

Role Portrayals of Women in Bangladeshi Television Advertisements and It's Changes with The Context of Time

Kazi Kamrun Nahar

Abstract- Conventionalizing based on gender type is a very common prodigy all over the world since former days of civilization. Discerning women only regarding their body also transpired in visual media and this division was already established as a form of culture. Bangladesh is not an exception in viewing women in similar ways in the media. Advertisements are part of the media. This study aimed to find out what kind of role women are portraying in advertisements of Bangladesh and if these role portrayals are changing with the context of time and the reasons behind the changes. This research engaged in-depth interviews and advertisements content analysis for data collection. Collected data were analyzed with thematic analysis and Barthian Semiological approach. The study shows what kind of roles women are portraying in advertisements and there is change in women role portrayals with the context of time. The result of this research provides an understanding of women representation in Bangladeshi television advertisements.

Keywords: Advertisements, Castration Anxiety, Change of women role portrayals with the context of time and society, Male Gaze, Representation, Women Representation, Role portrayals of women.

Email: taniakazi048013@gmail.com

1 INTRODUCTION

THE world has become globally more modern, dynamic, competitive, and consumer-oriented market. The aim of entire marketing process is to satisfy consumers more effectively. In order to inform, attract and convince the consumers, a marketer chooses "Advertisement or Advertising". Philip Kotler (2002) stated "Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor" (p. 658). Julia T. Wood (1994) argues that advertisements manipulate consumers and distort images of women in the media, to create a stereotype of women as sex objects (p. 31). Bhuvanesh Awasthi (2017) states that men almost always appear fully dressed while women are being constantly portrayed as seminude, which comes back to the issue of women being portrayed more as sex objects than men (p. 02). Discussing the use of women in advertisement Wells, Burnett and Moriarty (1998) states, "In 20th century there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, In fact, the first American advertisement to use a sexual sell was created by a woman- for a soap product" (p. 282).

Showing women in sexually attractive way is a strategy of advertisers. This study will focus on the scenario of women representation in advertisements of Bangladesh and will try to find out the change.

2 PROBLEM STATEMENT

Advertisement is the economic support of mass media. Nowadays, advertising is omnipresent in everyone's lives. It has a really strong influence in consumer's decisions. Advertisements portray women in different roles such as mother, wife, girlfriend, friend, sister, daughter, and many other roles. Among these different roles their main portrayal in advertisement is surrounded by housewives or career women or just a sexually attracting dummy. Though women have different roles to play but their representation in advertisement is limited. Advertisers use strategies to persuade consumers. Using female models is a strategy to draw the attention of the audience. Katie Richards (2017) stated that in New York there's problem in portraying women as job holder. She mentioned that from 2006 to 2016, ads portrayed just one in four women as having a job (and to top it off women were 48 percent more likely to be shown in the kitchen). That was compared to one in three men who were shown with jobs. Now in just one year, only one in five women had a job, compared to two in five men. There have been a lot of works on how women are being represented in Bangladesh and other countries. But this will be the first study to see the change in role portrayals of women in Bangladeshi advertisements from 2000 to 2018. Bangladesh has changed remarkably since 2000. With time media industry has also changed. Advertisement is a huge part of the media, it is a platform. Advertisers are sending

Author information: Kazi Kamrun Nahar is currently pursuing her M.S.S degree from department of Television, Film and Photography, University of Dhaka, Bangladesh. She completed her graduation (B.S.S) from this same university, same department in 2018.

information to consumers through this platform. They use female models in various roles to deliver their information. It is important how they are using those models. This study will find out the roles of the models and if these roles are changing with the rotation of time or not. This study will encourage the female models to understand their situation in advertisement industry and what can be done by the directors, ad agencies to change the scenario of women role portrayals in advertisements. This study will encourage if there should be any change in media policy related to women representation in advertisements.

3 LITERATURE REVIEW

Advertisements play an important role in influencing and shaping values and attitudes, particularly of adolescents. For making the advertisement attractive and influential they use female models in various roles. Sometimes the product justifies the representation of the model sometimes it doesn't. During the past 60 years, when television advertisements have been broadcasting women in stereotypical roles, many scholarly articles have been published and many documentaries made, claiming on the unfair portrayal of women and men in advertising. Research has shown that advertising can manipulate and distort images of women in the media, to create a stereotype of women as sex objects. It has also been proven that men almost always appear fully dressed while women are constantly portrayed as seminude, which comes back to the issue of women being portrayed more as sex objects than men. Levy & Jane (2006) states, over the past 100 years, women have been the main targets of consumers. Kendra Bermosk (2013) stated that female representation in advertisements are based on some standards such as childlike/maternal, jobless, seductive/provocative, dependent upon a man, perfect, ditzy/unintelligent and manipulative (p. 9). Representing women in visual media had been a common practice as visual culture is established based on images and women are often taken as a subject of male gaze. According to S. A. Chowdhury (2008) in Bangladeshi television advertisements, it has shown that male characters are making decisions if it is about property or builders, technological involvement while it is all women if it is for decision making inside home such as food products, home appliances or cleaning products and cosmetics products. By reviewing existing literature it seems that most of the researches are based on three themes. They are given below.

3.1 Stereotypical Roles of Women in Advertisements:

According to Alice E. Courtney and Sarah W. Lockeretz (1971) in case of role portrayal of women in magazines reflected a number of stereotypical results. Such as, a

woman's place is in the home, Women do not make important decisions or do important things; Women are dependent and need men's protection; Men regard women primarily as sexual objects. Courtney and Lockeretz suggested that advertisers should be alert about varied life roles of women. If they choose to portray women as real life roles they will be benefitted by favorable public reactions. Mager & Helgeson (2010) found that women in particular have been associated with consumerism". (p. 240) According to Tsuchi and Zotos (2014) when women appear on their own, they tend to be largely depicted in decorative roles (dummy, showcase-without any role) as if they are being decorated only for audience to watch. On the contrary, when they are captured in the presence of a man, they are being depicted in traditional roles such as dependent on male protection, housewife. (p. 26). Belkaoui A. and Belkaoui J. M. (1976) constituted in advertisements most of the women were portrayed in the following stereotypes which reflected the prevailing viewpoint towards females in the North American society of the late 1950s: Women as unemployed, women as low income earners, non-working women in decorative roles and idle situation, women have limited purchasing power (p. 171). Ali H. M. (2011) constituted advertisements are showing women in stereotyped roles (such as housewife, chef & non-working mother) but the actual picture of Iran is not like that. Supriya Khaneja (2016) found that women in India, are portrayed as traditional (dependent, housewife) and stereotypical (sex kitten, stupid). She constituted that whatever be the product or service, women has become a key component of a successful advertisement in India, because advertisements using female models attract male viewers more. Kim K. and Dennis T. Lowry (2005) found that women in Korean television advertising were portrayed as young (48.2%), as dependent (37.5%), and as nurturing children (12.1%); they were often depicted in the home (37.2%) (p. 907-909). Emmanuella Plakoyiannaki and Yorgos Zotos (2007) conducted their research on female role stereotypes. Those stereotypes are: Women in traditional roles- 1. Dependent 2. Housewife, women in decorative roles- 1. Women concerned with physical attractiveness 2. Women as sex object, Women in non-traditional roles-1. Career oriented 2. Voice of authority, expert, women portrayed as equal to men- 1. Neutral. (p. 1412-1430). According to Mee Eun Kang (1997) in 1979 the percentage of withdrawing gaze was 22.7% in 1991 it reached at 33.2% and the percentage of body display was 24.6% in 1991 it reached at 31.9%.

3.2. Sexuality in Advertisements:

Sunita Kumar (2017) found that the use of sexual appeal attract consumers. Carolyn A. L. (1998) found that in terms

of physical shape, female models were more likely to be figured (or muscular). Female models were also more likely to be shown in a state of undress than males. Taken together, these findings indicate that there is a relationship between model gender and portrayals of physical attributes (p. 470). According to Julie M. Stankiewicz & Francine Rosselli (2007) stated one half of the full page advertisements use women as sex objects. The percentage is 51.80%. (p. 580-586). Some researchers such as Amir Hetsroni (2007) found that Israeli ads use more sexual content and nude models, Huang and Lowry (2012) found that Chinese female models were likely to be nuder than male models. Douglos A. and Kimberly A. (2011) found that in most of the male perfume advertisements, advertisers use female models in desirous way.

3.3. Women Compared to Men:

According to Russell Luyt (2011) advertisers use female models more than male models. And female models are underrepresented. They are always in less important role compared to male models. They are being portrayed in small roles and they presents in screen less time. The researcher also found that body complexion matters in advertisements. The researcher stated that "White women are represented as sex objects; Black women are represented as inconsequential" (p. 367). According to Elliott, Benfield & Barlow (1995) for overt sexuality in advertisement one of the prime concerns is 'objectification of women'. Another prime concern is 'Equality in Sexual Representation'. The study says that the use of overt sexuality can be legitimated if the consumers and models can categorize it as art, if participants could classify the overt sexuality as art (p.205). Subriena P., Liz G., Amanda K. Anthony (2017) found that body complexion and age matters a lot for any kind of role in advertisements. The study also indicate that black women and Latinas are hugely underrepresented and stereotyped compared to white women.

In these research articles most of the researchers used content analysis as their methodology. They tried to find out roles played by women in advertisements. There have been two studies where researchers wanted find out the change of role portrayals of women in advertisements. So, for this study the researcher will use content analysis. This study will also use in-depth interviews to understand what the experts related to the advertisement industry think about women representation in Bangladeshi television advertisements.

4 OBJECTIVE OF THE STUDY

The objective of the study is to conceptually gain insight into the role portrayal of women in advertisements, to

shown as fit, while males were more likely to appear as full understand if these roles are changing with time or not, to analyze the reasons behind the changes if there is any. Bangladesh Bureau of Statistics published labor power survey (*sromoshokti jorip*) 2018 on March. According to this survey in the fiscal year of 2017-18, 17.9 million of women in Bangladesh are job holder. 36.3 percent of women are working in various sectors. According to this same survey in the fiscal year of 2002-03 the percentage was 26.1. This survey proves how women are being active in working sectors. Nowadays they don't engage themselves with only household works, they are financially contributing in the family. This survey shows the society is changing with time. Keeping this in mind, this study wants to understand if the role portrayals of women in Bangladeshi advertisements are changing with time or not. Also this study wants to analyze the reasons behind these changes if there is any. This study will try to find out what kind of roles women are portraying in advertisements of Bangladesh.

5 METHODOLOGY

5.1 Overview

This chapter focuses on the structure of the whole study and initiates the design of the study. The chapter has discussed on research design, sampling, sample, design of the interview, processing of the data and data analysis procedure.

5.2 Research Design

This study will be conducted by using qualitative approach. For this research, data were collected with in-depth interviews and content analysis. In this study advertisement content analysis helped to find out what kind of roles women are portraying in advertisements and the change with time. In-depth interviews were chosen as a method for collecting data because it helped to understand expert's opinion about role portrayals of women in advertisements.

5.3 Area and Population of the Study

As this study wants to see the changes in women representation in Bangladeshi advertisements from 2000 to 2018, population of the study is all the directors, ad agencies and all the advertisements. But because of time and other limitations a researcher can't choose scattered population for qualitative research. So this study needs sampling.

5.4 Sampling

For in-depth interview 8 interviewees were chosen who actually have influenced in advertisements. The directors, ad agencies and model are chosen who worked during

2000-2018. There were 4 ad directors, 3 managing directors from 3 reputed advertising agency of Bangladesh and 1

actress who is working in this industry for a long time since 1988.

The researcher selected 40 advertisements of 5 popular brands. The advertisements of popular brands where female models play roles those were chosen for this research.

Brands	Number of advertisements
Lux	9
Wheel Laundry Soap	7
Ispahani Mirzapore Tea	8
Radhuni Masala	7
Various Real Estates	9

5.6 Design of the Interview

In-depth interview was taken from with open-ended questions and the interviewees were encouraged to answer in detail. They were asked about the roles that were being portrayed by women and if they can see any changes in role portrayals of women in Bangladeshi advertisements. They were also asked for suggestions. Few follow up questions were also asked. With the consent of the respondents, all the interviews were recorded and a voice recorder was used to record it.

5.7 Processing and Analyzing Data

After getting these interviews, it was transcribed into words. Inductive thematic analysis was taken to analyze the in-depth interviews. Transcribed interviews were coded and arranged into three themes under three research questions. This research involves content analysis also. These contents helped to understand the change. These contents were analyzed with the help of Barathian Semiological Approach.

6 FINDINGS OF THE STUDY

Based on Barthian Semiological approach the researcher tried to find out the denoted and connotated meaning of 5 renowned brands of Bangladesh with the help of sign. According to Cobley P. and Jansz L. (1997) Saussure defined the linguistic sign as two side entity. One side of the sign was what he called signifier. A signifier is the thoroughly material aspect of a sign. And signified is the mental concept of a sign (p. 10). According to The study analyzed advertises of these brands from 2000 to 2018 to see the change in women representation if there is any.

Lux Soap Advertisements

Messages/ Denotation:

Beauty begins with Lux or Lux is the start of beauty,
Stars Favorite soap around the world,
Lux, the beauty of your dream,
I became a star,
She is more beautiful than gold with unique fragrance,
Like 98% Bangladeshi and you my choice is Lux too,
Fragrance will be there for a long time.

Connotation:

Advertisers use beautiful female models. They create an aspiration for female consumers. As the female stars of Bangladesh use Lux for their beauty common women also should use it. Every human being has the wish to be beautiful like their favorite star. So advertisers use touchy message to create curiosity among consumers. It's like by using Lux consumers will be more beautiful and their skin will glow more than gold. Men will be attracted by the fragrance of Lux. Stars are like common consumers. By these stars in advertisements, advertisers interpolate each consumer individually. As three stars say like you we use Lux too, the consumers relate themselves directly. If consumers use Lux they will be strong, frolic and aromatic. Men won't be able to forget the moment they (men) spent with them (consumers).

Signifier- Lux

Signified- Beauty, star and fragrance.

Myth- If anyone wants to be beautiful like star then she should use Lux. The fragrance of Lux stays longer and it attracts men. So here signified (mental concept) is the beauty of a star with fragrance that can easily attract men.

Radhuni Masala Advertisements

Messages/ Denotation:

In the crowd of junk guaranteed authentic quality,
Easily Delicious,
Complimentary quality assurance of adulteration,
To keep good fortune we are uncompromised,
Taste will be the only topic, try once, Saves time, reduces trouble, gives guaranteed authentic quality,
Radhuni needs in fewer amounts, so it's affordable.

Connotation:

Radhuni masala cares about quality. So whenever it comes about something good Radhuni doesn't compromise.

Advertisers know how to attract consumers. They use catchy lines. Now a day everyone wants pure thing to eat so they use this type of lines. If consumers want to do their job peacefully they need Radhuni masala because it will save consumers time. They will be able to go to office in right time. Consumers need it in fewer amounts so it's cheap and affordable. In our country in most cases women use to cook for family. Actually it is the scenario in 98% home. So advertisers use female models in kitchen and their trouble while cooking to attract those 98% female consumers who cook in their home.

Signifier- Radhuni Masala

Signified- Authenticity, quality and taste.

Myth- If anyone wants to cook tasty dishes he/she should use Radhuni Masala. This Masala is authentic and quality full. So, here signified (mental concept) is for quality full tasty dish anyone should use Radhuni Masala and it doesn't compromise with authenticity.

Wheel Laundry Soap Advertisements

Messages/Denotation:

Wheel is the best soap for washing clothes,
Wheel two in one, clothes are fresh so thinking will be fresh,
No more tiredness in washing clothes, now there will be fragrance of flower,
My country, my wheel,
Wheel is careful to clothes, hands stay soft.

Connotation:

The first advertisement of wheel was about patriotism. In this advertisement the song was about how wheel is the best and represents the whole country. As most of the people of Bangladesh was using wheel so wheel means Bangladesh. When consumers will use wheel clothes will be clean and fresh so the thought process will be fresh. Every human being wants to be and stay beautiful. So advertisers use this if consumers use wheel their hands will stay beautiful. In every advertisement of wheel there were women who were washing the clothes. As most of the Bangladeshi women are housewives, they wash their clothes. These advertisements are to attract these housewives.

Signifier- Wheel laundry soap and detergent powder

Signified- Freshness, fragrance, patriotism, best.

Myth- Wheel is the best option for washing clothes, it keeps clothes fresh and the fragrance helps anyone to think clearly. If your clothes are dirty you won't be able to think clearly. The fragrance won't make you tired. If someone uses wheel it doesn't matter how much clothes she is washing, she won't be tired. As wheel is the best laundry soap, most of the housewives uses wheel. So wheel represents the whole country. The sign wheel is round and each part is connected with other like this everyone in this country related to each other. Wheel represents patriotism.

Ispahani Mirzapore Tea Advertisements

Messages/Denotation:

Intense liquor in split of seconds,
Tea means life is fulfilled, tea means Ispahani Mirzapore,
Sweet moments should always be filled with the richer blend for a better taste,
Ispahani Mirzapore Tea means tradition and modernization.

Connotation:

Ispahani Mirzapore tea makes life beautiful with its taste. As it is old brand it represents tradition and by time it is becoming modern. In all situations Ispahani Mirzapore tea changes the mode. When consumers spend sweet moments Ispahani Mirzapore tea add new dimension to it. In most of these advertisements there were female models in the kitchen. They were making tea. In the first advertisement of Ispahani Mirzapore tea wife was waiting for her husband. This is a stereotypical representation. But the positive side of this advertisement was after coming back from office he was making tea for his wife. In one advertise daughter-in-law was making teas for her father-in-law. The presentation of the story was in such way that if she can make refreshing and tasteful tea, she is a good daughter-in-law, and her place in the house depends on this. In the recent advertisement of Ispahani Mirzapore Tea husband was making tea for his wife. This is a change.

Signifier- Ispahani Mirzapore tea

Signified- Freshness, tradition, modernization, taste.

Myth- Ispahani Mirzapore Tea started its journey in 1947. So it is related to the tradition of the country. It helps to treasure sweet memories and the taste of Ispahani Mirzapore tea helps to make sweet memories sweeter. It's becoming modern but in a traditional way. Tea is an important part in our life so Ispahani Mirzapore Tea should be the choice to make this important part tasty.

Various Real Estates Advertisements

Messages/Denotation:

Your desired residence, Asean city,
Your dream residence will be real,
Your dream will come true with brick after brick,
Lakecity Concord, Fulfillment of your dream with reasonable price,
Reevera park city is waiting for you and your family,
Sagufta housing, the bond and kindness of soil and human being.

Connotation:

A home and money both is important thing for human being. These real estate companies make audiences dreams come true. They offer them their (consumers) dream residence in reasonable price. A home makes family bonding stronger. These real estate companies help in this process. In case of women representation in advertisement there is most positive change in real estate advertisements. In these advertisements women are not only participant they are active participant in decision making. They are portraying the role of housewife but also taking decision of buying apartments.

Signifier- Various Real Estates

Signified- Dream, residence, bonding, kindness.

Myth- Each and every real estate advertisement is talking about fulfilling a dream, building a home. A home means where whole family lives together. Here bonding is an important matter. Real Estates are talking about this bonding. Real estates will give utmost advantage to live a respected life.

Preliminary Theme 1: Various Role portrayals of women in Bangladeshi television advertisements

This study analyzed 40 advertisements of 5 renowned brands and made a list of roles which are being played by female models in these advertisements. By analyzing 40 advertisements the study found that the number of playing the role as housewife is dominating.

Table-6: Various Women Roles in Advertisements

Women Roles in Advertisements	Number
Housewife	17
Working Role/ Job Holder	5
Decorative role (Showing their Beauty only)	9
Nurturing Children	3
Active Participant in	6

Decision Making	
Housewife and Job Holder Both	2

More than one interviewee thinks that clients wants particular female model that has face value. In most of the cases they think that a female model can increase the sale. The study found that in recent days advertisements women are playing working women roles, decision making roles. Radhuni used female models in working roles but this brand have also shown that in kitchen there should be only women. The industry is trying to break stereotypical barriers. Now skin type doesn't matter that much. But most of the time clients command for stereotypical role because of their lack of knowledge. So, then from this theme it can be said that women are playing various roles but role of housewife is dominating. In Lux soap advertisements all the roles are decorative roles. This advertisements showing the beauty of women, how they can attract man, passionate representation of how they use the soap in a bathtub.

Table-7: Number of Advertisements with Male and

Number of Advertisements	Male Voiceover	Female Voiceover	Both
40	28	08	4

Female Voiceover

In Lux soap advertisements there are female models in each of it but there is only one advertisements where is female voiceover. In Radhuni Masala advertisements only 2 advertisements contains female voiceover. In real estate advertisements there are no female voice overs. In this 12 female voiceovers there 4 advertisements where there is both male and female voiceover. It's like women has no voice. They need to be spoken by others. They cannot say what they want, men are speaking in place of women, and they are deciding what should be said by women.

Preliminary Theme 2: The changing role of women in advertisements with the context of time and society.

Advertisement is an important part of the media industry. Somehow it needs to reflect the society otherwise consumers won't be able to connect with the product. Each and every interviewee said that advertisements are reflecting the society because they are selling a product to consumers who live in this society. So to whom advertisers are selling it they should feel that is me, that is my life so that they have the curiosity to buy the product. In stereotypical roles like housewife in spices advertisement, a beautiful model in soap advertisement that is not changing at all.

Table 8: Stereotypical Role in 2000 and 2018

Year	Women in Kitchen	Men in Kitchen
2000-2009	5	1
2010-2018	7	6

According to experts the changes in women representation are started onwards 2010. So these tables show what kinds of changes are occurring. Before 2010 there was a stereotype that kitchen is the place for women. But this stereotype is breaking with time. Mainly Ispahani Mirzapore tea advertisements are trying to break this stereotypical barrier. In 2016 to 2018 this brand showed male characters are making tea in 6 advertisements. Before 2010 there was only 1 advertisement where male character was shown in kitchen. Where Ispahani Mirzapore Tea advertisements are trying to break this barriers, there Radhuni Masala advertisements are always showing only women in the kitchen. But overall in comparison with men as helping hand the scenario is changing.

Table 9: Changes in Role Portrayals in 2000 and 2018

Roles	2000-2009	2010-2018
Housewife	13	5
Decorative Role	3	6
Working Role/ Job Holder	2	4
Nurturing Children	2	1
Active Participant in Decision Making	2	4
Housewife and Job Holder Both	1	3

Before 2010 female models as housewife was dominating. The number is decreasing day by day. They are actively participating in decision making roles. In 2000-2002 female models were just participant real estate advertisements. Nowadays they are actively making decisions when it's come to buying house. Advertisements are portraying women in working roles. After 2010 the number of women in working role has increased. Advertisement industry is progressing in case of women representation though it's slow but there is change. There is ignorance in people related to advertising agency. Their advertising sense is so poor that they don't that they are mistaking. Because of that ignorance they use dialogues or images that destroys our thought process. They don't have any knowledge about gender sensitivity. They don't have the idea that they are under representing women characters. But still there is change and it has started from almost 2010. According to the expert's role portrayals of women are changing with time and society.

Preliminary Theme 3: Reasons behind the changes in women role portrayals

Advertisement industry is changing because the world is changing; the taste of consumer is changing. World is talking about women empowerment so it has impact on not only advertisement industry but on the whole media industry. According to experts advertisement industry is changing in a stronger manner in case of women representation. There should be more change but it cannot be possible if there are not enough women in the creative sectors. Women will understand what kind of role will not be stereotypical for them. They can make the story with their thought of the society. If more women were to come in the creative industry the term scopophilia won't be there. Because women can do everything, they don't need to attract men.

7 DISCUSSION

This section depicts a comparison to see the changes between the role of females in advertisements from 2000 to 2018 in 5 popular and well-known brands and finds out the changes in women representation from 2000 to 2018 advertisements and analyzes expert interviews in light of Laura Mulvey's Male Gaze theory. There is a message in almost every advertisement. The study tried to find out the explicit meaning (denotation) of that message, and then tried to find out the implicit meaning (connotation).

Lux is a renowned brand in Bangladesh. It started its journey from 1964 and it is still very popular in Bangladesh. It always uses female beautiful models to attract audience. And these models deliver their messages toward audiences directly as if they are talking to each consumer individually. In all the advertisements of Lux, advertisers used female models, stars. But in reality men use this soap too. Advertisers don't use male models here. One of the interviewee in this study said that her husband uses Lux too. She is a director but she won't use any male model. Because when a male use soap in a bathtub the clients or the audience won't find it fascinating. So here matters what our eyes find attractive. From 2013 Lux started showing that by using it men will be attracted towards them and started attractive representation of female models. As if women only wants to attract men. Advertisers used messages like if anyone uses Lux she will be strong, beautiful, and fresh men won't be able to forget the moment they were together. On screen one man gazes upon the female model, he takes visual pleasure seeing towards the model. With his eye male spectators also takes visual pleasure. This is called scopophilia by Laura Mulvey (1989). On screen male characters are subjecting female characters to a controlling and curious gaze and male

spectators are following the male character. In narrative cinema, women plays a 'traditional exhibitionistic role' her body is held up as a passive erotic object for the gaze of male spectators, so that they can project their fantasies on to her (p. 19). Women are being objectified. A reason behind this can be creator created them in such way that they will be objectified. According to Gina Miller (2017) another Radhuni started its journey in Bangladesh from 2001. In all the advertisements of Radhuni advertisers show only female models that do the cooking job. And indirectly it dictates that whatever women do ultimately they will have to cook. If they are a job holder they will have to cook before their office and after their office. The husband or the male character will only eat and praise about the food. Radhuni shows women in working role but ultimately only they will have to cook and they will be in the kitchen. The stereotypical concept of only women will be in the kitchen didn't change it is still the same from 2000 to 2018. Mulvey (1975) states that, "the gender power asymmetry is a controlling force in media and constructed for the pleasure of the male viewer, which is deeply rooted in patriarchal ideologies and discourses" (p. 06). This means that the male viewer is the target audience, therefore their needs are met first and that this problem stems from an old fashioned, male-driven society. Her theory on how women are portrayed in film and the media is just as prevalent today as it was in 1975 when her text was first published. Male characters are in the dominating roles in all these advertisements. Only the mother figure will nurture the child and only she will cook. In two advertisements of Radhuni mother figure was feeding their son/daughter, in one advertisement father figure was waiting for food and scolding the son, mother was cooking, serving and feeding the daughter. These stereotypical barriers can't be broken. There is another analysis in this section where the researcher tried to find out the change in women representation in advertisement of Bangladesh from 2000 to 2018 by analyzing expert in-depth interviews and advertisements. To analyze these interviews the researcher used thematic analysis and to analyze advertisements the researcher used Barthian Semiological approach. According to research questions the researcher wanted to find out if there is change in women representation with the context of time and society. The study identified that the scenario of women representation in advertisements of Bangladesh is changing slowly.

Lux Advertisements- Directors make the ads in a fascinating way. Female model in a bathtub looks attractive in viewer's eyes. This started after 2012. In Lux advertisements there is negative change in case of portraying women in attractive way. Before 2010 Lux ads were about portraying models in a tender way. After 2013 it

reason can be women are less aware of their internal bodily states than men, which can easily be described as a problem caused from self-views of objectification. Women are less likely to feel what their body is telling them through physiological sensations (p. 07). Sexual objectification as a perspective on a person's physical self can also be considered a condition that affects people today.

has become portraying models in attractive way and delivered messages, dressing up style have been changed.



The first image is from 2001 where model Popy is wearing a saree. Second image is from 2013 where model Mehasabien was portrayed in an attractive way. And the third image is from 2017 where model Momo was portrayed as same as Mehasabien. Lux ads have diverted its way from traditional to modern. After 2013 Lux ads are all about how men will be attracted if you use Lux.

Radhuni Masala, Wheel Advertisements- Female models

are portraying working roles but ultimately they end up in the kitchen. Male models are sitting in the dining table. The stereotype of women will be in kitchen, women will wash the clothes still haven't changed. Male characters are superior in these two brands ads. But portraying female models in working role is a change that is taking place since 2012 in Radhuni Masala ads. Though stereotypical portrayal as housewife hasn't stopped yet but the number is decreasing.



The first image is from 2001 where the female model is cooking. She is only a housewife here. The second image is from 2012 and the third image is from 2015 where the both female models are portraying the role of working woman. Though they both were shown in the kitchen at last but portraying them in working role is a change. The stereotypical barrier such as the ultimate place for women is the kitchen or women will always wash the clothes will take time to break. There is no change in Wheel laundry

Soap and Detergent Powder.

Ispahani Mirzapore tea Advertisements- There is change in role portrayals of women in this brand. In Ispahani Mirzapore tea ads husband is making tea for wife, they are showing husband as a helping hand to wife and that's totally opposite from 2000.



These 3 ads show a clear change. The first image is from 2003 where a newly wed daughter-in-law making tea for her father-in-law. Second image is from 2017 where husband has made tea and offering her wife to drink. Third image is from 2018 where mother and daughter are watching TV and father made tea for mother. Ispahani Mirzapore tea advertisements are trying to break stereotypical barriers.

Various Real Estate Advertisements- There is positive change in case of women representation in real estate advertisements. Before 2007-2008 real estate advertisements

were all about husband will make the decision for buying house. The wife is just a dummy who has nothing to say but to be surprised. After 2007-2008 women are active participant in decision making. In some advertisements they are proposing what house should be bought.



The first image is from 2001 where the husband is giving the news to wife that he has bought a house. She is surprised. In the second image wife is taking decision what kind house they will buy. It is from 2006. She is active decision maker her. The third image is from 2013 where husband and wife taking decision together about buying house. So here the change is clear.

Overall from 5 brands there are positive changes in 3 brands (Ispahani Mirzapore Tea, Real Estates and Radhuni) advertisements in case of women representation. There is negative change in 1 brand (Lux) advertisement and another brand (Wheel detergent and laundry soap) is stagnant, there is no change in this brand. Bangladeshi television advertisements are progressing in case of women representation. Though the changes are slow but still it's

happening. The reason behind it is there are several women movements taking place. Women are becoming conscious about their rights and their place in society. They are actively contributing to the society. They are working in various sectors. All these things are reflecting in advertisements. And because of globalization anyone can see and understand what is happening all around the world. Women right is nowadays an important issue all over the world so as other countries are changing Bangladesh is also changing.

8 CONCLUSION

This study tried to find out the roles women are playing advertisements of Bangladesh. There is still presence of stereotypical roles of women advertisements but it will change with time slowly. The researcher used content analysis and in-depth interview for collecting essential information. 40 advertisements from 5 renowned brands were analyzed with Barthian Semiological approach and in-depth interviews were analyzed with thematic analysis. The study found that the role of housewife is playing broadly by female models. The number of housewife role is dominating. Drawing on Laura Mulvey's Male Gaze theory the study discussed how women are becoming a product of pleasure and how they are being under represented. But after analyzing in-depth interviews the study found that women representation in advertisements of Bangladesh is changing with the context of time and society. Though the change is a slow process but it is changing. And the change started from 2010. But from 2013 it is rapidly changing so it is noticeable.

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