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The Female Gender Role

as Represented in Magazine Advertising Today

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THE FEMALE GENDER ROLE
AS REPRESENTED IN ADVERTISING TODAY

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Abstract

The purpose of this study is to examine how women are currently portrayed in magazine advertising, specifically with regards to their role portrayal; being either displayed in an occupational or domestic role. This study was conducted in a content analysis form, where I analyzed print advertisements found in Time and Reader’s Digest, general interest magazines, Better Homes and Gardens and Good Housekeeping, women’s interest magazines and Maxim and Men’s Health, men’s interest magazines between the months of April and May. This research concluded that today women are consistently still depicted most often in a domestic role. It was also found that there was a correlation between the type of magazine advertisements were found in and the role in which women are portrayed.
Introduction

Advertising is a powerful tool and its influence creates powerful effects. Because advertising serves as the main line of communication between a company and its consumers, it is leveraged in a way that best meets the needs of the company. In order for advertising to be effective however, advertisers know that it is important to create a connection with one’s audience, and this is most often achieved by encompassing language and images into advertisements which have a common meaning within a culture.

Advertisements are pressured to be noticed among all the other clutter that consumers are bombarded with on a day-to-day basis. Because of this, advertisements rely on relevant concepts that exist within a culture, which becomes a quick way for the advertisements to make its connection. Much of the time these relevant concepts come in the display of stereotypes. But the use of stereotypes in advertising can come with its own negative impact. Advertising often affects individual’s perception of society and by displaying stereotypes in ads it is often constructing an inadequate display of the real world. (e.g.: Lafky, Duffy, Steinmaus & Berkowitz, 1996; Kang, 1997; Patterson, O'Malley & Story, 2009).
Specifically, gender-based stereotyping is often used in advertisements to target the ad to a specific group of individuals. For example, this is often seen in ads for cleaning products targeted towards women or tool ads targeted towards men. In the past, many researchers have found that regardless of the advancement of women socially, the way women are portrayed in advertisements has not changed, as they are continually displayed as homemakers and nurturers. (e.g.: Kang, 1997; Lindner, 2004; Patterson, O'Malley & Story, 2009).

In many advertisements across generations, women have been consistently depicted as “weak, childish, dependent, domestic, irrational, subordinate creatures” (Kang, 1997). They have also continued to reinforce the idea of the “ideal woman,” by means of dress and body shape. Because the media is the main information source for accepted behavioral roles and self-presentation regarding women, many women rely on these media images to guide their attitudes and behaviors, and this positions advertising as a powerful socializing agent (Patterson, O'Malley & Story, 2009).

This power that advertising maintains over society reinforces the importance of research to study how women are currently being portrayed in advertising. Although advertisers use
stereotypes as a tool to connect with its viewer, it’s when these stereotypes are misrepresented that the impact of the ad can have a strong influence on one’s view of social reality.

The purpose of this study is to examine how women are currently portrayed in magazine advertising, specifically with regards to their role portrayal; being either in an occupational or domestic role. This will allow for the discovery of how women are most often portrayed in advertising today as well as to what extent.

**Literature Review**

**The Societal Effects of Stereotypical Portrayal of Women in Advertising**

Advertising has a unique power over society, it creates and disseminates images that affect the way people view not only themselves, but the world around them. These advertisements create messages that affect individual’s perceptions, attitudes, behaviors, and values. In a way, advertising can serve as a “distorted mirror,” where it illustrates certain desirable lifestyles and reinforces specific attitudes and values that are geared towards promoting the product that is advertised (Zhang, Srisupandit & Cartwright, 2009).
The idea of gender as representing not simply the sex of an individual, but the degree of femininity or masculinity an individual is supposed to embody, helps people generate awareness of who they are, how they are supposed to position themselves in relation to others, and what their function in society should be (Patterson, O'Malley & Story, 2009). Many theories, such as Cultivation Theory, Social Cognitive Theory, and Social Learning Theory, have centered on how individuals develop these gender roles. Through many of these frameworks, it has been consistently found that these gender roles are learned through what individuals are exposed to. Images, which are repeatedly seen, become accepted social norms (Eisend, 2010): if individuals identify with a character they see in the media, they are more likely to embody that character’s behaviors in their daily life (Collins, 2011). These theories have displayed the influence that the media has over our beliefs and behaviors.

Many of these ideas have been developed through the “mirror vs. mold” argument, which argues that advertising not only reflects what values already exist within a culture, but also is able to mold and shape these values (Eisend, 2010). These mass produced images that we find in advertising often work as socializing agents; in that they contain messages about gender roles in
terms of the appropriate behaviors and appearances which shape the idea of what it means to be male or female (Lindner, 2004).

Past research has confirmed that gender representation in the media can affect individual’s attitudes and behaviors (Bartsch, Burnett, Diller & Rankin-Williams, 2000). These messages, which are impossible to avoid, permeate our language, school curriculum, working life, and religion (Jones, 1991). Advertisements often embody gender roles as a way to connect with its audience. Erving Goffman (as cited in Lindner, 2004) emphasized that advertisements achieve this effect by displaying subtle clues about gender roles that often become perceived as representing a whole population.

When advertisers create images targeted towards women, they often display femininity through standardized visuals of what society has accepted as the “feminine woman”. They often take this approach to display what is the socially accepted norm of how a woman should dress, what her body shape should look like, and the behaviors of which are required for a woman (Patterson, O'Malley & Story, 2009). These images can have an immense effect on a woman, specifically considering self-esteem and view of her place in society. The use of stereotypes concerning women’s physical characteristics and role behaviors can lead to reduced self-dignity,
Female Gender Role in Advertising

body dissatisfaction, and self-development (Eisend, 2010). Under the stereotypes of physical characteristics, past studies have found that these gender stereotypes can affect a woman’s self-esteem and psychological well-being (Jones, 1991), thereby leading to the development of weight concerns and eating disorders (Lindner, 2004). Those stereotypes associated with behavioral roles have often been found in past studies that women are most often depicted in the home, as mothers, or as beauty/sex objects (Kang, 1997).

Since the feminist movement first began, however, women’s status in society has changed a great deal in regards to equality in education and employment. In 1870, women accounted for 18.2 percent of the labor force, today however they account for around 60 percent (Zhang, Srisupandit & Cartwright, 2009). Women have also dramatically increased their participation in professional and managerial roles. Today, around 38 percent of women in the work force hold a managerial or professional job (Zhang, Srisupandit & Cartwright, 2009). But regardless of this advancement, change has not been displayed in advertising. The same stereotypical roles of women that were displayed in the 1960’s are still present today; displaying the woman’s place as in the home and as an unimportant thing (Kang, 1997). This presentation of women in advertising has also been found to affect a viewer’s perception of the social reality
of women and reinforce stereotypes about the gender role (Lafky, Duffy, Steinmaus & Berkowitz, 1996). These stereotypical images of women that are mass produced override the statistics of women who participate in the work force. This lends credibility to the argument that societal views are affected by advertisements and that these ads do create an unrealistic portrayal of women in today’s society.

**Construction of Advertisements: Why The Use of Stereotypes**

In its simplest form advertising’s main objective is to sell products and services. This is most often achieved through persuasive tactics that convince the audience they not only need this product, but need this specific brand. Often advertisers will rely on the degree of social influence to maximize profitability, ignoring the social responsibility of how the advertisements affect the viewer (Patterson, O’Malley & Story, 2009).

Advertising often works as the main communication link between a company and its potential customers, and to be effective the images and language that are used must be relevant to its intended audience (Zhang, Srisupandit & Cartwright, 2009). In advertising, meaning is created through the audience and relies on the exchange of cultural knowledge which is created through shared meaning within a culture. The practice of encoding and decoding allows
advertisers to use images and language which are relevant to the audience. For an audience to successfully decode an advertisement, shared meaning which is drawn from cultural knowledge is encoded or transferred into the advertisement (Kang, 1997). This practice of encoding and decoding will produce a more effective advertisement because it requires the active participation of the viewer.

Because advertisers are aware that the use of pre-existing values and beliefs will culminate in an advertisement that is more effective and better understood by the audience, they begin to rely on simplistic stereotypes that reside within the culture. Print advertisements especially are pressed for space and need to break through the clutter quickly to be noticed. Therefore, stereotypes are often used as a shorthand for communicating to whom and under what category this product is intended (Lafky, Duffy, Steinmaus & Berkowitz, 1996). Often gender stereotypes provide clarity and conciseness and rely on individuals to recognize themselves within those stereotypes and invest in them (Patterson, O'Malley & Story, 2009). However these advertisements then are only successful if the viewer identifies with them.

**Representation of Femininity in Advertising: Specific Traits Stereotypical Ads Rely On**
Gender stereotypes are based off the belief that there are specific attributes which differentiate males and females. Advertisers often leverage these attributes in their masculine or feminine form in order to imply the stereotype in the advertisement. These attributes consist of four independent components, each of which has a masculine and feminine version: trait descriptors (one’s self-assertiveness or level of concern for others), physical characteristics (hair length or body height), role behavior (leader or nurturer), and occupational status (working professional or housewife) (Eisend, 2010).

In advertising the representation of femininity centers around these attributes and majority of the time they are displayed through restricted, but exaggerated gender roles, character traits, and body types. In terms of gender role, depictions of women most often place them in the role of mother, good wife, and sex object (Patterson, O’Malley & Story, 2009). This depiction creates the image of a woman’s place as either in the home or as a decorative object. As for character traits, women are often depicted as dependent on a man and as unintelligent consumers (Patterson, O’Malley & Story, 2009). This reinforces the image of woman as weak and incapable of independence. Finally, the female body type is often displayed in an objectified manner, most often as an object to be viewed or used. But they are also displayed at times in a
fragmented form, only showing pieces of the body or as symbols for an object that they could be exchangeable with (Patterson, O'Malley & Story, 2009). This portrayal of the female body reinforces the abundance of sexualized images of women which circulate through mass media.

These stereotypes, represented through specific feminine traits, are often imbedded in advertisements through subtle techniques such as their relative size, their function or their gaze within the advertisement. This is why they often go unnoticed and become accepted into society as recognized social norms.

Past Research

Majority of the past research on gender representation in advertising has revolved around the research method of content analysis. This is because of the useful applicability of statistical analysis in the examination of advertisements.

Based on the original gender analysis study by Goffman in 1978, research conducted by Kang (1997), Lindner (2004), and Zhang, Srisupandit and Cartwright (2009) have followed similar categorical variables to analyze advertisements. Used as replication studies, Kang (1997) and Lindner (2004) focused on the categorical variables listed below:
• **Relative Size** – Displaying social weight (power or authority) in social situations through the use of relative size, usually represented through height. Majority of the time women shown as smaller or lower in relation to men.

• **Feminine Touch** – Women, more often than men, are displayed using their fingers or hands to trace the outlines of an object or cradle or caress an object.

• **Function Ranking** – This is often associated with occupation status. When a man and a woman are displayed in the same ad, the man is often shown performing the executive role with the women shown as an onlooker.

• **Ritualization of Subordination** – Displaying submissiveness or appeasement by the female model in the ad lowering herself physically. This is often seen in ads when the model is lying on a floor or bed.

• **Licensed Withdrawal** – Women are pictured engaged in involvements which separate them from the social situation at large. This is often displayed through “gaze,” where the model is shown withdrawn from the current situation displayed in the ad.

• **Body Display** – Women displayed as objects to be looked at. In these situations female models are often displayed with a high degree of nudity or in body revealing cloths.
• *Independence and Self-Assertiveness* – In addition to analyzing subtle details of an ad (use of hands, facial expressions, body position or relative size) this is the observation of an ad as a whole to obtain the overall message of the ad in terms of independence or self-assertiveness.

• *Movement* – This displayed the control women had over the environment in the ad, by analyzing how inhibited or uninhibited the women was from movement.

• *Location* – Where women are shown in a domestic environment, such as a kitchen, bedroom, or bathroom.

• *Objectification* – When women are portrayed in an ad that suggests her major purpose or function in the advertisements is to be looked at.

These variables were used to analyze the subtle details of the advertisements to better understand how the female gender is represented in advertising as well as how it has changed.

The study conducted by Zhang, Srisupandit and Cartwright (2009) however, analyzed advertisements based on the display of the central figure under the categories listed below:

1. Gender of the central figure
(2) Age of the Central figure (young adult (18-35 years of age), mid adult (35-50 years of age), older adult (over 50 years of age), and indeterminate)

(3) Occupational/Non-occupational role of central figure

(4) Sub division of occupational role of central figure (high-level executive, professional, entertainer/professional sports, sales/mid-level business/semi-professional, non-professional/white collar, and blue collar)

(5) Subdivision of non-occupational role of central figure (family, recreational, or decorative)

(6) Credibility of the central figure (product user or presenter, product authority, decorative, or other)

These categories were used to analyze the advertisements in a more simplified and focused observation. Overall, from these studies it was found that women have been consistently portrayed in a stereotypical fashion. It became evident that advertisers preferred to use young female models and often portrayed them in non-occupational roles ((Zhang, Srisupandit & Cartwright, 2009). It was also found that on average 78% of advertisements portrayed women
stereotypically with regards to at least one of the coding categories (Lindner, 2004), and that the
use of licensed withdrawal and body display had increased over time (Kang, 1997).

All of these studies, which focused on print advertising, drew their samples from the
basic magazine types being: news and general interest, women’s interest, men’s interest,
entertainment and business. Although each study was conducted in a content analysis form, each
sample size selected and categorical variables used were different depending on their angle of
research concerning gender representation.

**Research Questions**

From these past studies, it was found that in the majority of advertisements, regardless of
decade or culture, women have been consistently depicted in a stereotypical fashion. It became
evident from these studies that in most cases women are presented either in a domestic role or an
occupational role. Because the way women are presented in advertising has an effect on the way
people view social realities, the aim of my research is to analyze and categorize print magazine
advertisements found in men’s, women’s and general interest magazines under the variables of
role portrayal and role prominence to discover how women are most often portrayed in
magazine advertising. This research will allow for the discovery of whether the use of female
stereotypes is still in practice today and to what extent. Therefore, the following research questions have been developed:

RQ1: Under which role portrayal, occupational or domestic, are women most often portrayed in magazine advertising today?

RQ2: Is there a relationship between the role in which a woman is portrayed and her physical prominence within the advertisement, being either placed as a primary, secondary or background figure?

RQ3: Is there a difference in the way women are portrayed in advertising based on magazine type, being men’s, women’s and general interest magazines?

**Methodology**

In order to research how women are currently portrayed in advertising, my study was conducted in a content analysis form, where I analyzed print magazine advertisements. Because the content analysis research method was used majority of the time in past studies surrounding gender representation, this allowed my research to be comparable with past research.
In the past, several different magazine categories have been studied, including sports, entertainment, men’s interest, women’s interest, and general interest magazines. For the purpose of my study, I have examined magazines which fall under the categories of men’s interest, women’s interest and general interest magazines. These magazine types were selected to allow for the generalizability of my sample, as well as to test whether the use of gender stereotyping in advertising is affected by the target audience of different magazine types.

More specifically for this study, I have examined print advertisements found in *Time* and *Reader’s Digest*, the general interest magazines, *Better Homes and Gardens* and *Good Housekeeping*, the women’s interest magazines, and *Maxim* and *Men’s Health*, the men’s interest magazines between the months of April and May of 2012. These magazines were chosen based on the past research studies and on circulation figures for 2010 conducted by the Audit Bureau of Circulation and reported by Magazine Publishers of America. These magazines provide a representative sample for my study because all ranked as the highest magazines in circulation based on magazine type, which will allow for the observation of the widest range of readership.
For the purpose of this study, only full page advertisements which included females were included for analysis. Duplicate advertisements were eliminated from the sample size. In total twelve magazines were analyzed, which resulted in a sample size of 124 advertisements.

These advertisements were first analyzed based on the role in which the female was portrayed, her physical prominence within the advertisement and the product that was being advertised. The operational definitions for these are provided below:

Role Portrayal:

- Occupational – Women are portrayed in some form of working role. These would include women portrayed in professional businesses roles, white collar or blue collar type working roles.

- Domestic – Women are portrayed within the home, in a family setting. These would include the women depicted as a home maker, care provider and/or in relation to a domestic product (e.g. cleaning products).

- Other – Women are portrayed in some role outside of occupational or domestic. These would include the women depicted in a nonfunctional role.
Role Prominence:

- Primary – Prominent or central figure within the advertisement.
- Secondary – Easily identifiable background figure within the advertisement.
- Background – Figure in the background of the advertisement that is not easily identifiable.

Product Type (being advertised):

- Business Product – Products associated with business. These would include technology based products or office supplies.
- Domestic Product – Household related products (e.g. cleaning products, hygiene products, food products or health related products)
- Other – Products which don’t fit into the above categories (e.g. beauty products, recreational products, jewelry or clothing)

By first analyzing these variables through the specified categories, I was able to observe whether the use of stereotypes in advertising is still in practice today. If the results here concluded that women are most often displayed in domestic roles, then the use of stereotypes in
advertising is still currently in practice. However, if women are displayed more often in
occupational roles, then the use of stereotypes in advertising today is decreasing. I was also able
to analyze if there was a relationship between the role in which a woman was portrayed and her
physical prominence within the advertisement.

Once the advertisements from the selected magazines have been categorized, I then
compared the findings based on the magazine type. This allowed for the evaluation of whether
there is a difference due to magazine type on whether women are portrayed in a stereotypical or
non-stereotypical role.

To provide reliability to this study, Intra-coder reliability was used. Twenty-five percent
of the advertisements analyzed were reanalyzed at a later date, to ensure a dependable analysis.
This test resulted in a reliability point of 0.92 for role portrayal, 1.0 for role prominence and 0.88
for product type based on percent agreement.

**Results**
The first research question of the study asked: under which role portrayal, occupational or domestic, are women more often portrayed in magazine advertising today? This question was included to analyze if the use of gender role stereotypes is still being used in advertising today.

Using percentages to analyze this, it was found that in 31.5 percent of the advertisements analyzed (39 out of 124), portrayed women in a domestic role, whereas only 6.5 percent of the advertisements (8 out of 124) displayed women in an occupational role. This leads to the conclusion that women are still consistently depicted in the traditional female gender role; most often being displayed within the home or in a family setting.

However it was also found that, majority of the advertisements, 62.1 percent (77 out of 124), displayed the female model in a role outside of occupational or domestic. This was often a nonfunctional role, where the female model was not displayed in any form of activity or in relation to a specific environment. In these advertisements, the female model would be considered to be decorative, because her display within the advertisement served no functional purpose. This leads to the conclusion that aside from women being depicted in a domestic role, they are also most likely to be displayed in a nonfunctional role.
Overall, this finding was consistent with previous studies. The way women are presented in advertising has not changed. Women are still consistently depicted in the traditional domestic gender role. It was also consistent with previous studies, to find that female models were also often presented in a nonfunctional role. These findings, confirm the conclusion that the use of stereotypes in advertising is still in practice today, majority of the time portraying women in a domestic or nonfunctional role.

The second research question asked: is there a relationship between the role in which a woman is portrayed and her physical prominence within the advertisement, being either placed as a primary, secondary or background figure? This question was included to analyze if a women’s role prominence within an advertisement was dependent on their role portrayal.

In order to analyze if there was a relationship between role portrayal and role prominence a Chi-Square Test was used. Refer to table one below for a breakdown of these results.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Advertisement breakdown between role portrayal and role prominence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Role Portrayal</td>
</tr>
<tr>
<td></td>
<td>Occupational</td>
</tr>
<tr>
<td>Role Prominence</td>
<td>Primary</td>
</tr>
<tr>
<td></td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>Background</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
</tr>
</tbody>
</table>
The results of the test determined ($\chi^2 = 2.587$, df = 4, $p = 0.629$), the relationship between role portrayal and role prominence was not significant. Therefore, it can be concluded that role prominence is not dependent on the role in which a woman is portrayed in an advertisement.

The final research question asked: is there a difference in the way women are portrayed in advertising based on magazine type, being men’s women’s and general interest magazines? This question was included to analyze if a magazine’s target audience has an effect on how women are portrayed in those advertisements.

To analyze the relationship between magazine type and role portrayal a Chi-Square Test was used. Refer to table two below for a breakdown of these results.

<table>
<thead>
<tr>
<th>Role Portrayal</th>
<th>Magazine Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men’s Interest</td>
<td>Women’s Interest</td>
</tr>
<tr>
<td>Occupational</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Domestic</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>23</td>
<td>79</td>
</tr>
</tbody>
</table>

From this test it was found that ($\chi^2 = 31.361$, df = 4, $p = 0.000$), signifying that the relationship between magazine type and role portrayal was significant. The contingency
coefficient equaling 0.449 shows that these two variables, magazine type and role portrayal, are correlated by almost 50 percent. Therefore it can be concluded that role portrayal is dependent on magazine type, meaning that advertisements placed in different magazine types will display women differently with regards to role portrayal.

Overall, women were never displayed in an occupational role with in a men’s interest magazine. However, in 22 ads out of 124, women were displayed in a nonfunctional role, and in only one advertisement was a woman displayed in a domestic role. As for women’s interest magazines, it was found that women were displayed in a nonfunctional role most often, occurring in 47 ads out of 124, with women displayed in a domestic role in 30 advertisements and in an occupational role in two ads. Finally, in general interest magazines, women’s role portrayal was almost evenly split, displaying the female model in an occupational role in 6 ads out of 124 and in a domestic or nonfunctional role in 8 ads each, for a total of 16 advertisements.

From these findings it can be confirmed that the way women are displayed in advertising is affected by what magazine type the ad will be placed in. With majority of the advertisements, 62.1 percent (77 out of 124) coming from women’s interest magazines, it confirms that those ads are being strategically targeted towards that demographic of readers, being more female based.
However, although women were most often displayed in a nonfunctional role or domestic role in all three magazine types, it was within general interest magazines that role portrayal was almost evenly split. This shows that when a magazine's target audience is not gender dependent, the way women are portrayed in advertising becomes more evenly split between being displayed in a domestic or occupational role.

**Conclusion & Discussion**

The analysis of magazine advertisements found in men’s, women’s and general interest magazines was used to better understand how women are displayed in magazine advertising today and study if the use of stereotypes in advertising is still in practice. This study also allowed for the evaluation of whether magazine type has an effect on the way women are portrayed in advertising, as well as if what role a women is displayed in has an effect on her prominence with the advertisement.

Compared to past research, this study has confirmed that the way women are displayed in advertising has not changed. In majority of the advertisements, about 93 percent, women were displayed in a nonfunctional or domestic role, with only about seven percent of the advertisements displaying women in an occupational role. This confirms that, regardless of the
social change women have experienced, the traditional gender roles of women are still
commonly embraced within society. Also that advertising has maintained the use of the
traditional female gender role when developing an ad for a specific audience.

Although there was no significant finding regarding the role in which a women is
portrayed in an advertisement and her physical prominence with the advertisements, it was found
that there was a correlation between role portrayal and the magazine type the ads were found in.
With 62.1 percent of the total advertisements found in women’s interest magazines, it can be
confirmed that advertisers are strategically developing advertisements with the viewer in mind.
This is also confirmed by how women were portrayed in advertisements found in general interest
magazines. Because these magazines are not targeted toward a specific gender, the ads were
more evenly distributed between displaying women in an occupational role (6 total ads) and a
domestic role (8 total ads). This effect is also strengthened because only advertisements found in
women’s interest and general interest magazines displayed women in an occupational role,
whereas no ads displayed women in an occupation role in men’s interest magazines.

Overall from this study it can be confirmed that women are still displayed in the
traditional female gender role in magazine advertising today, continually being displayed within
a home or family setting and often in relation to a domestic product. It is also evident that depending on what magazine type an advertisement is placed within will affect what role women are portrayed in.

**Limitations & Future Study**

The main limitations of this study had to do with the sample selected. With the complete sample size of advertisements totaling 124, a larger sample size would have led to more solid findings and stronger validity for the study. Also the sample size included two magazines for each magazine type and the sample came from only two months of issues for each. This limited sampling procedure for the magazines, also could have affected the findings.

For future study, the sample size should be increased. It would be beneficial to include more magazines under each magazine type and to analyze the advertisements that run in those magazines over the course of a full year. This would lead to a larger sample size and higher validity for the study’s findings. Also, for future study it would be interesting to see how the results may change if other magazine categories were included, such as technology, sports or fashion magazines.
Because the results of this study found that many advertisements were categorized as “other” meaning women were displayed in a role outside of occupational or domestic, it would be interesting to expand this study by coding those advertisements into more refined categories. This would allow for a more in-depth analysis of how women are presented in magazine advertising.
References


