

Audience Perception on Portrayal of Women in Televised Advertisements of Men's Products

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Abstract

This study revolves around the portrayal of women in men's product TV advertisements and audience perception. The study was conducted to measure the audience perception on the female portrayal in men's product advertisements aired on television channels. The researchers applied mix method approach to analyze the advertisement contents and surveyed the audiences to measure their perception on the issue. The study concluded that both men and women with lower and higher education have a higher exposure to the televised advertisements of men's products. Female models are extensively used in these advertisements. Voice over, costume and bodily are heavily exploited with the sex appeal and the audiences admitted that they get attracted to that. Female models have been shown in dependent roles on the men and are also exploited as a sex object. As perceived by the audiences, the female portrayal was un-appropriate while there was some degree of acceptance towards the dressing of female models.

Keywords: *Women portrayal, Women in Advertisements, Female Models, Women in Mens' Products, Representation of Women*

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Introduction

Advertising is a means of association with the users of a service or product. Advertisements are the paid form of messages for by those who send them and are proposed to illuminate or impact individuals who get them. It is a very successful tool of the communication used by the advertisers to get the due attention from the audience. On the daily basis different advertisements are watched by the audience. Below then 30% advertisements observed daily presented on television (Bearth, Beck, & Döbel, 2014). Advertising holds a feasible route over the social and social goals, frames of mind, considerations and estimations of customers, giving them social structure by means of its implying rehearses (Plakoyiannaki, 2009). With the shortage of time advertisers work in that way that what the audience think about that product in which they increment their children, their appropriate thoughts and erroneous direct, their contribution of hugeness to picture in every open and personal ways of life (Witkowski, 1984).

Advertising has developed as an important condition for the money related achievement of any current and present day work, showcase pressed society and has developed to describe no longer least complex the capacity satisfaction of a given production partnership, however also the social setting it tends to inspire (McCulloch, 1981). Within the setting of the post-socialist change, specifically invigorating have been the patterns in Eastern Europe where a free commercial center joined by utilizing a customer principally based budgetary framework have changed the social condition and influenced various regions of social ways of life (Aleksandar Štulhofer, 2005) and (Kelly-Holmes, 1998). Advertising is the most compelling foundation of socialization in current society (Merskin, 1999). (Cook, 2001) Point out that advertisements educate, persuade, remind, sway and maybe trade assessments, emotions and mentalities. Truth be told, as Barber (1998) proposed, a couple of critics may even embrace that a portion of the unrests in this piece of the world had of their actual point now not freedom and the privilege to cast a ballot, nonetheless, yet additionally have legitimately paying employments just as ideal to shop. They describe their research that female image are portraying as the sexual object. They create the fantasy in the advertisements that is not exists in the reality.

Advertisers portrays female image excessively with the perfect body without any defect. They are used a pretty and eye-catching parts of the body for getting the desire viewership in advertisements (Ali & Shahwar, 2011). In the men's product TV advertisements female models portrayed for the male gaze, advertisers are not using the rationality appeal they directly use the emotional and the sexual appeal to influence the customers. They create the situation in advertisement to influence the customers to buy that product as their social need. Most of the advertisements portrayed the female image in that way that is not acceptable to the local cultural values. Female seems to be in dependent to the men's are in dominant images in television advertisements. Most of the time

advertisers used female features as physical pleasant appearance and their special individuality in men's products advertisements.

In present time portrayal of female in the advertisement is unnecessary most of the time, especially in the men's product TV advertisements. Whereas they are not suitable in men's product television advertisements but exist in advertisements. So, the research topic is portrayal of the female in men's product TV advertisements and the audience perception to find out that the portrayal of female is actually exist same as in advertisements. It is acceptable to the local cultural values of the Pakistan. General public buy that product due to the endorsement of female in men's product TV advertisements.

Research Problem

It is extensively observed that the female models are frequently used in the products that are solely related to men. The research proposed was conducted to find why the advertisers use the female models in men's product advertisements measuring perception of audience about the portrayal of females in men's product televised ads. The research also aimed at exploring what extent the females endorse the audience to buy men's products. Gender and education level have been taken as demographic variables. The study was carried out in the Capital of Pakistan, Islamabad by survey method and content analysis techniques.

Objectives

This research is aimed to achieve the following objectives:

- To explore the portrayal of female in men's product television advertisements.
- To measure the patterns of women portrayal in men's product TV advertisements.
- To explore the audience perception regarding female in men's product television advertisement and its influence on the cultural values of Pakistan.
- To examine the extent of audience perception on stereotypical presentation.
- To explore audience perception on use of female sexuality in men's product television advertisement.

Literature Review

Advertisement is an instrument in advertising observe utilized by organizations to fetch issues to light while picture in their customer of their products, brands and administration (Fill, 2009). Researcher described that the key capability of advertising is to produce representation imagery around the brand's product that, at last, makes a connection among shoppers and the Brand (David, Aaker, & Biel, 1993). Now, consumers are consistently immersed by advertising and messages of the product (Fill & Roper, 2012). One region in advertisement research that has consideration for a long time is the connection between buyer dispositions and advertising. This has gotten considerable consideration because of the way that there is

an association between purchaser frames of mind towards advertising, marks just as buy expectations (MacKenzie & Lutz, 2015.)

Sexual orientation ideas in advertising: Sexism or sexual orientation predisposition suggest to sex based generalizations, impacts and conduct bringing about unmistakable social statuses for people (Ridgeway & Correll, 2004). Sexism examine expands on the idea of conventional sexism furthermore called open sexism (Diemer, Kauffman, Koenig, Trahan, Hsieh, & Blustein, 2006).

Ideas of female in advertising: The assortment of female pictures in advertising has no uncertainty better yet this does not mean notwithstanding, that a great deal has changed in the basic example of utilitarian desires and attributions (William, Bearden, Richard, Netemeyer, & Haws, 1991). Various types of speaking to females in advertising and showcasing as proposed (Ryan-Flood & Gill, 2013). Introduced divided portrayals of females, segments in their bodies missing, notwithstanding explicitly charged photographs (Kuhn & Johnson, 2013).

Female Discrimination: Females are diminished to sexuality, to a place of enchantress and enticed, of vamp and virgin in equivalent degree. The "female" is translated as a flag of sensuality, females being the intention and partner to male heterosexuality (Sedgwick, 2014).

Females as product: Females are taken care of as items, as they have looked like as youthful, beautiful and unused (Kessler-Harris, 2003). Co modification of females as a sex object has been tenaciously depicted in varying media (Christoforou, John, & Davis, 2014) , (Kaul, 2012) and (Margaret, Andrews, & Boyle-, 2008) .

Females as Female: Family unit, care for children, spouses – directly here is in which female can play out their qualities to the entirety. Here is their region, here is the place they understand the ropes (Anderson, 2000). Typical female! Females are attributed special capacities, gigantic shortcomings, and little indecencies: they're tireless, ungainly, and credulous, they like to (Quesenbery & Brooks, 2010) and (Totton & Jacobs, 2001).

Females as Commodities: Females are normally introduced as a product for male joy and utilization (Campbell, 2000) and (Janice & Radway, 2009) . A visual affiliation might be made between certain products, frequently liquor, in young female structure (Russell, 2002).

Females as Divided Bodies: Females are diminished to body components, adapted and prepared for entrance (Ploeg, 2004). Fracture and explicit elements are new chauvinist style gadgets for advertising (Cohan, 2001). Females are regularly offered in a dehumanized way in broad communications pictures, their mankind yielded to show the manufactured perfect (Sharp, 2003).

House wifization of callings: Technical vocations are put aside for folks (Evans, Kunda, & Barley, 2004). The advertisement shows a woman utilizing an electrical cable as a clothesline. For all intents and purposes this undermines her capability as a specialized master, dispensing her housewife position she can deal with rather (Winstanlen & Woodall, 2000).

Bodies as generally material advertising instruments: Females every once in a while, men also are diminished to their sexuality (Byers, 2005). Products are sexualized the utilization of visual and literary associations for each situation that is normally went with through debasements of female and male by means of noticeable and printed arrangements, either immediately and transparently or through relationship through inferred dreams (King, 2002).

Portrayal of feminine features: Females aren't viewed in general anyway handiest in components (Ibarra & Obodaru, 2009). The body components most extreme routinely showed are the sexualized ones, the so-known as "female charms": a female's bosoms, her legs, lips separated, her hair blowing inside the breeze (Rezaie, 2010).

Advertising seductive services: Advertising sexual contributions, if permissible, considers misogynist if our bodies, body parts, female or male sexuality are displayed revoltingly and in debasing ways (Denfeld, 2009). While surveying advertising and promoting as to its obscenity exact intrigue should be paid to the medium utilized, the setting, environment, potential objective organizations and people accidentally came to (Shelanski, 2006).

Self-perceptions and control: Advertising deliberately applies outline depictions to advance products (Tsotsou, Ronald, & Goldsmith, 2012). These previews mirror a barely characterized excellence ideal for young females or men and are consistently falsely changed or contorted (Fels, 2013).

Non-verbal communication: Non-verbal communication is every now and again thought about the tertiary sexual orientation trademark (Francis, 2014). It communicates and interprets sexual orientation images.

Sitting Postures: Young women are envisioned sitting awkwardly, their stance slim, arms habitually covered up and legs crossed (Wagner, 2012).

Grinning: Females are envisioned grinning for no conspicuous reason: they are most likely humiliated, compromised or presented to an assault (Barreca, 2013).

Looks, copies, head act: Looks are units of vitality and self-glorification. The resulting variables of casing language are enlisted inside the course: showing a young female's look from the edge of her eye, from the perspective, her head twisted to no less than one side, influencing her to appear to be uncertain (Showalter, 2005).

Pakistani Culture: Pakistani culture is changing by methods for the weight abroad prominent way of life conveyed through plugs and by means of the viable assault of worldwide makers to transform indigenous cultures into a homogenous worldwide culture that thusly blurs away social constraints of numerous political domains (Ali, et. al., 2014).

Typification wonders: As Daniel (2005) found that the greater part of the young females from private cure revealed about expending ailment just as media impacts and body disgrace.

Islam and Female: There were times in the mankind's history when just men were viewed as the focal point of creation and universe, while the females were viewed as lesser creatures with no human or social rights at all

and who just filled in as a methods for sexual satisfaction and subservience to men. Islam so as to make a serene and adjusted society involving great Muslims, looked at females as an equivalent element and asserted their status as a beneficial and basic piece of the general public and did whatever conceivable to guarantee that females experienced and delighted in a similar regard in the public eye like men. Nonetheless, before going on with the sort of job and status females appreciate in an Islamic culture, it is basic that the job and situation of females preceding Islam be examined.

Female celebrity portrayal in advertisement: For upgrade of powerful advertising in present day age use of female famous people is ought to preceding this investigation, here were two floods of scientists who negate with one another on this matter. Some of them is agreeable to use of ravishing female superstar in advertisements and features them (Baker, 1997). Other flow specialists contradict it (Bower & Landreth, 2001). They studied that exploration has carried into being certainties of advertising with: added of young females because being more inactive than young men; the presence of females not as per the usual (Acevedo, Arruda, & Nohara, 1972).

Culture: It is the attributes of a chose gathering of people, plot by the whole thing from language, religion, food, social propensities, humanities and melody. The researcher details in his paper that each individual has a number of narrative qualities that objective a civilization it might be not quite the same as close to home norms (John, McCarty, & Shrum, 1994).

Emotions: Researcher expressed that for the most part men are related with levelheaded things and females are related with passionate things, yet in ads, this the truth is of very abused and a marker of buyer conduct in culture (Royo, Aldás, Küster, & Vila, 2001).

Objectification of female: In this study take directed online test investigate in the midst of apt to recognize self objectifications of female by their selves and others through the webcam (Harper & Tiggemann., 2008). To analysis the substance; prepared by explicitly generalize, from prevailing press, moderate the impact by self-objectification on the self portrayal (Myers, 2009).

Co modification of female: Media symbolism of females in the appearance of female's liberation, positions females just as product of male look. Affiliations are regularly made between a female's body and some items; and in doing as such profound quality and morals are frequently relinquished.

Theoretical Framework

This research based on "Male Gaze Theory" of mass communication. The filmmaker and scholar Laura Mulvey introduced the concept of male gaze in her famous book 1975 essays, visual pleasure and narrative cinemas. Male gaze is a depicting act of the world and female represent visually and the history from masculine and hetro-sexual views, portrayal of female as sexual object of male pleasure. Female sexual derives, thoughts and feeling

are less important than representing in frame by men's desires. In advertisements masculine tend to sexualize female to male audience.

Research Questions

RQ1: What is the extent of exposure to female portrayal in men's product TV advertisement?

RQ2: What are the patterns of women portrayal in men's product TV advertisement contents?

RQ3: What is the audience perception on social impact of female portrayal in men's product TV advertisement?

RQ4: Is the female stereotypical image used to attract the target audience in men's product TV advertisement?

RQ5: What is the audience perception on use of female sexuality in men's product TV advertisement?

Method

As the purpose of this research was portrayal of female in men's product television advertisements and audience perception qualitative and quantitative research methodology has been used to fulfill the purpose of research study. The mainly objective of this research is to examine the portrayal of female in men's product TV advertisements and to get the audience perception about their body featured, projection of body, stereotypical images in which they are being portrayed.

Research Design: The researcher used mix method approach; both qualitative and quantitative methods were used. Survey and Content analysis both have been used to verify the perception of audience about the portrayal of female in men's product TV advertisement.

Population: Population of this research was the residents of Islamabad city who were the viewers of TV advertisements. Gender and level of education were taken as the demographic variable.

Sampling technique: Stratified convenient sampling technique was used to get the audience perception. The researcher divided the whole population into different strata on the basis of geography i.e. different sectors of Islamabad (B, D, E, F, G, H and I sectors). Equally 55 questionnaires were distributed among the residents of each stratified sector. A sample of 384 respondents was approached as per the researcher's convenience.

Sampling Unit: Each respondent residing in the sampled sectors of Islamabad was the sampling unit.

Data collection tool: A questionnaire was used to get the audience perception about the portrayal of female in men's product TV advertisements. Twenty five questions were developed; first five questions were related to their personal information. Remaining questions about the portrayal of physical appearance, costumes and their portrayal related to society and local cultural values. The occurrence of frame was measured by five point Likert scale (strongly agree to strongly disagree) and (very greatly to never). The questionnaires were distributed and collected on different markets, commercial areas, schools, colleges and restaurants of the sectors.

Return Rate: After distribution out of 384 questionnaires 257 were returned from the population.

Data Analysis

Table 1: To what extent do you think that the costume of female models in men's product TV advertisements is appropriate for our society?

		Gender			Total
		Male	Female	Transgender	
To what extent do you think that the costume of female models in men's product TV advertisements is appropriate for our society?	0	0	2	0	2
	Very Greatly	2	1	0	3
	Greatly	19	20	1	40
	To some extent	76	75	0	151
	Rarely	11	13	0	24
	Never	17	20	0	37
Total		125	131	1	257

Respectively 76, 75 male and female respondents watched appropriate in men's product TV advertisements to some extent female costume appropriate for our society in men's product TV advertisements.

Table 2: Do you think it is realistic to show females in TV advertisements for men's products?

		Gender		Total
		Male	Female	
Do you think it is realistic to show females in TV advertisements for men's products?	0	0	1	1
	Strongly agree	1	1	2
	Agree	9	13	22
	Neutral	15	6	22
	Disagree	76	94	170
	Strongly disagree	24	16	40
Total		125	131	257

There were 76, 94 male and female respondents disagree respond that the female shown in men's product TV advertisements are realistic.

Table 3: Do the exhibited female roles in the men's product advertisement justify the actual social roles?

		Gender		Total
		Male	Female	
Do the exhibited female roles in the men's product advertisement justify the actual social roles?	0	0	2	2
	Strongly agree	3	2	5
	Agree	15	23	38
	Neutral	18	11	29
	Disagree	73	82	156
	Strongly disagree	16	11	27
Total		125	3	257
			1	1

Female respondents respond strongly disagree with the statement that exhibited female roles in men's product TV advertisements justify the actual social roles in society.

Table 4: Do you agree that the females are portrayed in dependent roles on men in the men's product TV advertisements?

		Gender		Total
		Male	Female	
Do you agree that the females are portrayed in dependent roles on men in the men's product TV advertisements?	0	1	2	3
	Strongly agree	10	10	20
	Agree	68	74	142
	Neutral	28	14	43
	Disagree	15	29	44
	Strongly disagree	3	2	5
Total		125	131	257

There are 68 male and 74 females respondents respond agree with that the females portrayed in dependent roles on men in men's product TV advertisements.

Table 5: Do you agree that men's product TV advertisements portray female features excessively?

		Gender		Total
		Male	Female	
	0	0	4	4
Do you agree that men's product TV advertisements portray female features excessively?	Strongly agree	51	65	116
	Agree	49	36	86
	Neutral	15	8	23
	Disagree	7	12	19
	Strongly disagree	3	6	9
Total		125	131	257

It indicates that there were male and female respectively gave the strongly disagree response with the statement that men's product TV advertisements portray female features excessively

Table 6: Does the physical appearance of female models attract you in men's product TV advertisement? * Gender Cross Tabulation

		Gender		Total
		Male	Female	
	0	0	1	1
Does the physical appearance of female models attract you in men's product TV advertisement?	Strongly agree	36	36	72
	Agree	70	60	131
	Neutral	9	15	24
	Disagree	9	13	22
	Strongly disagree	1	6	7
Total		125	131	257

Similarly there were 70, 60 male, female respectively respond agree that they were attracted by the female physical appearance.

Major Findings

When asked them to what extent they watched female in advertisements, both male and female observed female very greatly. When asked them to what extent they watched female in advertisements, there were intermediate, graduates, Masters and M. Phil /Ph.D observed them greatly. Both male and female respondents noticed younger female in men's product TV advertisement. It indicated that the role portrayed by female in men's product TV advertisements mostly as sexual object. It indicated that both

male and female voices were listened in men's product TV advertisement. Majority of male and female respondents respond that they never watched the use of females in men's product TV advertisements is ethically suitable. Majority of male and female respondents observed that exhibited female roles in the men's product TV advertisement did not justify the actual social roles. Majority of male and female respondents were strongly disagreeing with that the portrayal of females in men's product TV advertisement is acceptable to the local cultural values. More educated respondents observed that they were attracted by physical appearance of female models in men's product TV advertisement.

More educated respondents were strongly agreeing that men's product TV advertisements portrayed female features excessively. Majority of male and female respondents were agreeing that female models were portrayed merely a sex object in men's product TV advertisement. More educated respondents were agreeing that female models were portrayed merely a sex object in men's product TV advertisement. Both of male and female respondents were disagreeing with that the portrayal of females in men's product TV advertisements as sex objects appeals the women in society as general. More educated respondents were disagreeing with that the portrayal of females in men's product TV advertisements as sex objects appeals the women in society as general. More educated respondents were agreeing that they influenced to buy that product due to the endorsement by female models.

Discussion

This research is mainly focused on previous studies and data were collected with the help of content analysis for the portrayal of female in men's product TV advertisement. For the audience perception survey conducted through the questionnaire. The study provides the different results by comparing different demographic variables and operationalisation of different variables. The collectively result reveals that young female models were the important part of the men's product TV advertisements. The results found by the research that portrayal of female features excessively in men's product TV advertisement, which were not realistic to the Pakistani cultural values. The female were portraying needless and unnecessary in men's product advertisements. Female models were portraying grab more viewership from the targeted audience.

Another finding of this study described that more young girls were portrayed in men's product advertisements. They actively take part in all the activities which held. It negates the exploration given by the Acevedo, Arruda and Nohara (1972) that added of young females because being more inactive role than men; female presence was not presented their actually role in society.

The finding of this study is that more educated were disagreeing with that the portrayal of female in men's product TV advertisement generally as the sex object appealing in the society. Both male and the female respondents more likely watched female models were portrayed as

sex object in the men's product TV advertisements. But the researchers LaTour, Pitts and Snook-Luther (1990) disapprove the statement in their study that both male and the female have good and moral concerns with respect to the consumption of female as sex item in the advertisement, female reacts contrastingly to diverse type of advertisements.

As discussed earlier, Researchers Kaur, Arumugam and Yunus (2013) have shown that the utilization of language in magnificence product and systems utilized by the advertiser impact their purchaser. This appeared to be solid result by the findings female voices were mostly listen to grab the attention of targeted audience in men's product TV advertisements. The findings of our study more educated respondents were admitted that the female models not advocate women rights and their empowerment in men's product TV advertisements.

This finding rejected the past study in which the Researcher Wasylkiw, Emms, Meuse and Poirer (2009) described the two sorts of print media in which females were young and thin Caucasian regardless, regardless, female in style advertisements focused on more development than effecting. Female portrayal in advertisements has been seen, amazing, thought in past examinations in the domain of women rights. They presented the women subordinated role in most of the advertisement they were not in good designation. These finding approved our findings that majority of male and female respondents admitted more females were portrayed in dependent roles on men in the men's product TV advertisements.

Conclusion

The study concluded that both men and women with lower and higher education have a higher exposure to the televised advertisements of men's products. Female models are extensively used in these advertisements. Voice over, costume and bodily are heavily exploited with the sex appeal and the audiences admitted that they get attracted to that. Female models have been shown in dependent roles on the men. The respondents also agreed that the female models in the mens' product advertisements are used as a sex object. As perceived by the audiences, the female portrayal was unappropriate while there was some degree of acceptance towards the dressing of female models. The respondents agreed that casting female models in mens' product advertisements is unjustified, unrealistic and unethical and the dignity of females in the society is affected by such portrayal. Females didn't justify their social roles as portrayed in the advertisements. Majority of the respondents agreed that such portrayal is not a symbol of women empowerment. Female sexuality is extensively used to grab the mens' attention which although helps increase the sale but at the stake of social norms, women's dignity and advertising ethics.

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