as the main motivation behind purchasing the advertised product. This illustrates that the female who is "sexually inviting" is regarded as a means of giving pleasure for men and is worth spending money (Ceulemans & Fauconnier, 2010).

Even though the gap between genders has been shrinking, there are some fields where no changes have taken place. Women come out in household sceneries in publicity for goods utilized in houses and men are portrayed as voice-overs in the advertising globe over women. Women are also depicted as specialists in health care for their husbands or children. For example, a woman might appear in an ad choosing the supporter's product as a suitable resolution for her husband's or child's illness (Shrikhande, 2003; 2012).

In a number of Magazine advertisements, women are portrayed as "sex-objects", while in others they are portrayed as "physically beautiful". The predominance of both images of women in Magazines for men as "Ms. Magazine", "Playboy", "Time" and "Newsweek", encircled many

forms of advertisements portraying females as sex tools, as decorations or as dependent on men. In the US, for instance, at the peak of all Magazines portraying females as sex or decorative objects was the "Playboy". Simultaneously, even though in several sports' advertisements women come into view as energetic and carry out a chief role; yet, emphasis is more on pleasure before competition. In consequence, sports' advertisements habitually do not have athletic implication; instead they are more inclined toward sexual appeals. Thus, in spite of a few declining in "sex-object" portrayal of women, it is more highlighted by their bodily charm (Ceulemans & Fauconnier, 2010).

Like different developing regions, gender inequality prevails in Egypt and the majority of the Middle Eastern nations, where the disparity in the way of treating men and women is significant in different aspects of life; for instance, husband-wife role, education, and job opportunities. Egyptian advertisements often present women in a stereotyped image, revealing how they are treated in a totally different way than men.

Nevertheless, some women might regard the "happy housewife" stereotype as a "cultural directive" to sacrifice their personal ambitions concerning a successful professional life and substitute them with the "happy housewife" model offered via accepted culture as commercials (Shrikhande, 2003; 2012).

It is clear that advertisements "endlessly show a woman helpless before a pile of soiled laundry until the male voice of authority overrides hers to tell how brand X with its fast-acting enzymes will get her clothes cleaner than clean" (Shrikhande, 2003; 2012). Thus, despite the fact that advertising might depict women as confident and job interested to a great extent, it is rather difficult to alter the intellects of people who believe in the "happy housewife" stereotype.

C. The Sexual Victimization and Objectification of Women in Media and Print

Advertising:

Women, in advertising, are represented as tools; they are symbolized as accessible for utilization, abuse and ill-treatment; they are identified mainly in sexual positions. This portrayal can lead to the treatment of women as “less than humans”. The depiction of females in Media as being victims of brutal behavior or being used as sexual tools is a reason behind influencing the means by which a society treats and regards females (Ceulemans & Fauconnier, 2010).

According to Lee, in the majority of advertisements, women appear staring at the camera, teeth tightened; their eyes are surrounded by stains of make-up which often result in a deadly appearance. A man appears to be looking at the woman with desire; yet, she is disengaged, as if she is in another world. This image provides an illustration of the tendency in the advertisement industry to sexually victimize and objectify women. These typical depictions of women strengthen and legalize current stereotypes of subordination and gender roles, invading into actual lives (Lee, 2011).

Women are objectified in Egyptian Magazine advertisements. They are used as sex tools to market certain products and services. In this context, one may cite the example of Shell Magazine advertisement, which portrays a woman ‘refreshed’ after taking a shower to exemplify the ‘refreshing’ role of Shell Oil for the car. This is an example of advertisements that make a professional use of eye catching and effective techniques to send the message directly to the audience.

Shell attempts to send the message that oil refreshes one's car engine the way women are refreshed. This is reflected through the advertisement's words, which are: “You know how refreshed and re-energized you feel after a shower? Well, imagine how your engine would feel if

you could give it the same treatment with Shell Helix Motor Oils.” As long as the consumer is attracted, by making use of women, it becomes easy to persuade him/her to purchase the product.

Moreover, there are other two examples of print ads that depict women as sex tools. One of them promotes Pantene Shampoo, and the other promotes a certain kind of hair removal cream formula. In both ads, women are objectified as sex tools, whose main task is to promote the product, with no interest in their personality and dignity. The women’s body in both ads is misused to attract viewers and get them to purchase the advertised product. This is clearly reflected in the way women are depicted in both ads, as shown in the photos below.



For women, physical attractiveness has been regularly the path to accomplish societal ranks. For men, having an attractive woman beside them, would reveal their societal rank by

having the capability of getting her. Women should have perfect physical appearance, becoming objects themselves. They are expected to be ideal and they should get the feeling that they ought to accomplish this perfection, or else, they would be regarded as failures (Sharabi; Stankiewicz & Rosselli, 2008).

The sexual depiction of females in Media demonstrates that they ought to behave in a specific manner; thus, they must constantly appear gorgeous and struggle to be the 'norm' (Ceulemans & Fauconnier, 2010).

The victimization of women sexually which was before restricted to "pornography" is now expressed in all means of Media, after being only in television and movies. The sexual depiction among men and women, positions of the body and facial looks that have lately occurred in ads, were taken from aggressive "pornography". It is common that people view females in advertisements as psychologically and physically defenseless, while males are overwhelming them (Stankiewicz & Rosselli, 2008).

Exposure to sexually objectifying advertisements produces "anti-women attitudes" and negative stereotypes. For example, the belief that females are only precious as tools of the aspirations of males, that a true man has to be sexually violent, that cruelty is "erotic", and that females who are victims of a sexual attack "asked for it". Females' portrayal as sex tools and presenting them as victims of violence emphasizes the belief that obedience and surrender are inherent attributes in females (Stankiewicz & Rosselli, 2008).

Television publicity is an extremely fundamental tool that can increase positive or negative cultural ethics, like sex matters. A TV ad is not only a device to promote a specific idea, product or service, but also it can be a method of presenting culture in a way that can assist or deform cultural standards in a society (Atia, "The Plot Thickens"). Egyptian TV advertisements have turned out to be stereotyped for the purpose of influencing the viewers to purchase the

advertised products. For instance, various advertisements in the Egyptian television use sex stereotyping by the means men and women are reflected in these advertisements. In a fairly great amount of Egyptian TV ads, women are depicted as inactive housewives, who only seek to satisfy their husbands. In other ads regarding butter and other food supplies, there is a housewife who desires to gratify her mother-in-law by utilizing a particular food product, which provides a fine flavor to what she cooks. Ads' designers transmit the message that if wives utilize a specific type of food product, their husbands and mothers-in-law will be satisfied and pleased, as if the single task of housewives is to make their husbands happy (Atia, "The Plot Thickens").

As mentioned by Dina Ezzat, a journalist and a reporter in Al-Ahram Weekly, women on Egyptian TV advertisements who quit their jobs, give-up their careers, and endure the cruelty of their husbands, are depicted as "good", whereas, those who act differently, are represented as "bad" or "loose". This stereotyped representation of housewives as minor and passive, reveals the cultural approaches toward women in the Egyptian society (Atia, 2006).

Additionally, sex stereotypes in Egyptian TV advertisements are revealed in the discouragement of women's accomplishments in sports. That is, advertisements in Egypt emphasize the notion that a number of sports, such as soccer, are only 'male-dominated'. For this reason, the majority of advertisements that utilize eminent soccer or athletic players are performed by male athletes, not females. For instance, well-known Egyptian soccer players, like Hazem Imam and Barakat, who play for both "Zamalek and Ahly", the most two famous teams in Egypt, are revealed eating a product of Egyptian cheese under the name of "Teama". This ad is generally transmitted either at night or during soccer matches. Via those two famed soccer players and the instance of presentation throughout matches drive the concept that Egyptian men are greatly influenced by soccer celebrities instead of the product quality. The negative result of this method is that it concentrates on only men and disregards women and girls, as if females are

not concerned with eating the type of cheese or soft drinks that are promoted by the prominent male soccer players. Hence, this stereotyped representation that is imposed in the Egyptian advertisements propels a negative thought regarding Egyptian males and children.

Yet, the particular approaches in which females are presented as less influential than males have started to change. Lately, some ads are reflecting the professionally growing role of women and are depicted as being powerful, to some extent in the field of work. Nevertheless, as this transfer took place, a considerable rising has occurred in the number of advertisements that depict females as less sexually appealing (Stankiewicz & Rosselli, 2008).

Furthermore, using a photo of a foreigner or an Egyptian celebrity in an Egyptian advertisement is common. The demand for control of the exterior, particularly the status and power of the West, became bonded with the maleness, femaleness, attractiveness, and sexual demand. In addition by the utilization of pictures of celebrities like “Paris Hilton”, advertisements translate English words such as “man,” “new look,” “spiky,” “sexual,” and “ultra fair” and add them to the Arabic script to emphasize their worldwide link.





As disputed by media anthropologists, advertisements do not only help in the selling of specific goods, but also assist in introducing innovative thoughts, experiences and emotions. Hence, the idea behind an advertisement for a cream which makes the body lighter is not only to sell it, but also to reveal that the white skin color results in a pleasing, gorgeous look and is purchasable by people. The wide smiles, the English script, the transparent outfits, the young faces, and the Arabic expressions, straightforwardly bond the product to vital concepts as affection, pleasure, prettiness, and uniqueness (Ghannam, 2008).

D. The Effects Of Advertising On Women:

Women in advertising are treated more as commodities and sex tools that can bring money than human beings who should be fully respected. Thus, being portrayed as such, deprive women from their human rights, turning them into machines or tools to bring money for the large organizations they are working for.

Women are hurt by the exploitation of their bodies in advertisements, believing that their bodies are simply decorations and are reflected as “attention-getting devices” that diminish their humanity and self-esteem. The result of this “sexual-sell” publicity on the relation among males and females and on youth's attitudes regarding morals is considered destructive.

The major intension of advertisers in utilizing women as sex devices is for the trading of their products based on their sexual fascination to men. There is a difference in approaches concerning advertisers who rely on the sex of the aimed group; for instance, in “female-oriented advertisements, women are invited to identify with the female product’s representative who is offered the ultimate reward”, due to product usage; thus, achievement with males. Whereas, in “male-oriented advertisements, male consumers are promised the portrayed female as the bonus that comes with the product” (Ceulemans & Fauconnier, 2010).

The uneasiness experienced by females due to the inner feeling of unattractiveness is a major persistent and destructive outcome of advertising. Only one body shape is presented in all advertisements, being a woman who “would meet the criteria for anorexia as 15% below normal weight”. In fact, ninety nine percent of this unhealthful body weight cannot be attained by most women. For revealing the image of perfection to the audience, a photographer is clearly requested to remove any bulges, lines, or swellings that would distort this ‘ideal’ image. When perfection is unattainable physically, a woman will be unable to achieve the figure she wants; thus, will experience a feeling of depression (Moore, 2009).

That is the rationale behind the unbelievable phenomena of the loss of weight, cosmetic and fashion industry, being the most gainful customer businesses. Consequently, a large number of women who are not capable of attaining this level of beauty pass through the feeling of shame, guiltiness and disappointment. As a result of being dissatisfied with one’s body shape, major eating disorders prevail. A study showed that females who believe the images presented in media regarding beauty as ‘ideal’, have negative feelings toward their bodies, than others (Moore, 2009).

Another dilemma is the presentation of women as sex objects to ensure the selling of products. These results in lessening the way women think about themselves, particularly young

ladies, who build their personality and self-image in their early stages of life. At the same time, this would lead them to the feeling that they would be worthless if they are not able to attract men's attention (Moore, 2009).

“Socio-cultural standards of women's beauty are presented in almost all forms of popular media, barraging women with an image that portrays what is considered to be the ‘ideal body’” Such standards of beauty are almost completely unattainable for most women; a majority of the models displayed on television and in advertisements are way below what is considered a healthy body weight. Mass Media's use of such unrealistic models sends an implicit message that in order for a woman to be considered beautiful, she must be unhealthy. This makes it difficult for females to achieve any level of satisfaction with their physical appearance. Indeed, TV portrays the “ideal woman” as tall, thin, slim, and white, with curves, a “tubular” body, and blonde hair. In 2004, Dittmar and Howard made this statement regarding the prevalence of unrealistic Media images: “Ultra-thin models are so prominent that exposure to them becomes unavoidable and ‘chronic’, resulting in confusion for most women and girls between their actual size and the ideal body” (Serdar, 2011).

“Researchers have called females' concerns with their physical appearance “normative discontent;” implying that body dissatisfaction affects almost all women at some point; as the importance of physical appearance is emphasized and reinforced early in most girls' development. As a result, women's body image concerns lead to disordered eating habits and health problems among females” (Serdar, 2011).

E. The Reason Women Are Objectified In Advertising:

“Sex sells.” Sex is utilized as a “vehicle” to sell products and services. People are confronted with about three thousand advertisements on a daily basis (Larson, 2009); they are subject to watch sexual and offensive ads. Whether they are in the departure row at a

marketplace, watching “primetime” television, or reading a magazine, a huge amount of advertisements that they are offered, are extremely sexualized. It is really obvious that women’s bodies grab people’s attention, and in response persuade them to purchase specific products. “Stereotypically”, males are particularly concerned in purchasing items that are publicized through the utilization of women’s bodies; hence, women should constantly view themselves via “stereotypical men’s eyes” (Larson, 2009).

“Women are encouraged to constantly aim at seduction, and while this may allow them to gain external power, to be social, economic, or sexual; it also can cause inner turmoil...” (Schrank, 1994, Schrank 2013) This is factual, even though females might feel that they are attractive for “starring” at; finally, they recognize how they are actually being negatively portrayed, which might be destructive to them and to their sense of worth.

Society has defined femininity in terms of a grammar of body parts, as lips, breasts, legs, etc. Unfortunately, females are considered as only body parts, nothing more. When these parts are disjointed, they lose vision of themselves as females, or even as human beings (Schrank, 1994, Schrank, 2013).

Accordingly, the main reason behind the objectification of women is telling men that female bodies are objects to be used for their enjoyment. This is a common message that is generally delivered to men, that the globe is planned for their own pleasure. For instance, regarding women’s magazines, they are usually concentrating on depicting images of women with arms on the shoulder, ‘knees touching,’ and a passionate look of desire on their faces. Thus, magazines objectify women and present them as sexual objects, with the intension of satisfying, or provoking, their readers’ desires to purchase, especially men (Berlatsky, 2013).

F. The Influential Force of Images in Advertising:

Given the fact that people regard images in advertising as real without giving themselves time to be critical, the role of advertisers is to portray images in a real shape for the sake of avoiding a false and an ambiguous picture to the customers. Yet, the fundamental characteristic of advertising is its productively influential nature. The techniques, by which advertisers handle images, do not only hide the truth, but also direct inexperienced customers towards believing a false proclamation regarding the product. Hence, this may result in a probable damage to customers if they do not cautiously and actively evaluate advertising images and realize that they are, by nature, influential and manipulative. Therefore, a customer has a similar task to be critical of advertisements and responsible for his/her action towards them (Sullivan, 2004; Stankiewicz & Rosselli, 2011).

G. Image Manipulation:

Regarding image manipulation, in the growing digital era, the manipulation of photos became a fashionable method of “re-formatting images” to create the most desirable outcome. “Photoshop and other photo enhancing and editing programs” enabled the ads’ designers to take a photo and edit it according to the method desired by them. Layers are easily used to add more people in the photo, similar to people’s bodies which can be amended to reveal gorgeousness or faultlessness (West, 2011).

At the same time, “selective cropping” of photos could spotlight the picture only on what the photo’s designer wants the viewer to regard. For instance, a photo of a pleasant calm field can simply conceal the poisonous waste abandoned spot which is so near, to create a deceptive delusion that the field is a hygienic and unpolluted place. Moreover, “power lines” can be detached, and colors could become brighter. Nevertheless, as images are regarded as real,

believing that they are factual generates information which is deceitful and misleading to an ignorant customer (Sullivan, 2004; Stankiewicz & Rosselli, 2011).

On a daily basis, customers are exposed to various images, which sometimes can result in untrue ideas about what is regarded as gorgeous, fresh or genuine. The idea of “self-identity image” ads is an example of the influential and manipulative force of advertisements on people; these ads produce an ideal image to the products’ viewers. For instance, a “Sex Appeal” ad where a slim, perfect, attractive female is represented in the photo, for the aim of selling a specific product depends on the connection with the good-looking person. A lot of females will evaluate themselves based on this image and will think that they would be defective if they do not resemble the woman who appeared in the advertisement. This can create a destructive psychological outcome on women, as they will be comparing themselves to a fake image (Sullivan, 2004; Stankiewicz & Rosselli, 2011).

A woman could suppose that on using the product, she will also be regarded as beautiful by the society. These images will result in a negative consequence on the person’s sense of worth or produce an intellectual delusion that has to match with the stress involved in the commercial. Thus, the proper question to be asked when producing this advertisement is if there are deceptive promises produced by this ad, if it creates fake ideals, or if it results in any psychological damage to the audience (Sullivan, 2004; Stankiewicz & Rosselli, 2011).

H. The Ethical Issues Of Using Sex In Advertising:

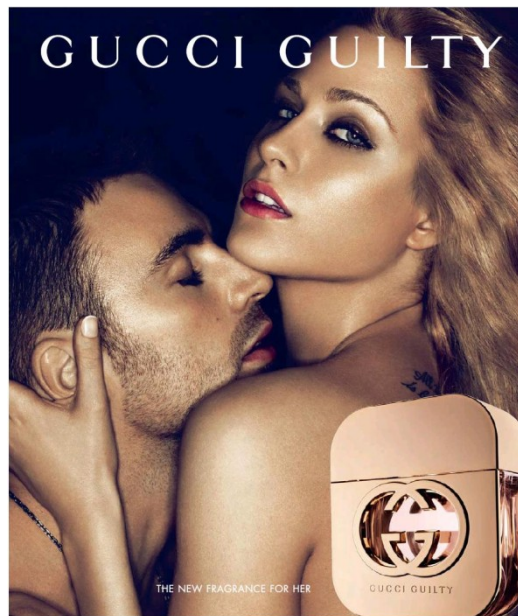
Nowadays, we live in a world where “sex sells” all. However, sexual images in advertising might not necessarily sell products but they are “eye-catching”, thus attract awareness and oblige the customer to get a closer look at the product. Sexual advertisements have an outcome on youth as they are taught how to be acting and looking as sexy as possible.

Thus, if sexuality in advertising is unavoidable, we have to ask if it is ethical or not (Chinen, Karnicky, Lee, Mitchell, Varner, 2004; Mostafa, 2011).

It is not considered ethical to “play off of people’s insecurities” for the sake of selling a product or service. People consider it a dishonorable action for organizations to use sexual imagery as they provide a fake image to the customers. Advertising mainly relies on the “manipulation of the consumer’s self-image” (Ceulemans & Fauconnier, 2010). Sexual advertisements let the customer experiences insufficiency to what is represented, resulting in decreasing his/her sense of worth. At the same time, a lot of ads reveal a fake judgment of certainty or reality that is not realized by the customer. For example, alcohol producers, get the feeling of triumph when their product, though harmful, is sold due to the presence of an attractive woman in the advertisement. Thus, females are presented to the spectators as an objective or award to succeed. They are portrayed as a reward that is only achieved with the “right beverage” (Chinen, Karnicky, Lee, Mitchell, Varner, 2004; Mostafa, 2011).

The use of sex in commercials about alcohols is considered a means of humiliating females. Females are depicted as attractive sex tools, exposed as brainless, as if their main target is to chase men to bed with the suitable drink. What is rather surprising is that advertisements about alcohol sometimes use men, trying to show that by drinking, they would turn out to be ‘true men’. This leads the customers to relate manliness to drinking (Chinen, Karnicky, Lee, Mitchell, Varner, 2004; Mostafa, 2011).

One of the areas in which sex is mostly used is the perfume industry. The power of using sex in the perfume industry will persist due to its capability of attracting the other sex. Even though a corporation as Ralph Lauren presents advertisements showing how a family would be happy when using its products, this is not the case among all perfume organizations (Chinen, Karnicky, Lee, Mitchell, Varner, 2004; Mostafa, 2011).



Regarding the industry of clothing, sex is also used in most of its advertisements. For example, Kelvin Klein depends greatly on sex images to sell its products. Surprisingly enough, models who appear in the ads, are usually half naked and are wearing revealing and transparent clothes. Thus, the fashion in the advertising globe in recent societies is measured by the extent of which a person is willing to barely wear any clothes (Chinen, Karnicky, Lee, Mitchell, Varner, 2004; Mostafa, 2011).



In brief, *there is no obvious answer regarding the ethicality of using sexual images in advertising.* Sexuality is used in advertisements promoting many products as alcohol, perfume,

clothing, soap, cream, cosmetics, hairstyles and others. While both producers and consumers vary regarding their views toward ethics, still each has convincing positions. Yet, these positions are subject to dispute from the other side. Therefore, it becomes the customer's matter, where he/she might build his/her opinion to purchase depending on the quality of the product without any kind of attraction to the sex appeals presented in the advertisement.

I. Advertisements that Empower Women:

There are some advertisements that portray women in a better way. For instance, an enormous campaign that was launched in U.K., and was rather innovative is “Dove Campaign for Real Beauty”. It is noticeable how it gets females of various sizes, colors and forms, and uses them as “Spokes’ Models”, rather than one size, color or form. This is a progress that would optimistically change the way women are regarded by society, and portrayed in the Media. The commercials for this campaign “are not sexual and do not glamorize” a certain lifestyle. They build a sense of worth in the direction of females, who take pleasure in purchasing any product of Dove as their commercials are intended to positively influence its clients. Customers are likely to purchase the product if they feel that it is for the general excellence of everybody, not only promoting a specific way of life. Their slogan was “You are beautiful, no matter what they say” (Near, 2007). This type of ad that portrays women in a positive way can be applied in Egyptian advertisements, as it had a great influence on the Egyptian society.



In Egypt, it can't be denied that females play a major role in the process of advertising of specific ideas, products, and services. However, a number of advertisements, whether in Egyptian or Western Television or Print, negatively portray women. They were unsuccessful in using them appropriately, to grab the audience's attention to the product advertised.

Women are positively portrayed in some Egyptian TV advertisements. For example, in one of the ads that is run by the former Egyptian government that stresses on the importance of girls' education; it can be realized that it is presented mainly by some girls and women to represent the various stages of Egyptian women's development. It aims at publicizing some important ideas about the status of women in the Egyptian society. In this Public Service Announcement (PSA), the life of a common girl from the rural areas is presented since her childhood till her youth. So, one can witness a girl who is attached to her school, gets complete education, faces the problem of being married early, till she works, marries the one she loves, and gets a beautiful girl. Thus, the main figure of this ad is a female, who takes the role of a daughter, spouse, and parent at different stages of the advertisement. The location of the ad is the countryside of Egypt, the type of language is compassionate non-scientific, and the 'products' here are cultural ideas.

This Public Service Announcement (PSA) is initiated by the National Council of Women (NCW). In fact, it publicizes very important ideas about the feminist issues, such as Females' Genital Mutilation, education and early marriage. It sends the message that the Females' Genital Mutilation experience in early childhood can severely affect girls throughout their lives. That's why it implicitly sends the message "No to Females' Genital Mutilation". In addition, it stresses on the idea that girls have the right to finish their education till the highest possible degree. Also, it sends another message about banning early marriage for girls, which is practiced in rural areas. As a result, it is not an advertisement that publicizes about a product or service; rather, it

publicizes important social ideas about the rights of women in the society. Thus, it reflects a public interest regarding the role of women in the Egyptian society.

In another Egyptian TV advertisement that is also run by the former Egyptian government, the importance of reading is focused upon. The Egyptian government has launched an advertising campaign in the Egyptian TV since the 1990s, where it supported the notion of reading since early age. For the expansion of this notion, the earlier Egyptian government began an advertising campaign known as “Read for your Kid” to encourage and recommend parents and adults to read to their children for the sake of inspiring kids towards reading. In this ad, women and girls are used to persuade children and parents about the excessive value of reading for all ages. To add a significance and heaviness to the ad, it portrayed the earlier First Lady Mrs. Suzanne Mubarak, at the same time, supporting the idea of reading to kids. The setting of the ad is an ordinary district in Egypt, the style of language is simple, welcoming and sympathetic, and the ‘products’ here are essential social ideas.

The third advertisement investigated here is about a brand of soap under the title “Lux”. The main character is a female celebrity, who is Mona Zaki, the well-known Egyptian movie star. The scene of the ad is an enormous shopping mall, where the famed star encounters a group of young girls who were attracted to her fragrance. The language used in the ad is non-technical, and the product endorsed is a type of magnificent soap that is chiefly used by women.

The fourth advertisement is the one that advertises about a specific type of yoghurt. The central character is a woman, who endeavors to conceal the yoghurt cup from her husband. Thus, the task of the woman character is a spouse and the site is an ordinary Egyptian house. The language of the ad is non-technical and the product is mainly a type of food which is yoghurt.

Last but not least, the fifth advertisement is the one that broadcasts a specific brand of ovens, named “Kiriazzi”. The main figure here is an Egyptian celebrity, who is Nelly Karim, a

prominent movie star. The setting of the ad is presumed to be an ovens' factory, in which she has to discover the innovative technology used in this product. The language of the ad is exceedingly technical, with the use of expressions such as "technology", "built in", and "new generation of ovens". Accordingly, it can be recognized that the vital role of females in Egyptian advertisements can be shown in various ads that broadcast different products and ideas.

These types of TV advertisements are encouraged, as they portray women in a better way and do not use them sexually to promote a product or service.

Moving to Print Advertisements, in minor circumstances, women are used effectively; for example, the British Council ad that is published in Al-Ahram Weekly Magazine. Its use of the picture of a girl trying to jump high is very appealing and effective because it symbolizes the sincere effort to reach the top of perfection and quality education by both the British Council and the seekers of good quality education.

Women are portrayed positively in some other Print advertisements and awareness campaigns promoted by advertising agencies as 'Perception Communication' and other NGOs. For instance, there is a campaign that presents a warning to the public with regard to the health threats caused by Anemia. In this ad, a woman in veil is portrayed as a mother, hugging her children, in a symbol of protection and care. The main message of the ad is that women can be a powerful source of protection for their families. Also, the portrayal of the woman as veiled refutes the notion that women are always portrayed as sex tools or sexually objectified.

To conclude, women in TV and Magazine advertisements are mainly portrayed in a negative way; however, in some TV ads and Public Service Announcement campaigns that were run by the Egyptian government they played major roles and are presented in a positive way. Hence, it is recommended that this variety in women's portrayal be applied to other means of Media, as print and online.

Chapter 3

IV. Methodology

Significance of the study:

This study aims at measuring the viewers' perception of women in Egyptian Advertising (TV and Magazines), and whether this perception is affected by variables like the viewers' backgrounds, the physical appearance or sexual depiction of women in advertisements or the medium (TV or Magazines). Also, this study would give awareness to the readers regarding the image manipulation in advertisements that deceive the audience by showing them pictures of "ideal" women and attempting to convince them that this is the norm.

Moreover, this study would also benefit advertising agencies to think for other alternatives, than using women as sex objects in advertisements, to market their products and services.

After the 25th of January, 2011 Revolution, and especially under the current Islamist Ruling Regime, the society is expected to become more conservative, thus portraying women in a sexual frame may be rejected by the overall population. *According to the Feminist Theory, the importance of the variety in advertising is an essential issue leading to the decline of women's negative depiction* (Pittet, 2013).

Finally, this study provides a recommendation that the government could attempt to represent women in a better way by creating public service awareness campaigns regarding the vital role of women in the Egyptian society. NGOs would protect the welfare of the audiences addressed through Media by making sure that advertisements are balanced in portraying females. They should try to focus on both sides of the picture and represent an unbiased image about women especially veiled and unveiled in the same advertisement to gratify both sides of the society.

Research Methodology

In this research, the First Phase was a Qualitative Exploratory Research; it was applied to help in formulating the Second Phase, which was the Quantitative Conclusive/Descriptive Research. In the First Phase, In-depth Interviews of 10 respondents (5 men & 5 women) were carried out to be able to gain insights, thoughts and perceptions of people regarding the image of women in Egyptian Advertising. This step, in addition to the literature review, helped in understanding the issue in hand and developing the right Conclusive Quantitative Research. The Second Phase, a Descriptive Quantitative Research was applied. A survey was conducted to be able to provide conclusive results and recommendations regarding the perception of women in Egyptian advertising.

Sampling

Target Population:

The target of this research was men and women, above 21 years and highly educated. The assumption made is that in this profile, individuals are able to articulate and formulate perceptions of women in Egyptian Advertising.

Sampling Technique:

A “Non-Probability” sampling was conducted. A “Purposive Sample” was formed of **300** men and women.

The reason of using a Non-Probability Sampling was attributed to the lack of getting a full list of men and women of the Egyptian society who are exposed to Mass Media.

Sampling Frame:

300 questionnaires were distributed in Cairo’s restaurants, hangouts and Multinational companies. The survey was conducted in 2 weeks starting the last week of March 2013.

Employees in Multinational companies were chosen because the researcher's targeted respondents are people higher in age and educational degrees.

Sample Size:

The sample size for the qualitative research phase was composed of 10 In-depth interviews. The sample included 5 men and 5 women graduate participants. As for the quantitative research phase, a total of 300 questionnaires were filled.

Research Questions and Hypotheses

This research aims at studying how women are portrayed in Egyptian Advertising (TV & Magazines) and how they are perceived by Egyptian audience. More specifically the following hypotheses were studied:

RQ1. How women are portrayed in Egyptian Advertising (TV & Magazines)?

RH1: Women are sexually portrayed in Egyptian Advertising.

RQ2. Based upon the way women are portrayed in Egyptian Advertising (TV & Magazines), how their perception is among Egyptian Audience?

RH2: Women's perception is Negative among Egyptian Audience.

Independent and Dependent Variables:

The independent variables were retrieved from the literature review, theoretical framework and in-depth interviews.

-Dependent variable:

The Overall Perception of Women in Egyptian Advertising (TV & Magazines)

-Independent variables:

- Does the Medium (TV or Magazine) play a role in the viewers' perception of women in Egyptian advertising?

-The importance of women's Physical Appearance (Feminism Perspective on Objectification, 2011).

-The importance of people's Backgrounds (Operationalized according to Ethnicity, Religion, Education, Sexual Orientation, Gender, Income and Social Class, etc.). Culture plays an important role in shaping people's backgrounds. People with the same cultural backgrounds, are expected to have similar behaviors and beliefs; for example, the way they dress, deal with people and act in their daily lives. Although personalities differ from one person to another, still people from similar backgrounds are likely to behave in the same manner; as they have the same education and religious backgrounds, besides having same morals and values; thus, the way they perceive women in advertisements would be almost the same.

-The Sexual Depiction of women in Egyptian Advertising (TV and Magazines) (which would be measured by a 5 point Likert scale) (Ceulemans & Fauconnier, 2010; Pittet, 2013).

Questionnaire Design

The *Personal (Face to Face) questionnaire* is composed of three major parts with a total of 18 multiple choice questions. These questions were developed out of the results of the qualitative research conducted.

Respondents are asked to choose the most suitable answers representing their opinion on the two major issues examined throughout this research:

- How are women portrayed in Egyptian Advertising (TV & Magazines)?
- How are women perceived by Egyptian Audience?

Since the target had to meet certain criteria, a number of filtering/screening questions were placed at the beginning of the questionnaire to filter respondents and make sure they match the target market.

Filtering Questions were:

- Do you watch Egyptian TV (Either Satellite or Governmental)?
- Do you read Egyptian Magazines (Weekly or Monthly)?

The Research Instrument Section:

The questionnaire is divided into the three following parts:

1. General Questions on Egyptian TV Ads Evaluation.
2. General Questions on Egyptian Magazine Ads Evaluation
3. Questions on Respondents' Personal Profile, representing Gender, Age, Educational and Marital Statuses.

Part One:

The first part of the questionnaire encloses general questions on **Egyptian TV Ads Evaluation.**

The first question is Nominal and asks whether respondents watch TV (either Governmental or Satellite Channels). The second question is Interval and tests whether a “public learned/generalized image” about women in ads is built from watching Egyptian TV channels. The third question is Interval and tests if respondents respect women for their physical image on TV advertisements. The fourth question is Nominal and attempts to know how women on TV advertisements are most commonly portrayed. The fifth question is Interval, consisting of a Three-Point Scale and tests how viewers perceive women on Egyptian TV advertisements, whether in a positive, neutral or negative way. The sixth question is Interval and attempts to know whether the viewers' perception of women on TV advertisements is affected by their backgrounds. The seventh question is Interval and attempts to know the opinion of respondents of whether women on TV advertisements are sexually depicted.

Some questions are asked on a Nominal scale to get accurate and concise answers, while others are asked on an Interval scale. Respondents are asked to choose only one answer for each question.

Questions:

1. Do you watch Egyptian TV (either Governmental or Satellite Channels)?

2. To what extent do you agree with the following statement?

“TV Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon.” (Carpenter & Edison, 2009)

3- Does the physical appearance of women on TV ads give them a respectable image? (Feminism Perspective on Objectification, 2011)

4. In your opinion, women are most commonly portrayed on TV ads as.....

5. Based on your answers above, how do you perceive the way women are portrayed on Egyptian TV ads?

6. Do you think that your perception of women on TV ads is affected by your background?

7. Do you think women are sexually depicted on TV ads? (Pittet, 2013)

Part Two:

The second part of the questionnaire encloses general questions on *Egyptian Magazine Ads*

Evaluation.

The first question is Nominal and asks whether respondents read Egyptian Magazines (Weekly or Monthly). The second question is Interval and tests whether a “public learned/generalized image” about women in ads is built from reading Egyptian Magazines. The third question is Interval and tests if respondents respect women for their physical appearance in Magazine ads. The fourth question is Nominal and attempts to know how women are most commonly portrayed in Magazine ads. The fifth question is Interval, consisting of a Three-Point Scale and tests how viewers perceive women in Egyptian Magazine ads, whether in a positive, neutral or negative way. The sixth question is Interval and attempts to know whether the viewers’ perception of women in Magazine ads is affected by their backgrounds. The seventh question is Interval and attempts to know the opinion of respondents of whether women in Egyptian Magazine advertisements are sexually displayed.

Some questions are asked on a Nominal scale to get accurate and concise answers, while others are asked on an interval scale. Respondents are asked to choose only one answer for each question.

Questions:

1. Do you read Egyptian Magazines (Weekly or Monthly)?

2. To what extent do you agree with the following statement?

“Magazine Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon” (Carpenter & Edison, 2009)

3. Does the physical appearance of women in Magazine ads give them a respectable image? (Feminism Perspective on Objectification, 2011)

4. In your opinion, women are most commonly displayed in Magazine ads as.....

5. Based on your answers above, how do you perceive the way women are displayed in Egyptian Magazine ads?

6. Do you think that your perception of women in Magazine ads is affected by your background?

7. Do you think women are sexually displayed in Magazine ads? (Pittet, 2013)

Part Three:

The third part of the questionnaire encloses questions on the **Personal Profile of Respondents**. They are asked about their demographics to identify their Gender, Age, Educational and Marital Statuses.

In addition, the researcher attempts to identify the relationships between the respondents' demographics and their perception of women in Egyptian TV and Magazine advertisements.

Questions are asked on either a Nominal or an Ordinal scale. All answers were mutually exclusive and do not intervene as well as exhaustive and comprehensive.

Questions:

- 1-What's your Gender?
- 2-What's your Age Bracket?
- 3-What's your Educational Status?
- 4-What's your Marital Status?

Data collection

Data was collected through Personal (Face to Face) Method. The researcher was available to assist respondents in case clarifications to understand certain questions that were needed.

Pilot Study

A pilot study to test the initial questionnaire was conducted with 15 respondents chosen from the population under study. Minor changes were made in the questionnaire for better clarity of questions.

Statistical Techniques

Different statistical techniques were employed to answer the study's Research Questions and Hypotheses. The following statistical techniques were used:

- 1- One Sample T-Test
- 2- Paired Sample T-Test
- 3- Independent Sample T-Test

-First of all, the *One Sample T-Test* was applied to compare all Metric Variables to Neutral.

-Second, the *Paired Sample T-Test* was applied to compare the Means of TV and Magazines.

-Third, the *Independent Sample T-Test* was applied to compare all Metric Variables across Genders.

Chapter 4

V. Results

In-depth interviews of 10 men and women respondents have been conducted to know their perception of women in Egyptian TV and Magazine Advertisements. This phase supported the formulation of the second phase, which was the Descriptive Quantitative Research.

Personal Profiles of the In-depth Interviews:

- The age range of respondents was from 23 to 50 years, while the majority is in the 30s.
- All respondents are graduates, with one PhD holder and one Master's Degree holder.
- Six respondents were married, two divorced, one engaged and one single.

Key Findings:

The Perception of women in advertisements:

Almost all respondents perceive women in most of advertisements, TV and Print, as sexual objects with mainly one target which is attracting men; and sometimes, they are perceived as fashion objects.

The Portrayal of women in advertisements:

Women in advertisements are portrayed in an offensive and inhumane way. They take revealing positions, are depicted in sexy scenes, and wear sexually appealing outfits. Hence, they are used as means of attracting audiences to purchase the products or services advertised.

Other respondents view women in advertisements as naïve, immature or dependent housewives with only one objective which is satisfying their husbands' needs. They are portrayed as having no identity and lacking an appropriate way of thinking or acting.

Sometimes, women are portrayed in cooking scenes in the kitchen, where they look happy and satisfied with this role; thus, this portrayal limits their career opportunities and roles in society. In fact, it is assumed that this portrayal of women is critical, as some viewers of TV or

Magazine advertisements might build a public learned/generalized image about women in ads, which means that they might regard all women as not interested in anything except being experts in their household activities.

Some respondents perceive women as strong means of selling products and services. They are behind the success of most advertisements and increasing sales in most of the well-known organizations they are working for.

Other respondents think that the portrayal of women in media is not directed to only one type; one can view women in both TV and Print advertisements as housewives, sexual objects, daughters, girlfriends, businesswomen, etc. However, women are most commonly portrayed in Egyptian Media as housewives or sexual objects.

The Negative Portrayal of women in advertisements:

Women in advertisements are portrayed in a negative way; their image is distorted, their status is degraded and their role in society is limited, compared to men.

Actually, six out of ten respondents claim that TV ads reveal women as more sexual than Print Media (Magazine) ads. This is justified by the fact that TV ads are dynamic; they involve audiovisuals, while Magazine ads are static, where no sound or motion is involved; only pictures. Hence, sound and motion together have a great impact on audiences' perceptions. To add, TV is a powerful source of sexual depiction of women in advertisements as not everyone is interested in reading Egyptian Magazines.

Only one respondent had a different point of view and declared that photos in Magazines are repulsive as women are portrayed in Bikinis and wear very sexy and revealing clothes which cannot be shown on TV. Women in Magazine ads stand up in a certain manner; wear special outfits in order to be attractive to the viewers. In addition, TV has its limitations since it is available in all Egyptian houses and children watch it anytime, without parental supervision;

thus, Magazine advertisements would be revealing women as more sexual; as they are not easily accessible as TV advertisements.

People think that TV reveals women as more sexual, as it has more influence on people than Print, especially in Egypt, where the majority is illiterates, so TV is considered the most important medium of information, news and entertainment for the Egyptian society.

In addition, Egyptians don't purchase Magazines frequently compared to the amount of time they watch TV. Actually, the frequency of purchasing Magazines, especially those related to fashion and entertainment, depends on the social class of the consumer. This infers that C-class people will prefer watching TV than reading Magazines.

The Effect of Background of audiences on the perception of women in advertisements:

Regarding whether the viewer's perception of women in Egyptian advertising is affected by his/her background, including age, ethnic group, religion, education, social class, sexual orientation, income, etc. Seven out of ten respondents agreed that their perception of women in ads is affected by their backgrounds. They claimed that all religions and conservative cultures do not approve the way women are depicted in advertisements. Other respondents claim that they try not to be biased and judge women in advertisements according to their backgrounds.

The most common answer was that education shapes one's behavior about how to regard and judge women, as through education, one learns how to respect women and becomes familiar with their role in society. Furthermore, social class is also important, because, in Egypt, the places one hangs out in, one's family and friends affect the way he/she thinks, not only about women, but also about every aspect of life.

Thus, the elements of background that affect perception of women the most are education, social class, as people regard women in advertisements according to the manners they have been raised upon; and age, as young people are usually more liberal and open-minded than

old people. Therefore, when a person is raised up in a conservative culture, he/she will perceive women differently than another person who is more westernized or open-minded.

“Whether Advertisements lead viewers to build a generalized image about women in society?”:

Almost all respondents disagreed that “advertisements lead viewers to build a generalized image about women in society”.

Actually, TV and Print advertisements only portray one category of women, such as actresses, celebrities or well-known businesswomen, not ordinary women in typical Egyptian households. Thus, the image of women is formed by personal experiences and sometimes through cultural interactions, but of course not through advertisements.

Almost all respondents agree that women in advertisements are depicted in a negative way; as sex tools. Indeed, “women in 90 % of the ads wear sexy clothes and carry out sexual actions in order to attract men and convince them to purchase the products.”As a result, it is recommended that media portray women in a better way so the coming generations would formulate a better idea about the role of women in the society.

Nevertheless, some respondents admit that women are sometimes portrayed by media in a positive way. To illustrate, few years ago, an influential advertisement was presented by an Egyptian girl from the rural areas; it was run by the former Egyptian government and portrayed women in a positive way. It focused upon the importance of girls’ education, banning early marriage and Females’ Genital Mutilation (FGM).

To sum up, some respondent think women in advertisements are most commonly portrayed as sexual objects, because they dress up and stand in a certain way to attract men. Few respondents view them as housewives who aim at fulfilling their husbands’ and children’s needs. While others think women are portrayed in a positive way by being energetic and affectionate.

It is clear that when it comes to building their opinion about the perception of women in TV and Print advertisements, ninety percent of the respondents are mainly affected by their backgrounds. For instance, viewers coming from a conservative background that totally sticks to customs, traditions, moral values and ethics are unable to accept the reality that it is reasonable for women to appear in advertisements as half naked and to be depicted as sexual objects. They have been brought up with the feeling that a woman's body is prohibited and sacred; in other words, a taboo. They believe that women have to be respected and using them for achieving an objective, which is selling a product or service, is degrading to their position in the society and their psychological state as human beings.

Whereas, spectators who are more broad-minded and brought up in a westernized lifestyle, accept this portrayal, as its aim is to sell a product, not to sell sex; thus, there is no kind of humiliation of women in this action.

Furthermore, age as well as educational background, play an important role in the perception of women in advertisements, where young and more educated people are less prejudiced and more flexible in accepting the role of women in advertisements, to achieve certain goals.

In addition, the majority of respondents declared that advertisements do not help them build a generalized image about women in real life. Despite the depiction of women in advertisements in a degradable image, it does not mean that it represents their real way of life. Respondents understand that the sexual acts are only for the sake of the advertisement and have nothing to do with the true behavior of women; and that this image should not be generalized to all women in the Egyptian society.

Summary of In-Depth Interviews' Variables and Results:

<u>Variable</u>	<u>Result of In-Depth Interviews</u>
"Women's Portrayal"	Sexual Objects or Housewives
"Women's Perception"	Positive or Negative
"Audiences' Backgrounds"	Affect the Perception of Women
"Generalized Image"	Not Applicable

Descriptive Analysis

Frequencies

Sample Characteristics:

Statistics

		WatchTV	PortTV	WatchMAG	PortMAG	Gender	Age	Education	Marital
N	Valid	300	288	288	248	300	300	300	299
	Missing	0	12	12	52	0	0	0	1

Table 1

After the distribution of the questionnaires to the sample, the researcher inputted and analyzed the data using the professional data analysis software SPSS. This technique was applied because of the cost and time constraints; in addition, it is the most common technique used in several previous researches.

Results of the Questionnaire

Personal Profile:

1- Gender:

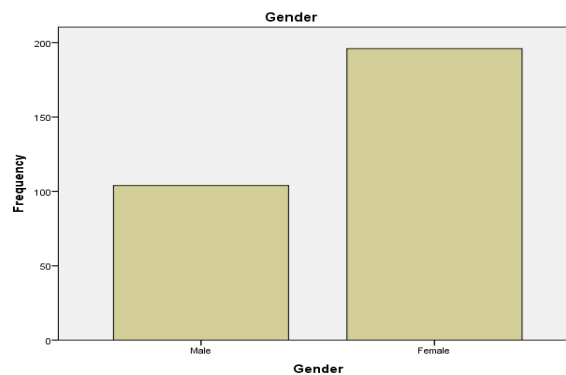


Figure 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	104	34.7	34.7	34.7
	Female	196	65.3	65.3	100.0
	Total	300	100.0	100.0	

Table 2

Female respondents were (196) and Male respondents were (104).

The Females' Valid Percentage was (65.3%), while the Males' Valid Percentage was (34.7%).

Thus, Females' Valid Percentage was almost double the Males' Valid Percentage.

2- Age Bracket:

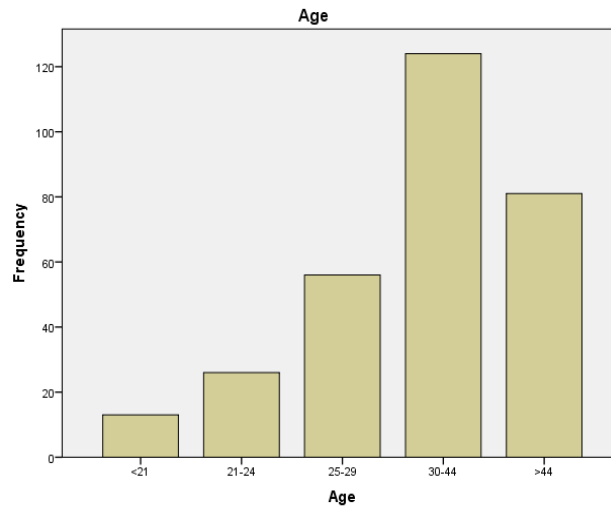


Figure2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<21	13	4.3	4.3
	21-24	26	8.7	13.0
	25-29	56	18.7	31.7
	30-44	124	41.3	73.0
	>44	81	27.0	100.0
	Total	300	100.0	100.0

Table 3

(81) respondents were 45 years and above,(124)were between the age of 30 and less than 45,(56) were between the age of 25 and less than 30, (26) were between the age of 21 and less than 25, and (13) were less than the age of 21.

(87%) of the sample was 25 years and above. The biggest group was between the age of 30 & 44, which corresponds to (41.3%) of the sample size.

3- Educational Status:

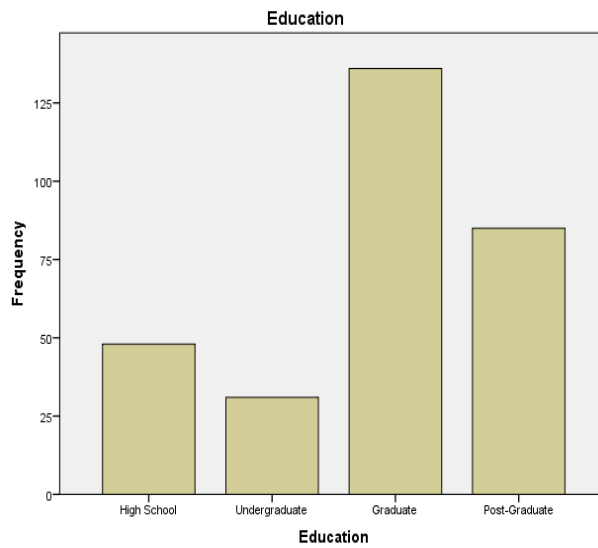


Figure3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	48	16.0	16.0	16.0
	Undergraduate	31	10.3	10.3	26.3
	Graduate	136	45.3	45.3	71.7
	Post-Graduate	85	28.3	28.3	100.0
	Total	300	100.0	100.0	

Table 4

(136) respondents were graduate degree holders, (85) were postgraduate degree holders, (31) were undergraduate degree holders, (48) were high school students.

Three quarters of the sample were graduates and postgraduates, which composed (74%) of the sample.

Actually, the educational status of respondents (graduates and postgraduates) was consistent with the age, which averages between 25 years and above. It is also convenient to the study's target population, which is respondents above 21 years old and highly educated. Nevertheless, future research can further examine more target segments, as this research's time frame was not flexible to examine more than one target segment.

4- Marital Status:

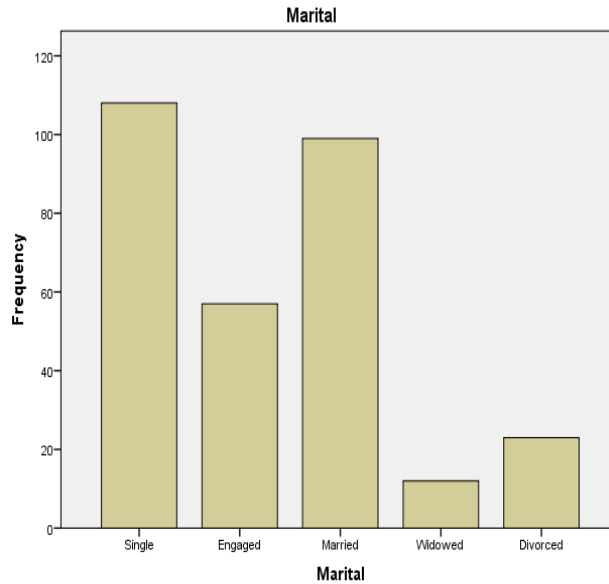


Figure4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	108	36.0	36.1
	Engaged	57	19.0	55.2
	Married	99	33.0	88.3
	Widowed	12	4.0	92.3
	Divorced	23	7.7	100.0
	Total	299	99.7	100.0
Missing	System	1	.3	
Total	300	100.0		

Table 5

(108) respondents were Single, (99) were Married, (57) were Engaged, (23) were Divorced, and (12) were Widowed.

The Married and Singles composed (69%) of the sample under study. However, the singles were the highest group (36.1%).

To sum up the Questionnaires' Personal Profile of Respondents:

The number of Female respondents was double the number of Male respondents. Approximately (90%) of the sample was 25 years and above. Three quarters of the sample were Graduates and Post Graduates. Approximately (40%) of the sample were Single.

Section One: Egyptian TV Ads' Evaluation:

1- Watching Egyptian TV (either Governmental or Satellite Channels):

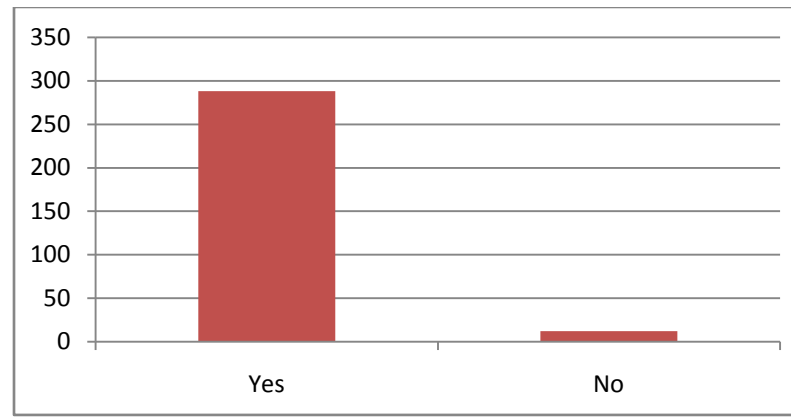


Figure5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	288	96.0	96.0	96.0
Valid No	12	4.0	4.0	100.0
Total	300	100.0	100.0	

Table 6

Out of (300) respondents, (288) watch Egyptian TV (either Government or Satellite Channels) and only (12) respondents don't watch them.

(96%) of the sample watch Egyptian TV channels (either Governmental or Satellite), compared to (4%) do not watch them.

2- **“TV Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon”:**

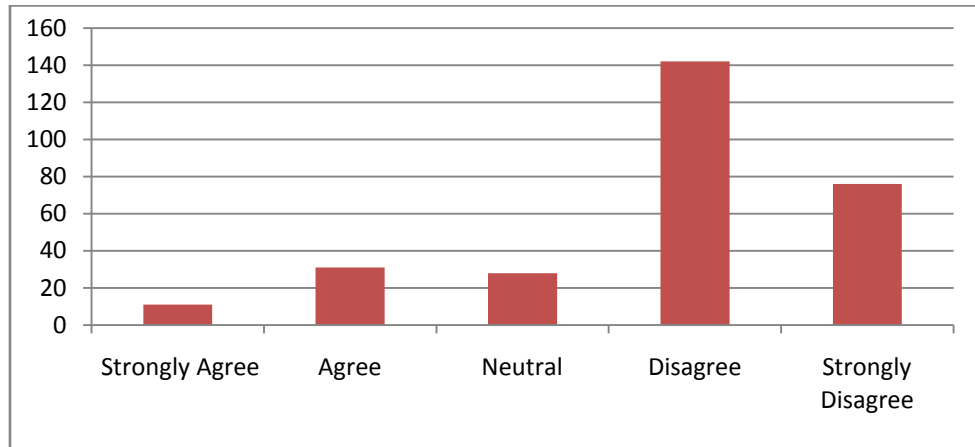


Figure 6

Image TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	76	25.3	26.4	26.4
Valid Disagree	142	47.3	49.3	75.7
Valid Neutral	28	9.3	9.7	85.4
Valid Agree	31	10.3	10.8	96.2
Valid strongly agree	11	3.7	3.8	100.0
Total	288	96.0	100.0	
Missing System	12	4.0		
Total	300	100.0		

Table 7

Out of (300) respondents, (142) disagreed that TV Advertisements lead the viewers to build a generalized image about women in ads. (76) Respondents strongly disagreed, (28) were neutral, (31) agreed and only (11) strongly agreed.

More than three quarters (76%) of the sample disagreed that TV advertisements lead the viewers to build a generalized image about women in ads.

3- Physical Appearance of women on TV advertisements gives them a respectable image:

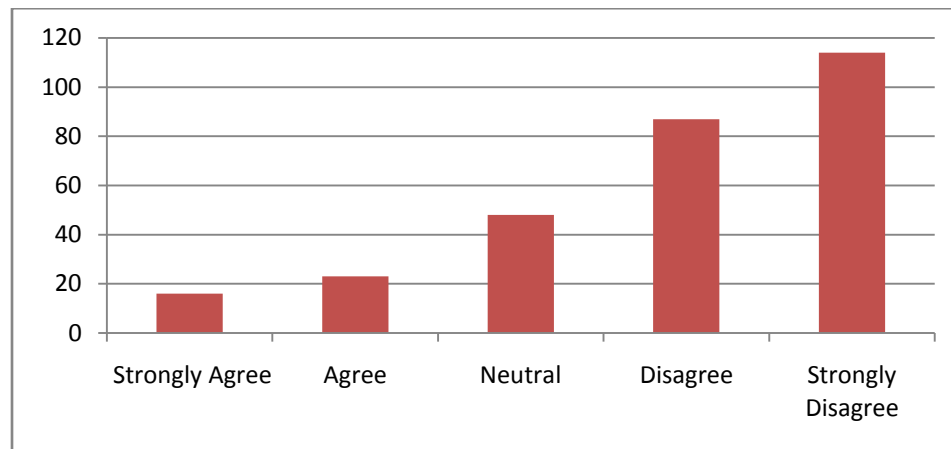


Figure 7

Physical Appearance TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	114	38.0	39.6	39.6
Valid Disagree	87	29.0	30.2	69.8
Valid Neutral	48	16.0	16.7	86.5
Valid Agree	23	7.7	8.0	94.4
Valid strongly agree	16	5.3	5.6	100.0
Total	288	96.0	100.0	
Missing System	12	4.0		
Total	300	100.0		

Table 8

(114) respondents, out of (300), strongly disagreed that the physical appearance of women on TV advertisements gives them a respectable image. While (87) respondents disagreed, (48) were neutral, (23) agreed, and only (16) strongly agreed.

Almost three quarters (70%) of the sample disagreed that the physical appearance of women on TV ads gives them a respectable image.

4- Women are most commonly portrayed on TV ads as....

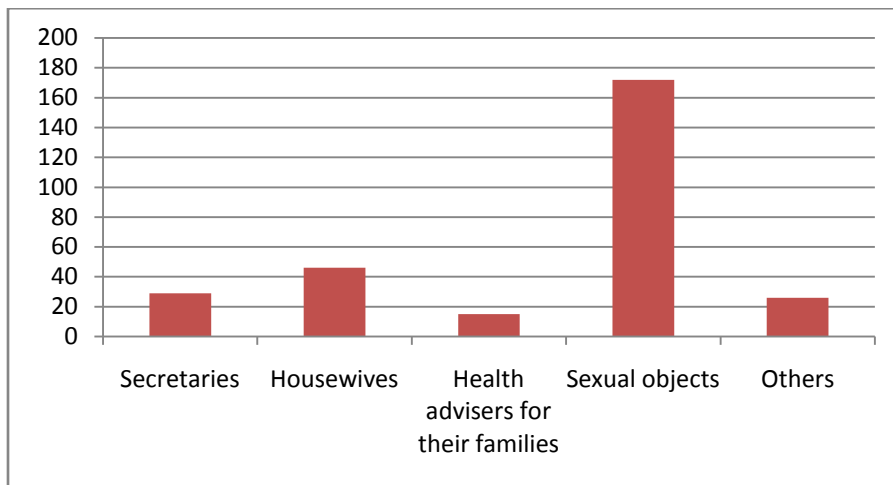


Figure 8

Portrayal TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secretaries	29	9.7	10.1
	Housewife4s	47	15.7	26.4
	Health Advisors	15	5.0	31.6
	Sexual Objects	171	57.0	91.0
	Others	26	8.7	100.0
Total	288	96.0	100.0	
Missing	System	12	4.0	
Total	300	100.0		

Table 9

(171), out of (300), respondents think women are portrayed as sexual objects on TV advertisements. (47) Respondents think they are portrayed as housewives, (29) as secretaries, (15) as health advisers for their families and (26) as others, for example Models.

Over half the sample (59.4%) think women are portrayed on TV advertisements as sexual objects, followed by housewives (16.3%).

5- Perception of the way women are portrayed on Egyptian TV advertisements:

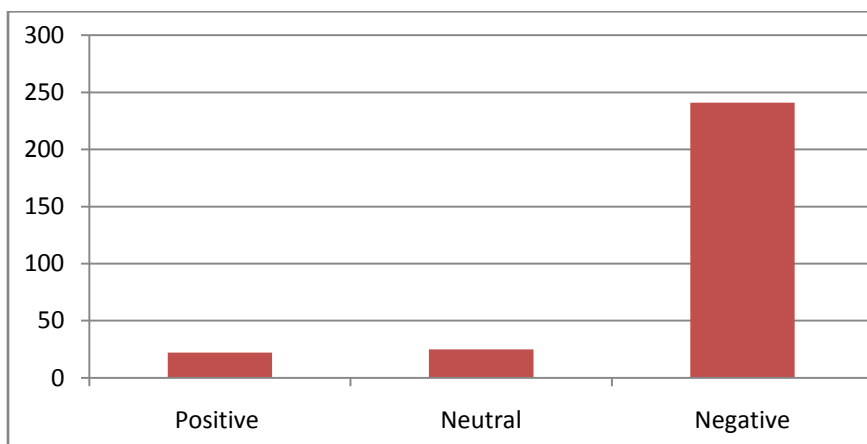


Figure 9

Perception TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	positive	22	7.3	7.6	7.6
	neutral	43	14.3	14.9	22.6
	negative	223	74.3	77.4	100.0
	Total	288	96.0	100.0	
Missing	System	12	4.0		
Total		300	100.0		

Table 10

(223), out of (300), respondents perceived the way women are portrayed on Egyptian TV advertisements as negative; (43) as neutral and (22) as positive.

Hence, more than three quarters (77.4%) of the sample perceived women as negatively portrayed on TV advertisements.

6- Perception of women in TV advertisements is affected by Audiences'

Backgrounds:

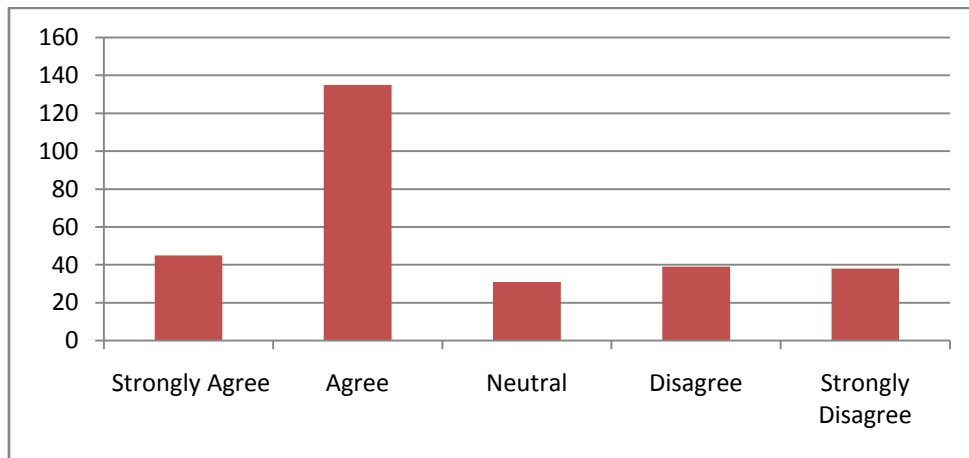


Figure 10

Background TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	13.0	13.5
	Disagree	39	13.0	27.1
	Neutral	31	10.3	37.8
	Agree	135	45.0	84.7
	strongly agree	44	14.7	100.0
	Total	288	96.0	100.0
Missing	System	12	4.0	
Total		300	100.0	

Table 11

(135), out of (300), respondents agreed that their perception of women on TV advertisements is affected by their backgrounds. (44) Respondents strongly agreed, (31) were neutral, (39) disagreed and (39) strongly disagreed.

(62%) of the sample agreed that their backgrounds play an important role in their perception of women on TV advertisements.

7- Women are Sexually Depicted on TV advertisements:

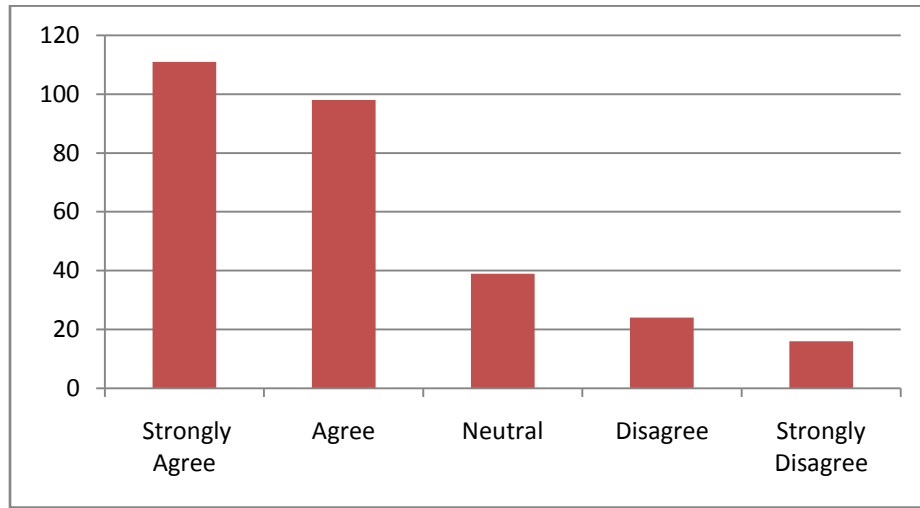


Figure 11

SexTV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	16	5.3	5.6	5.6
	Disagree	24	8.0	8.3	13.9
	Neutral	39	13.0	13.5	27.4
	Agree	98	32.7	34.0	61.5
	strongly agree	111	37.0	38.5	100.0
	Total	288	96.0	100.0	
Missing	System	12	4.0		
Total		300	100.0		

Table 12

(111), out of (300), respondents agreed that women are sexually depicted on TV advertisements. (98) Respondents agreed, (39) were neutral, (24) disagreed, and (16) strongly disagreed.

(72.5%), which is almost three quarters, of the sample agreed that women are sexually depicted on TV advertisements.

To sum up the Results of TV Ads' Evaluation Section:

(96%) of the sample watch Egyptian TV channels (either Governmental or Satellite). More than three quarters of the sample disagreed that TV advertisements lead the viewers to build a generalized image about women in ads. Almost three quarters of the sample disagreed that the physical appearance of women on TV advertisements gives them a respectable image or affects the overall perception in Egyptian Advertising. Almost over half the sample think women are portrayed on TV advertisements as sexual objects, followed by housewives. More than three quarters of the sample perceived women as negatively portrayed on TV advertisements. (62%) of the sample agreed that their backgrounds play an important role in their perception of women on TV advertisements. Almost three quarters of the sample agreed that women are sexually depicted on TV advertisements.

Section Two: Egyptian Magazine Ads' Evaluation:

1- Reading Egyptian Magazines (Weekly or Monthly):

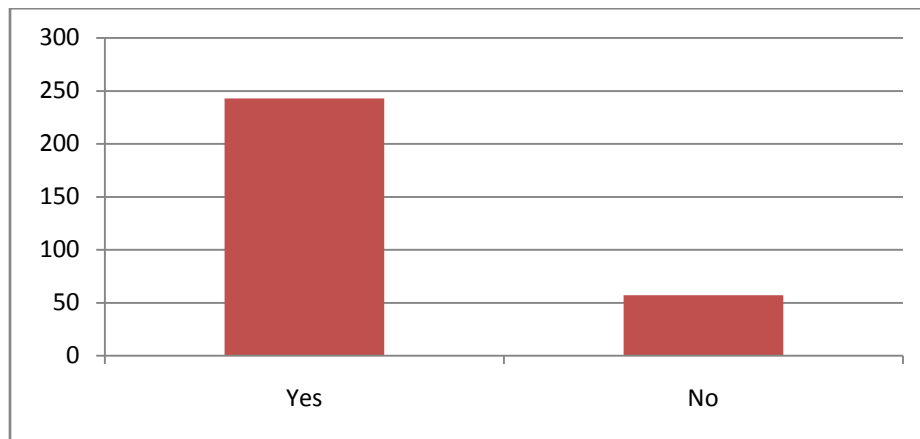


Figure 12

Read Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	243	81.0	84.4	84.4
Valid No	45	15.0	15.6	100.0
Total	288	96.0	100.0	
Missing System	12	4.0		
Total	300	100.0		

Table 13

Out of (300) respondents, (243) read Egyptian Magazines (weekly or monthly), and (45) respondents do not read them.

Thus, (84.4%), of the sample, read Egyptian Magazines, while only (15.6%) do not read them.

2- **“Magazine Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon.”**

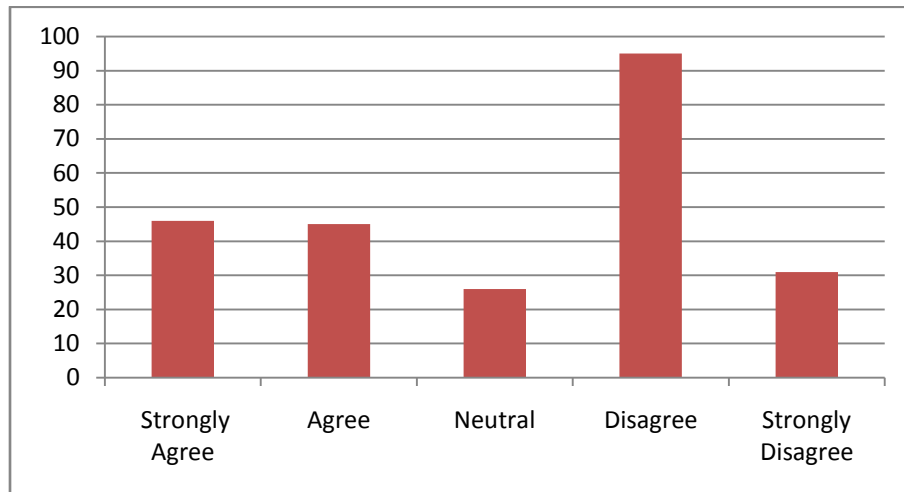


Figure 13

		Image Magazine			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	31	10.3	12.8	12.8
	Disagree	85	28.3	35.0	47.7
	Neutral	27	9.0	11.1	58.8
	Agree	47	15.7	19.3	78.2
	strongly agree	53	17.7	21.8	100.0
	Total	243	81.0	100.0	
Missing	System	57	19.0		
Total		300	100.0		

Table 14

Out of (300) respondents, (85) disagreed that Magazine Advertisements lead the viewers to build a generalized image about women in ads. (31) Respondents strongly disagreed, (27) were neutral, (47) agreed and (53) strongly agreed.

Approximately half the sample (48%) disagreed that Magazine Advertisements lead the viewers to build a generalized image about women in ads.

3- The physical appearance of women in Magazine advertisements give them a respectable image:

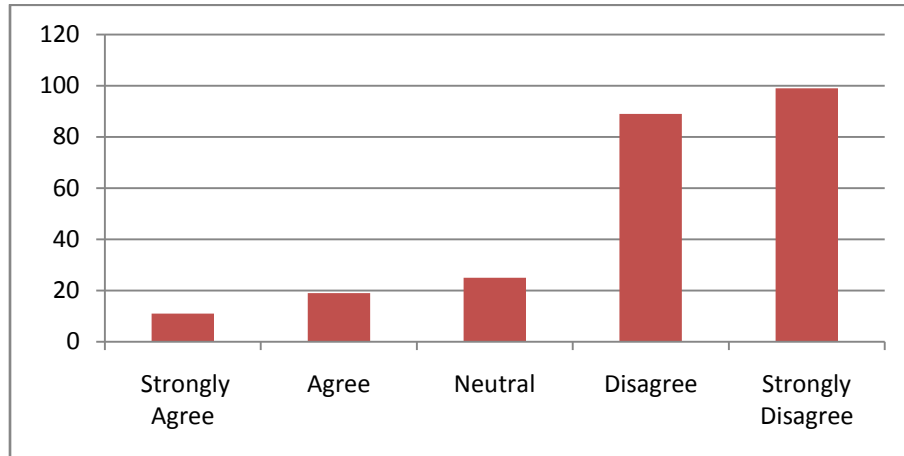


Figure 14

Physical Appearance Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	106	35.3	42.7	42.7
Disagree	87	29.0	35.1	77.8
Neutral	25	8.3	10.1	87.9
Agree	19	6.3	7.7	95.6
strongly agree	11	3.7	4.4	100.0
Total	248	82.7	100.0	
Missing				
System	52	17.3		
Total	300	100.0		

Table 15

(106), out of (300), respondents strongly disagreed that the physical appearance of women in Magazine advertisements gives them a respectable image. While (87) respondents disagreed, (25) were neutral, (19) agreed, and only (11) strongly agreed.

Approximately (78%) of the sample disagreed that the physical appearance of women in Magazine advertisements gives them a respectable image.

4- Women are most commonly displayed in Magazine advertisements as.....

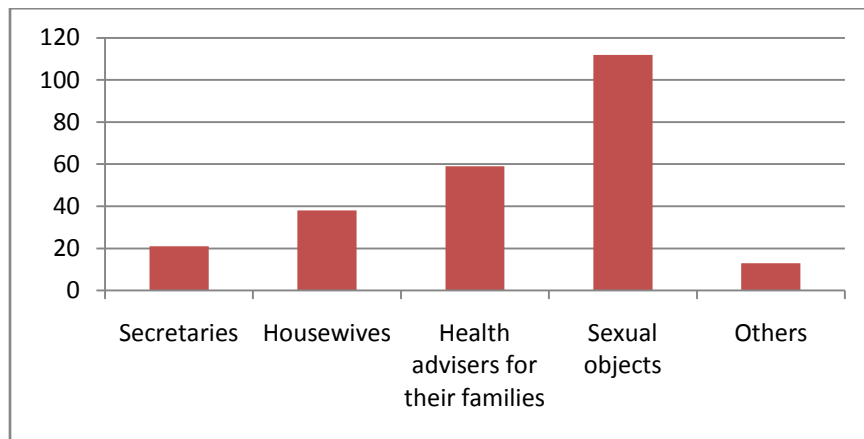


Figure 15

Portrayal Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secretaries	21	7.0	8.5
	Housewife4s	38	12.7	15.3
	Health Advisors	59	19.7	23.8
	Sexual Objects	117	39.0	47.2
	Others	13	4.3	5.2
	Total	248	82.7	100.0
Missing	System	52	17.3	
Total	300	100.0		

Table 16

(117), out of (300), respondents think women are displayed as sexual objects in Magazine advertisements. (38) Respondents think they are displayed as housewives, (21) as secretaries, (59) as health advisers for their families and (13) as others, for example Models.

The highest valid percentage is that people think women are displayed in Magazine advertisements as sexual objects (47.2%), followed by health advisers for their families (23.8%).

5- Perception of the way women are displayed in Egyptian Magazine

advertisements:

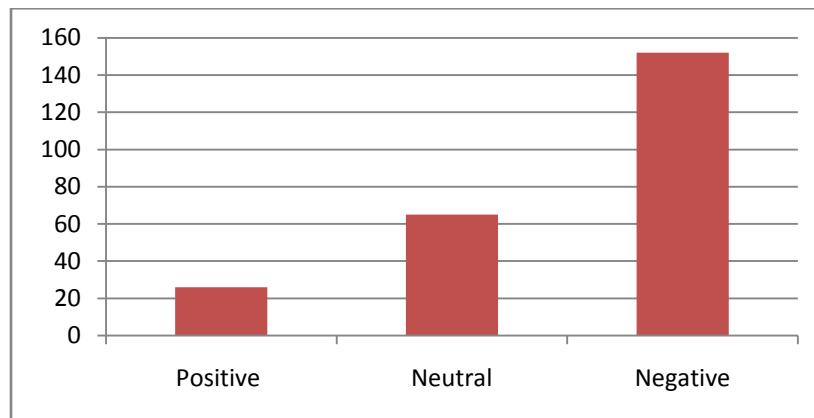


Figure 16

Perception Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	positive	26	8.7	10.5
	neutral	66	22.0	26.6
	negative	156	52.0	62.9
	Total	248	82.7	100.0
Missing	System	52	17.3	
Total	300	100.0		

Table 17

(156), out of (300), respondents think women are negatively displayed in Egyptian Magazine advertisements; (66) respondents think they are neutrally displayed and (26) think they are positively displayed.

More than half the sample perceived women as negatively displayed in Egyptian Magazine advertisements, which corresponds to (62.9%) of the sample.

6- Perception of women in Magazine advertisements is affected by Readers?

Backgrounds:

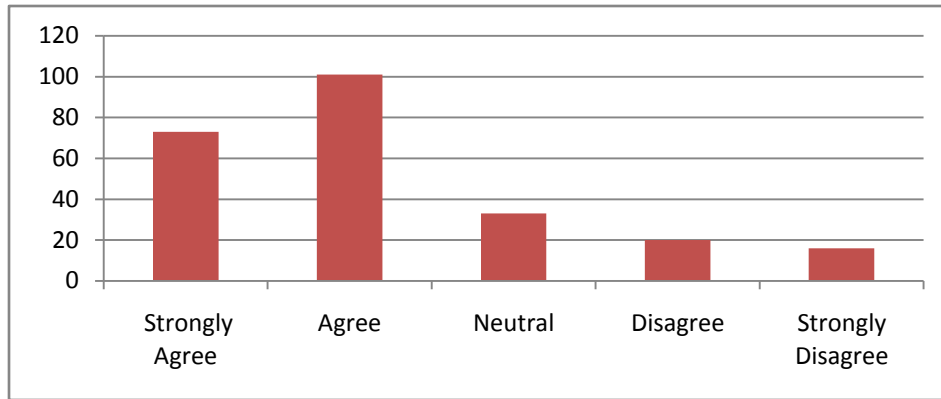


Figure 17

Background Magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	16	5.3	6.4	6.4
	Disagree	21	7.0	8.4	14.9
	Neutral	33	11.0	13.3	28.1
	Agree	102	34.0	41.0	69.1
	strongly agree	77	25.7	30.9	100.0
	Total	249	83.0	100.0	
Missing	System	51	17.0		
Total		300	100.0		

Table 18

(102), out of (300), respondents agreed that their perception of women in Magazine advertisements is affected by their backgrounds. (77) Respondents strongly agreed, (33) were neutral, (21) disagreed and (16) strongly disagreed.

Almost half the sample (41.0%) agreed, followed by (30.9%) strongly agreed that their backgrounds play an important role in their perception of women in Magazine advertisements. Thus, over (70%) of the sample agreed that their backgrounds have a high impact on their perception of women in Magazine advertisements.

7- **Women are Sexually Displayed in Magazine advertisements:**

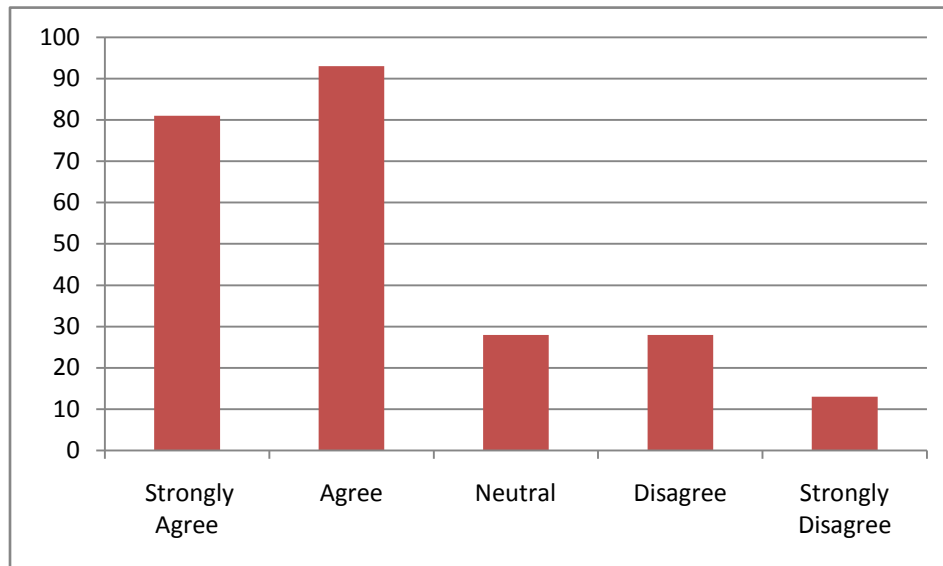


Figure 18

Sex Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	13	4.3	5.2
	Disagree	29	9.7	11.6
	Neutral	28	9.3	11.2
	Agree	94	31.3	37.8
	strongly agree	85	28.3	34.1
	Total	249	83.0	100.0
Missing	System	51	17.0	
Total	300	100.0		

Table 19

(94), out of (300), respondents agreed that women are sexually displayed in Magazine advertisements. (85) Respondents strongly agreed, (28) were neutral, (29) disagreed, and (13) strongly disagreed.

(37.8%) of the sample agreed, followed by (34.1%) strongly agreed that women are sexually displayed in Magazine advertisements. Thus, approximately (72%) of the sample agreed that women are sexually displayed in Magazine advertisements.

To sum up the Results of Magazine Ads' Evaluation Section:

Approximately (85%) of the sample read Egyptian Magazines. Approximately half the sample disagreed that Magazine advertisements lead the viewers to build a generalized image about women in ads. Approximately (78%) of the sample disagreed that the physical appearance of women in Magazine advertisements gives them a respectable image or affects the overall perception of women in Egyptian Advertising. Almost half the sample think women in Magazine advertisements are displayed as sexual objects, followed by health advisors for their families. More than half the sample perceived women in Magazine advertisements as negatively portrayed. Almost half the sample agreed that their backgrounds play an important role in their perception of women in Magazine advertisements. (72%) of the sample agreed that women are sexually displayed in Magazine advertisements.

Basic Measures/Means (Descriptive Statistics):

Report (Means)

	ImageTV	PhysTV	PercTV	BackTV	SexTV	ImageMAG	PhysMAG	PercMAG	BackMAG	SexMAG
Mean	2.16	2.10	2.70	3.37	3.92	3.02	1.96	2.52	3.82	3.84
N	288	288	288	288	288	243	248	248	249	249
Std. Deviation	1.055	1.174	.604	1.276	1.163	1.390	1.112	.679	1.153	1.170

Table 20

Mean (Average) is 3

Variable	Mean of TV	Mean of Magazines	Analysis
Image	2.16	3.02	Image TV Below Average while Image Magazine Above Average
Physical Appearance	2.10	1.96	Below Average
Background of respondents	3.37	3.82	Above Average
Sex Depiction of women	3.92	3.84	Above Average

Table 20.1

The Mean of the Image of women built from TV is *Below Average* (M Score= 2.16); indicating that TV respondents disagree or do not consider the Medium as important in building a generalized image about women in advertisements. Hence, the Medium (TV) does not have an impact on the overall perception of women in advertising. While the Mean of the Image of women built from Magazines is *Above Average* (M Score= 3.02); indicating that Magazine respondents agree that the Medium (Magazines) has an impact on the overall perception of women in advertising and can build a generalized image about women in advertisements.

The Mean of women's Physical Appearance in advertisements is *Below Average*; indicating that physical appearance of women in advertisements does not give them a respectable image, neither on TV (M Score= 2.10), nor in Magazine (M Score= 1.96) advertisements. Thus, physical image of women does not have an impact on the overall perception of women in advertising.

The Mean of the Effect of Background on the overall perception of women in advertising is *Above Average*; indicating that respondents agree that their perception of women, in both TV (M Score= 3.37) and Magazine (M Score= 3.82) advertisements, is affected by their backgrounds. Hence, background has a high impact on perception of women in advertising.

The Mean of Sexual Depiction of women in advertisements is *Above Average*; indicating that respondents agree that women are sexually depicted, in both TV (M Score= 3.92) and Magazine (M Score= 3.84) advertisements. Also, that women's sexual depiction in advertisements affects the overall perception of women in advertising.

Mean (Average) is 2

Variable	Mean of TV	Mean of Magazines	Analysis
Perception of women	2.70	2.52	Above Average

Table 20.2

The Perception of women in TV and Magazine advertisements is *Above Average*. In this case the average is 2, as it is a three-step scale. This indicates that respondents perceive women, in both TV (M Score= 2.70) and Magazine (M Score= 2.52) advertisements, as negatively portrayed.

To sum up the Mean Scores of Metric Variables:

TV respondents disagree or do not consider the Medium as important in building “a generalized image” about women in advertisements or affecting the overall perception of women in advertising. While Magazine respondents agree that the Medium has an impact on the overall perception of women in advertising. The Physical Appearance of women in advertisements does not give them a respectable image, neither on TV nor in Magazines. Also, it does not affect the overall perception of women in advertising. Respondents agree that their perception of women, in both TV and Magazine advertisements is affected by their Backgrounds. Hence, background has a high impact on perception of women in advertising. Respondents agree that women are sexually depicted, in both TV and Magazine advertisements. Also, that the Sexual Depiction of women in TV and Magazine advertisements affects the overall perception of women in advertising. The majority of respondents think women are negatively portrayed in TV and Magazine advertisements. Also, this negative portrayal affects the overall perception of women in Egyptian Advertising.

Inferential statistics:

1) **One-Sample T-Test:**

A One-Sample T-Test is applied to compare all Metric Variables to Neutral.

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ImageTV	-13.463	287	.000	-.837	-.96	-.71
PhysTV	-13.055	287	.000	-.903	-1.04	-.77
BackTV	4.897	287	.000	.368	.22	.52
SexTV	13.379	287	.000	.917	.78	1.05
ImageMAG	.277	242	.782	.025	-.15	.20
PhysMAG	-14.729	247	.000	-1.040	-1.18	-.90
BackMAG	11.161	248	.000	.815	.67	.96
SexMAG	11.319	248	.000	.839	.69	.99

Table 21

The confidence level (P Value)= (0.05)- 95% and (Neutral= 3)

-Regarding *Image (TV)*

$H_a = \mu \text{ Image TV} < 3$: The image on TV is significantly less than Neutral

$H_0 \text{ (Null)} = \mu \geq 3$

Confidence level (P Value= .000), indicating that it is statistically significant; as respondents disagree that TV as a Medium affects the overall perception of women in advertising. Also, that it does not lead the viewers to build “a generalized image” about women in advertisements.

-Physical Appearance of women on TV

$H_a = \mu \text{ Physical Appearance TV} < 3$: The Physical Appearance of TV is significantly less than Neutral

$H_0 \text{ (Null)} = \mu \geq 3$

(P Value= .000), indicating that it is statistically significant, as respondents disagree that the physical appearance of women on TV advertisements neither gives them a respectable image nor affects the overall perception of women in advertising.

- Background (TV)

$H_a = \mu \text{ Image TV} > 3$: The Background of TV audience is significantly more than Neutral

$H_0 \text{ (Null)} = \mu \leq 3$

(P Value= .000), indicating that it is statistically significant, as respondents agree that their backgrounds affect the overall perception of women in advertising.

- Sexual Depiction of women on TV Advertisements

$H_a = \mu \text{ Sex TV} > 3$: The Sexual Depiction of women on TV is significantly more than Neutral

$H_0 \text{ (Null)} = \mu \leq 3$

(P Value= .000), indicating that it is statistically significant, as respondents agree that women are sexually depicted on TV advertisements and that it affects the overall perception of women in advertising.

- Image (Magazines)

$H_a = \mu \text{ Image Magazine} > 3$: The Image in Magazines is significantly more than Neutral

$H_0 \text{ (Null)} = \mu \leq 3$

(P Value= .782), indicating that it is not statistically significant, thus the researcher has NO enough evidence to prove that Magazines as a Medium has an effect on the overall perception of women in advertising or leads the viewers to build a generalized image about women in advertisements.

-Physical Appearance of women in Magazines

$H_a = \mu \text{ Image Magazine} < 3$: The Physical Appearance of women in Magazines is significantly less than Neutral

$$H_0 (\text{Null}) = \mu \geq 3$$

(P Value= .000), indicating that it is statistically significant; thus, respondents disagree that the physical appearance of women in Magazine advertisements neither gives them a respectable image nor affects the overall perception of women in advertising.

-Background (Magazines)

$H_a = \mu$ Background Magazine > 3 : The Background of Magazine viewers is significantly more than Neutral

$$H_0 (\text{Null}) = \mu \leq 3$$

(P Value= .000), indicating that it is statistically significant, as respondents agree that their backgrounds affect the overall perception of women in advertising.

-Sexual Depiction of women in Magazine Advertisements

$H_a = \mu$ Sexual Depiction Magazine > 3 : The sexual depiction of women in Magazines is significantly more than Neutral

$$H_0 (\text{Null}) = \mu \leq 3$$

(P Value= .000), indicating that it is statistically significant, as respondents agree that women are sexually depicted in Magazine advertisements and that it affects the overall perception of women in advertising.

One-Sample Test

	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PercTV	19.608	287	.000	.698	.63	.77
PercMAG	12.159	247	.000	.524	.44	.61

Table 21.1

- Test Value (Average)= 2 (Three-Step Scale Questions)

$H_a = \mu$ Perception of women on TV advertisements > 2

H_0 (Null) = $\mu \leq 2$

The perception of women on TV advertisements is significantly more than Neutral. Thus, respondents perceive women as negatively portrayed on TV advertisements.

- Perception of women on TV advertisements, has a (P Value= .000), indicating that it is statistically significant, as respondents agree that the perception of women on TV advertisements (which is Negative) affects the overall perception of women in advertising.

$H_a = \mu$ Perception of women in Magazine advertisements > 2

H_0 (Null) = $\mu \leq 2$

The perception of women in Magazine advertisements is significantly more than Neutral. This means that respondents perceive women as negatively portrayed in Magazine advertisements.

- Perception of women in Magazine advertisements has a (P Value= .000), indicating that it is statistically significant, as respondents agree that perception of

women in Magazine advertisements (which is Negative) affects the overall perception of women in advertising.

To sum up the Results of the “One-Sample T-Test”:

Neither the Medium (TV), nor the Physical Appearance of women on TV and Magazine advertisements affects the overall perception of women in advertising. While the Background of TV and Magazine audience and the Sexual Depiction of women on TV and Magazine advertisements affect the overall perception of women in advertising.

The Mean Score of the Medium (Magazines) is more than Neutral, indicating that it affects the overall perception of women in advertising. However, the P value is (.782), which is not statistically significant. Thus, there is No enough evidence to prove that there is an effect of Magazines as a Medium on the overall perception of women in advertising.

Regarding the Perception of women; in both TV and Magazine advertisements, respondents' perception of women is more towards Negative, which has an effect on the overall perception of women in advertising.

2) Paired Samples T-Test

A Paired Sample T-Test is applied to prove that the effect of TV is different from the effect of Magazine advertisements on the overall perception of women in advertising.

$$H_a: \mu_D \neq 0$$

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	ImageTV	2.18	243	1.023	.066
	ImageMAG	3.02	243	1.390	.089
Pair 2	PhysTV	2.16	247	1.184	.075
	PhysMAG	1.96	247	1.113	.071
Pair 3	PercTV	2.69	247	.600	.038
	PercMAG	2.52	247	.680	.043
Pair 4	BackTV	3.35	248	1.289	.082
	BackMAG	3.82	248	1.149	.073
Pair 5	SexTV	3.93	248	1.150	.073
	SexMAG	3.85	248	1.167	.074

Table 22

		Paired Differences				T	Df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	ImageTV– ImageMAG	-.848	1.673	.107	-1.059	-.636	-7.899	242	.000
Pair 2	PhysTV–PhysMAG	.202	1.590	.101	.003	.402	2.001	246	.046
Pair 3	PercTV–PercMAG	.170	.926	.059	.054	.286	2.887	246	.004
Pair 4	BackTV–BackMAG	-.476	1.674	.106	-.685	-.266	-4.477	247	.000
Pair 5	SexTV–SexMAG	.081	1.487	.094	-.105	.267	.854	247	.394

Table 22.1

-There is a mean difference between the effect of TV and Magazine advertisements (as Mediums) on the overall perception of women in advertising; with a (P Value= .000), indicating that it is statistically significant.

-There is a mean difference between the effect of women's Physical Appearance in TV and Magazine advertisements on the overall perception of women in advertising; with a (P Value= .046), indicating that it is statistically significant.

-There is a mean difference between Perception of women in TV and Magazine advertisements on the overall perception of women in advertising; with a (P Value= .004), indicating that it is statistically significant.

-There is a mean difference between the Effect of Background in TV and Magazine advertisements on overall perception of women in advertising; with a (P Value= .000), indicating that it is statistically significant.

-There is NO enough evidence to prove that there is a difference between the Effect of Sexual Depiction of women in TV and Magazine advertisements on the overall perception of women in advertising, as the (P Value= .394), indicating that it is not statistically significant.

To sum up the Results of the "Paired Samples T-Test":

There is a mean difference between the effect of Medium (TV or Magazines), Physical Appearance, Perception of women and Background in TV and Magazines advertisements on the overall perception of women in advertising. However, there is No mean difference between the effect of Sexual Depiction of women in TV and Magazine advertisements on the overall perception of women in advertising.

3) Independent Samples T-Test

An Independent Sample T-Test is applied to compare ALL Metric Variables across Gender.

$H_a \mu \text{ Males} \neq \text{Females}$

This means that the researcher assumes there is a difference between males and females in:

- Image of women built from TV and Magazine advertisements
- Physical Appearance of women in TV and Magazine advertisements
- Perception of women in TV and Magazine advertisements
- Backgrounds of audience in TV and Magazine advertisements
- Sexual Depiction of women in TV and Magazine advertisements

Independent Samples Test

		Levene's Test for		t-test for Equality of Means						
		Equality of		T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
		F	Sig.							
ImageTV	Equal variances assumed	.526	.469	.468	286	.640	.061	.130	-.194	.316
	Equal variances not assumed			.463	206.949	.644	.061	.131	-.198	.319
PhysTV	Equal variances assumed	1.596	.207	.929	286	.354	.134	.144	-.150	.417
	Equal variances not assumed			.913	202.901	.362	.134	.147	-.155	.423
PercTV	Equal variances assumed	.096	.757	.084	286	.933	.006	.074	-.140	.152
	Equal variances not assumed			.085	221.267	.932	.006	.073	-.138	.151
BackTV	Equal variances assumed	7.256	.007	.935	286	.351	.146	.157	-.162	.454
	Equal variances not assumed			.982	245.915	.327	.146	.149	-.147	.440
SexTV	Equal variances assumed	.965	.327	.597	286	.551	.085	.143	-.196	.366
ImageMAG	Equal variances assumed	.700	.404	-.030	241	.976	-.006	.184	-.367	.356
	Equal variances not assumed			-.030	200.933	.976	-.006	.183	-.366	.355

PhysMAG	Equal variances assumed	.002	.966	-	246	.289	-.154	.145	-.439	.131
	Equal variances not assumed			1.089	220.663	.277	-.154	.141	-.432	.125
PercMAG	Equal variances assumed	.001	.975	-.737	246	.462	-.065	.088	-.239	.109
	Equal variances not assumed			-.743	210.675	.458	-.065	.088	-.238	.108
BackMAG	Equal variances assumed	.121	.728	-.459	247	.646	-.069	.150	-.364	.227
	Equal variances not assumed			-.463	209.408	.644	-.069	.149	-.363	.225
SexMAG	Equal variances assumed	2.719	.100	-.712	247	.477	-.108	.152	-.408	.191
	Equal variances not assumed			-.701	194.207	.484	-.108	.155	-.413	.196

Table 23

The table above shows that ALL Metric Variables are not statistically significant across genders; indicating that there is NO enough evidence to prove that there is a difference between genders in metric variables, which are the Image of women built from TV and Magazine ads, the Physical Appearance of women in TV and Magazine ads, the Perception of women in TV and Magazines ads, the Background of audience in TV and Magazine ads and the Sexual Depiction of women in TV and Magazine advertisements.

Thus the researcher recommends that future research explores gender differences across different economic classes regarding this issue of perception of women in Egyptian advertising.

To sum up the Results of the “Independent Samples T-Test”:

The Metric variables are not statistically significant across genders. This indicates that there is NO enough evidence to prove that there is a difference in perception of women in advertising between genders in Metric Variables, which are the Image of women built from TV and Magazine ads, the Physical Appearance of women in TV and Magazine ads, the Perception of women in TV and Magazine ads, the Background of audience in TV and Magazine ads and the Sexual Depiction of women in TV and Magazine advertisements.

VI. Discussion

In this research, the First Phase was Qualitative Exploratory Research, where In-depth Interviews of 10 respondents (5 men & 5 women) were carried out to know the thoughts and perceptions of people from different ages and educational backgrounds regarding the image of women in Egyptian advertising. This step helped in gaining insights, understanding the issue in hand and supporting the Quantitative Research that followed. The Second Phase was Conclusive/Descriptive Quantitative Research, where a survey was conducted to provide conclusive results and recommendations regarding the perception of women in Egyptian advertising.

A Summary of the common findings between the In-depth Interviews and the Questionnaires:

In both, the in-depth interviews and the questionnaires, respondents disagreed that *“TV/Magazine advertisements lead the viewers to build a generalized image about women in advertising.”* They claimed that what they regard on TV/Magazines does not represent women in real life. TV/Magazines only portray one category of women, who are usually models or celebrities, who used to look “ideal”, and do not represent the typical Egyptian women.

In addition, in the in-depth interviews, respondents declared that the Medium (either TV or Magazines) does not have an effect on the overall perception of women in advertising. While in the questionnaires, the Medium (TV) does not have an effect on the overall perception of women in advertising, while the Medium (Magazines) was above average, which means it has an effect; however, there was NO enough evidence to prove that Magazines affect the overall perception of women in advertising, as the confidence level was not statistically significant.

With regard to how women are most commonly portrayed in advertisements; in the in-depth interviews, respondents’ perceptions were that women are portrayed as either sexual

objects or housewives. While in the questionnaires, the most common answer was that women are most commonly portrayed as *sexual objects*, in both TV and Magazine advertisements, followed by housewives on TV advertisements and health advisors for their families in Magazine advertisements.

Some respondents in the in-depth interviews perceived women as sometimes portrayed in a positive way and sometimes portrayed in a negative way, depending on the advertisement itself. While in the questionnaires, respondents' perceptions were that women are portrayed in most of the TV/Magazine advertisements in a *negative way*.

The issue of whether the *Backgrounds* of viewers affect the way they perceive women in advertising; in fact, most of respondents in both in-depth interviews and questionnaires agreed that their backgrounds, which are the morals they were raised upon, their lifestyle and their education, affect the way they perceive women in advertising.

After the distribution of the questionnaires to the sample, the researcher inputted and analyzed the data using the professional data analysis software SPSS.

With regards to the Descriptive Statistical Analysis, **the Gender of Respondents:** Males' Valid Percentage was (34.7%) of the sample, while Females' Valid Percentage was (65.3 %), which was almost double the Males' sample size.

The Age Bracket: (87%) of the sample, were 25 years and above. The biggest group was between the age of 30 & 44, which was (41.3%) of the sample, while only (13%) were 21 years and above.

The Respondents' Educational Status: Three quarters of the sample were Graduates and Postgraduates, which corresponded to (74%) of the sample. Actually, the educational status of respondents was consistent with the age, which averaged between 25 years and above. This was also convenient to the study's target population which was respondents above 21 years and highly educated. Nevertheless, future research can further examine more target segments, as this research's time frame was not flexible to examine more than one target segment.

Regarding the **Marital Status of Respondents:** The married and singles composed (69%) of the sample under study. However, the singles were the highest group (36.1%).

(96%) of the sample **Watch Egyptian TV Channels** (either Governmental or Satellite), compared to (4%) do not watch them.

More than three quarters (76%) of the sample disagreed that **TV advertisements lead the viewers to build a generalized image about women in ads.**

Almost three quarters (70%) of the sample disagreed that the **physical appearance of women on TV advertisements gives them a respectable image.**

Over half the sample, (59.4%), perceived **women on TV advertisements are portrayed as sexual objects**, followed by housewives (16.3%).

More than three quarters (77.4%) of the sample perceived **women as negatively portrayed on TV advertisements.**

(62%) of the sample agreed that their **backgrounds play an important role in their perception of women on TV advertising.**

(72.5%), which is almost three quarters of the sample, agreed that **women are sexually portrayed on TV advertisements.**

(84.4%) of the sample **Read Egyptian Magazines**, compared to only (15.6%) do not read them.

Approximately half the sample (48%) disagreed that **Magazine advertisements lead the viewers to build a generalized image about women in ads.**

Approximately (78%) of the sample disagreed that the **Physical Appearance of women in Magazine advertisements gives them a respectable image.**

The highest Valid Percentage of respondents perceived **women in Magazine advertisements are portrayed as sexual objects** (47.2%), followed by health advisors for their families (23.8%).

More than half the sample perceived **women as negatively portrayed in Magazine advertisements**, which corresponded to approximately (63%) of the sample.

Almost half the sample (41.0%) agreed that their **backgrounds play an important role in their perception of women in Magazine advertisements**, followed by (30.9%) strongly agreed. Thus, over (70%) of the sample agreed that their backgrounds have a high impact on their perception of women in Magazine advertising.

(37.8%) of the sample agreed, followed by (34.1%) strongly agreed that women are displayed as sexual objects in Magazine advertisements. Thus, approximately (72%) of the sample agreed that **women are displayed as sexual objects in Magazine advertisements.**

The Mean Score:

The Image of women built from TV was below average: indicating that TV respondents disagreed or did not consider the Medium as important in building a generalized image about women in advertisements. Hence, the Medium (TV) does not have an impact on the overall perception of women in advertising. While the Image of women built from Magazines was above average: indicating that Magazine respondents agreed that the Medium (Magazines) has an impact on the overall perception of women in advertising or builds a generalized image about women in advertisements. However, the significance level was (P Value= .782), thus

there was NO enough evidence to prove that Magazines have an impact on the overall perception of women and builds a generalized image about women in advertising.

The Physical Appearance of women in TV and Magazine advertisements was below average, indicating that Physical Appearance of women in advertisements does not give them a respectable image, neither on TV, nor in Magazine advertisements. Thus, Physical Appearance of women in advertisements does not have an impact on the overall perception of women in advertising.

The Effect of Background on the overall perception of women in advertising was above average, indicating that respondents agreed that their perception of women, in both TV and Magazine advertisements, is affected by their backgrounds. Hence, background has a high impact on the perception of women in advertising.

The Sexual Depiction of women in advertisements was above average, indicating that respondents agreed that women are sexually depicted, in both TV and Magazine advertisements. Also, that the Sexual Depiction of women in advertisements affects the overall perception of women in advertising.

The Perception of women in advertisements was above average; in this case the Average/Neutral was 2, as it was a Three-Point Scale. This means that respondents perceived women in both TV and Magazine advertisements as negatively portrayed and that this negative portrayal affects the overall perception of women in advertising.

The Statistical Techniques (Tests) applied in this Research:

In this Research a “**One-Sample T-Test**” was applied to compare all Metric Variables to (Neutral= 3).

The effect of Background on perception of women in advertising and the Sexual Depiction of women in TV and Magazine advertisements were above average, where the Mean

of Background of TV audience was (M Score= 3.37) and the Mean of Background of Magazine readers was (M Score= 3.82), and the significance/confidence level was (P Value= .000). While the Mean of Sexual Depiction of women on TV advertisements was (M Score= 3.92) and the Mean of Sexual Depiction of women in Magazine advertisements was (M Score= 3.84) and the significance level was (P Value= .000). So, this means they were statistically significant and affect the overall perception of women in advertising.

However, the Importance of the Medium (TV) was below average (M Score= 2.16) and the confidence level was (P Value= .000). This means that the Medium (TV) does not have an effect on the overall perception of women in advertising. While in Magazines, the Importance of the Medium was above average (M Score= 3.02); however, the confidence level was (P Value= .782). This means that it was not statistically significant and there was NO enough evidence to prove that the Medium (Magazines) leads the viewers to build a generalized image about women in ads or has an effect on the overall perception of women in advertising.

The importance of women's Physical Appearance on the overall perception of women in advertising is below average; in TV (M Score= 2.10) and Magazine (M Score= 1.96) advertisements, with a confidence level= (P Value= .000). This means that Physical Appearance of women in advertisements does not have an effect on the overall perception of women in advertising.

In addition, Perception of women in TV and Magazine advertisements was above average, and the (P Value= .000), indicating that it is statistically significant, as respondents agree that perception of women in TV and Magazine advertisements (which is Negative) affects the overall perception of women in advertising.

Thus, from the above four Independent/Metric Variables, which are: the Effect of audience's Background, the Sexual Depiction, the Importance of the Medium/Image built of

women in ads, the Physical Appearance of women in ads, and the Perception of women in ads on the dependent variable which is the overall perception of women in Egyptian advertising, ONLY the Effect of Background, Sexual Depiction, and Perception of women in advertisements proved to be statistically significant and actually have an impact on the overall perception of women in Egyptian advertising.

A **“Paired Sample T-Test”** was applied to prove that there is a difference between the effect of TV and Magazine advertisements on the overall perception of women in Egyptian advertising. All Metric Variables; the Importance of Medium/ the Image of women built from TV and Magazine advertisements (significance level=.000), the Physical Appearance of women in advertisements (significance level= .046), the Perception of women in advertisements (Significance level= .004), the Background of respondents (significance level= .000) proved to have a statistically significant difference, except the Sexual Depiction of women in TV and Magazine advertisements (significance level= .394), that has the same effect in TV and Magazine advertisements on the overall perception of women in advertising.

An **“Independent Sample T-Test”** was applied to compare all Metric Variables across Genders. For instance, the Image of women built from TV and Magazine advertisements, Physical Appearance of women in TV and Magazine ads, Perception of women in TV and Magazine ads, Backgrounds of TV and Magazine audience and Sexual Depiction of women in TV and Magazine ads. Unfortunately, there was NO enough evidence, for all Metric Variables, to prove that there is a statistically significant difference of the effects of TV and Magazine advertisements across genders regarding perception of women in Egyptian advertising. Thus, it is recommended that future research tackle this issue of perception of women in Egyptian advertising from a gender perspective.

Summary of Statistical Techniques:

<u>Statistical Techniques</u>	<u>Results</u>
<i>“One Sample T-Test”</i>	ALL Metric Variables are statistically significant except Image of women on TV
<i>“Paired Sample T-Test”</i>	There is a mean difference between TV and Magazine Advertisements
<i>“Independent Sample T-Test”</i>	There is NO enough evidence to prove that men and women have different perceptions of women in Egyptian Advertising

Chapter 5

VII. Conclusion

In conclusion, there are some moral subjects that are not considered in advertising. Advertising's main objective is emphasizing the material gains of purchasing certain products. For instance, it attempts to persuade customers that upon purchasing the product, they will accomplish a higher living standard. It promotes the philosophy that the only joy in life is by possessing material goods. It rarely stresses on spiritual objectives, such as taking into consideration the psychological problems that result from portraying women as sexual in TV and Magazine advertisements. Moreover, advertising creates its standards of what is considered 'ideal'. It represents images which might be fake or artificial just to make the product appeal to audience. For example, showing an "ideal" image of a woman in an advertisement; that looks extraordinary beautiful, and attempting to convince the audience that this is the norm. Thus, the only objective of advertisements is to appeal to viewers and emphasize them to buy the products advertised, regardless of how fake and unrealistic they are (Cohan, 2001; Schrank, 2013).

Advertising's concern with the Physical Appearance of women has a similar effect on both males and females by getting them more vulnerable to it. Therefore, it would present facts about certain products, because it is so powerful that it allows people to switch behavior to something that might be unrealistic or harmful (Cohan, 2001; Schrank, 2013). Moreover, advertisers who use women as sex tools in their advertisements do not take into account how they severely affect them and limit their role in society throughout negative stereotyping.

It can be concluded that women are demoralized in Egyptian Advertising (TV and Magazines) for the aim of promoting products or services, as their bodies are regarded as sex tools. Hence, it is recommended that the outcome of private advertisements on the society could be offset by government-sponsored awareness campaigns.

This research aimed at studying how women are portrayed in Egyptian Advertising (TV & Magazines) and how they are perceived by Egyptian audience.

The First Research Question, “How women are portrayed in Egyptian Advertising (TV and Magazines)?” Is answered by both the in-depth interviews and the questionnaires, where the majority of respondents claimed that *women are portrayed as sexual objects* and in a negative way in both Egyptian TV and Magazine advertisements. Thus, the findings supported the *First Research Hypothesis* which assumed that “Women are sexually portrayed in Egyptian Advertisements.”

Regarding *the Second Research Question, “Based upon the portrayal of women in Egyptian Advertising (TV and Magazines), how they are perceived by Egyptian Audience?”* Respondents declared that women are *negatively portrayed* in both TV and Magazine advertisements. *Thus, the findings supported the Second Research Hypothesis;* which assumed that Egyptian audiences negatively perceived women in Egyptian Advertising (TV & Magazines).

As inferred from the graphs and tables in the results’ section, it can be concluded that women are sexually portrayed in both TV and Magazine advertisements, and also they are negatively perceived by the public.

As declared by respondents, women are most commonly portrayed on Egyptian TV advertisements as sexual objects, followed by housewives. While in Egyptian Magazine advertisements, respondents declared that women are portrayed as sexual objects, followed by health advisors for their families.

Women are found more sexually depicted in Magazines. Furthermore, Magazine advertisements affect the overall perception of women in Egyptian advertising more than TV; which is contradicting to the in-depth interviews’ results. Respondents declared that TV

advertisements are more dynamic; involving audiovisuals, sound and motion scenes, so they should portray women as more sexual.

Respondents' perception of women in Egyptian Advertising (TV & Magazine) advertisements is more towards negative. They think women are sexually portrayed in TV and Magazine advertisements, which are striking, as the target population of this research is highly educated people; thus expected to be more liberal and open-minded in their perception of women in advertising.

In their attempt to promote their products, ads' designers in Egypt tend to stress on stereotyping and cultural values to lead to the desired effects on the audience; where the woman's body is particularly objectified as a sex tool to serve the interest of corporations. While advertisements, in that sense, can be detrimental and negative, sometimes they can also be positive and impressive if they are well-managed by NGOs or evaluated by government officials to publicize positive concepts about women, not negative stereotyped images.

At the end, from the above answers to the questionnaires and in-depth interviews, one may conclude that women are exploited in Egyptian Advertising (TV & Magazine) advertisements for the sake of marketing products and services.

Hence, women are sexually depicted in advertisements to benefit the private organizations they are working for and maximize their profits. In that sense, the negative portrayal of women in advertisements negatively affects the Egyptian Society, as it spreads the cultural idea of women's inferiority and superficiality. Therefore, it is the role of the Egyptian government to send important social messages about the vital role of women in the Egyptian society.

To sum up, it is obvious that, nowadays, there is a rise in media exposure, besides a wide variety of channels with more diverse products advertised. Recently, it started to be more than

one portrayal of women in advertisements, depending on the product advertised. For instance, perfume advertisements, like Gucci Guilty, sexually portray women. Other types of advertisements, especially food products' advertisements, portray women as more conservative. For example, Rawabi and EL-Hanem ads used the actresses Hala Fakher and Abla Kamel to advertise their products. Actually, they were veiled and very conservative; however, the advertisement was successful. They were attempting to convey the picture of the warmth of the Egyptian family and the affectionate mother, who is a good cooker.

In addition, Persil advertisement, presented by Ghada Adel, was successful, although she was not sexually portrayed. Also, Mona Zaki's Veet advertisement; where she was trying to convey the idea of a successful, career-oriented, young lady, who can wear a skirt at work, while being confident and, at the same time, powerful. This ad did not portray Mona Zaki as a sexual figure and it was successful as well.

During the last decade, there was only one portrayal of women in advertisements; which was the young, good looking lady model who used to advertise all products, even the food products. However, nowadays, there is more than one portrayal of women in advertisements, depending on the product advertised.

Therefore, the variety in portrayal of women in advertising nowadays can hopefully contribute to the effort to stop the repression of women in Egyptian Mass Media, as per the 'Feminist Theory'.

VIII. Limitations of the study

To begin, the *time frame wasn't flexible*, as this thesis was written and revised over a period of one semester. Due to the time constraint, the *sample size was limited*. There was limited access to get answers from more respondents from various social classes, ages, educational backgrounds and marital statuses.

The females' valid percentage is almost double the males' valid percentage. Thus, the results of this research can't be generalized on both genders.

In addition, there was a *geographic limitation* as well. Respondents were only from Cairo and Giza. The geographic limitation might affect the external validity of the research results; it cannot be generalized on the whole Egyptian population. Also, using a *Purposive Non-Probability sampling is a limitation*, as the results of the sample cannot be generalized to the whole Egyptian population.

Furthermore, this research does not take into consideration the internal cultural differences among various areas of Egypt. For example, since all the respondents were from Greater Cairo (Cairo and Giza governorates), there was little attention given to the perception of women in Egyptian Advertising (TV & Magazines) by people from Upper Egypt. Such *lack of cultural diversity* may greatly affect the accuracy and applicability of the results of this study to all parts of Egypt.

Moreover, most of the sources available, for writing the literature review, are focusing on the United States, thus making it difficult to apply to Egypt, as the culture is different. However, the researcher tried to compare U.S. to Egyptian advertisements. In fact, women in Egyptian advertisements are not portrayed as sexual as U.S. advertisements, yet they are not conservative as they ought to be, especially nowadays, under the current Islamist Ruling Regime.

In fact, the sample of this research mainly targets graduate respondents who are almost from the same social class and are expected to have the same way of thinking. This is considered a limitation to the study, as the researcher could not have access to whole Egyptian population or people who think and act differently. The researcher could not do a census and examine other segments of the Egyptian population as Extremist or Islamist groups.

IX. Recommendations for Future Research

Future research could study the different TV and Magazine advertisements portraying women that are presented in Egyptian Media in a content analysis study.

As stated in the literature review, in an attempt to reduce the stereotyped negative images of women in Egyptian advertising, the preceding Egyptian government was efficient in designing advertisements that transmitted a positive portrayal of women in Egypt. Most of these ads were sustained by government associations, as the National Council of Women (NCW). For example, the NCW has produced an ad depicting the life of an Egyptian girl from childhood to maturity. The ad emphasized on some convincing standards, as women's right to education, the discouragement of arranged marriage and banning Females' Genital Mutilation (FGM). Accordingly, whereas the outcome of some ads might be a negative image, other opposing advertisements, could play a significant role in presenting a positive image of women. Hence, it is suggested that these types of TV advertisements that portray women in a positive way be applied to online and print media, as newspapers and magazines.

It is recommended that women be provided by awareness campaigns to learn to "notice when females in advertisements are being portrayed sexually to sell a product or service and notice airbrushed images that do not accurately portray the real female form" ("Body image perception: learning to love the body you have now").

Thus, audience should "choose today to start being a critic of what they see in the media, and enjoy the positive effect this has on their lives" ("Body image perception: learning to love the body you have now").

Egyptian consumers' attitudes toward advertising are negative as Egyptian coverage of advertising is negative. Hence, there is a correlation between media content and attitudes toward advertising and this issue requires more research in the future.

Based on the results of the inferential statistics, there are no statistically significant differences between genders across metric variables regarding the perception of women in Egyptian TV and Magazine advertisements. Thus, it is recommended that this issue under study be examined on gender differences in future research. This can be done by increasing the sample size, to be able to yield statistical differences between genders.

Based on the results of the inferential statistics, there is a mean difference between Magazines and TV effects, for all metric variables, on the overall perception of women in Egyptian advertising, except in the Sexual Depiction of women in advertisements; where there is no mean difference. Hence, it is recommended that this issue be tackled in future researches.

Moreover, other researchers can tackle this issue of the perception of women in Egyptian advertising from an online perspective or any other type of Media, as newspapers or radio.

Using Media as a tool to eliminate or change stereotypes about women in Egyptian advertising should be focused upon and studied by Media scholars.

According to the literature review and the theoretical framework, this study has focused on the preexisting perceptions of women's stereotyping in Egyptian advertisements; therefore, researchers should focus on the factors behind such perceptions. Is the television the sole factor? Is it the strongest factor in creating stereotypes? What are the other influences?

This study was conducted in Egypt, so some caution should be taken in generalizing its results to other Arab countries. Thus, it is suggested that a multi-country study similar to this study would increase our understanding on international differences in advertising.

It is recommended that behavior change communication targeting kids in schools would stop the women's stereotyping, as children are raised up in a society that stresses upon the concept of "Mothers' roles are being housewives".

It is recommended that the variety in portrayal of women in advertising nowadays can hopefully contribute to the effort to stop the repression of women in Egyptian Mass Media, as per the 'Feminist Theory' (Pittet, 2013)

Finally, the revolutions occurring in many Arab countries, for instance the 'Women International Day' should be focused upon. Would it reach Egyptian women? Would women revolt and ask for their right portrayal in TV and Print Advertisements? Or would they still resist?

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Appendix
An Academic Questionnaire

Women Images in Egyptian Advertising Study

This survey is conducted for academic purposes. The aim of this study is to measure the perception of Women in Egyptian Advertising (TV & Magazines). We appreciate the time you gave to our Master’s Degree survey. We value your sincere and unbiased opinion.

Section One: Egyptian TV Ads Evaluation:

1- Do you watch Egyptian TV (either Governmental or Satellite Channels)?

- 1- Yes () 2- No () (If no, please go to Question # 8)

2- To what extent do you agree with the following statement?

“TV Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon”

- 1-Strongly Disagree ()
2- Disagree ()
3- Neutral ()
4- Agree ()
5-Strongly Agree ()

3- Does the physical appearance of women on TV ads give them a respectable image?

- 1-Strongly Disagree ()
2- Disagree ()
3- Neutral ()
4- Agree ()
5- Strongly Agree ()

4. In your opinion, women are most commonly portrayed on TV ads as..... (Please choose one)

- 1- Secretaries ()
2- Housewives ()
3- Health advisers for their families ()
4- Sexual objects ()
5- Others () please specify; _____

5. Based on your answers above, how do you perceive the way women are portrayed in Egyptian

TV ads?

1- Positive ()

2- Neutral ()

3- Negative ()

6. Do you think that your perception of women on TV ads is affected by your background?

- 1-Strongly Disagree ()
- 2- Disagree ()
- 3- Neutral ()
- 4- Agree ()
- 5-Strongly Agree ()

7. Do you think women are sexually depicted on TV ads?

- 1-Strongly Disagree ()
- 2- Disagree ()
- 3- Neutral ()
- 4- Agree ()
- 5-Strongly Agree ()

Section Two: Egyptian Magazines Ads Evaluation:

8. Do you read Egyptian Magazines (weekly or monthly)?

- 1- Yes ()
- 2- No () (If no, please go to question # 15)

9. To what extent do you agree with the following statement?

“Magazine Advertisements lead the viewers to build a public learned/generalized image about women, which becomes a realistic phenomenon”

- 1-Strongly Disagree ()
- 2- Disagree ()
- 3- Neutral ()
- 4- Agree ()
- 5-Strongly Agree ()

10. Does the physical appearance of women in Magazine ads give them a respectable image?

- 1-Strongly Disagree ()
- 2- Disagree ()
- 3- Neutral ()
- 4- Agree ()
- 5-Strongly Agree ()

11. In your opinion, women are most commonly displayed in Magazine ads as..... (Please choose one)

- 1- Secretaries ()
- 2- Housewives ()
- 3- Health advisers for their families ()
- 4- Sexual objects ()
- 5- Others () please specify; _____

12. Based on your answers above, how do you perceive the way women are displayed in Egyptian Magazine ads?

1- Positive () 2- Neutral () 3- Negative ()

13. Do you think that your perception of women in Magazine ads is affected by your background?

1-Strongly Disagree ()
2- Disagree ()
3- Neutral ()
4- Agree ()
5-Strongly Agree ()

14. Do you think women are sexually displayed in Magazine ads?

1-Strongly Disagree ()
2- Disagree ()
3- Neutral ()
4- Agree ()
5-Strongly Agree ()

Section Three: Personal Profile:

15. Your gender: 1- Male () 2- Female ()

16. Your age bracket:

1- Less than 21 ()
2- Between 21 and less than 25 ()
3- Between 25 and less than 30 ()
4- Between 30 and less than 45 ()
5- 45 and above ()

17. Your Educational Status:

1- High School Degree ()
2- Undergraduate Degree ()
3- Graduate Degree ()
4- Post Graduate Degree ()

18. Your Marital Status:

1- Single () 2- Engaged () 3- Married () 4- Widowed () 5- Divorced ()

Thanks for your cooperation

An Academic In-Depth Interview

This In-depth Interview aims at studying the perception of women in Egyptian Mass Media (TV and Magazines).

1-How do you perceive women in advertisements (TV and Magazines)?

2-In your opinion, are women sexually portrayed in advertisements(TV and Magazines)?

3-If yes, does TV or Magazines reveal women as more sexual?

4-Is your perception of women in advertisements affected by your background?

5-Do advertisements help you formulate a real world “generalized” image about women?

6- Do you think women are depicted in ads in a negative way?

7- In your opinion, women are most commonly portrayed in ads as-----

8-What’s your Gender?

9-What’s your Age?

10-What’s your Educational Status?

11-What’s your Marital Status?

Thanks for your cooperation