

A Report on

Monitoring
Gender Content
in

**Electronic
Advertisements**

Jamuna Television
(August 21- September 4, 2019)

Channel i
(August 21- September 4, 2019)

Background: Elimination of all kinds of discrimination hinged with gender, require holistic contribution from different aspects. As the fourth estate media play a great role in policy making and it is expected from media to set social agenda to contribute in gender balance in a society. If we check public domain, it is widely recognized that there is a significant gender gap both in media content and process of developing media content. Sometimes, it is portraying stereotype and myth regarding gender, sometimes it is only dominating the power or contribution of women in society or workplace. Civil society and media development organizations started to talk about media role in gender mainstreaming from mid-80's. In 1985 in third world conference on women the idea of gender mainstreaming has been introduced and later on feminist, media professionals and social science educators raised the issue of Media's role on gender mainstreaming. Media play important roles in society. They report on current events, provide frameworks for interpretation, mobilize citizens with regard to various issues, reproduce predominant culture and society, and entertainment (Llanos and Nina, 2011). As such media can be important player to portray a person or a society as a whole by giving priority to women while creating content for mass people. While developing Gender Development Policy, role of media has given priority. In four different points, elimination of discrimination, women participation, equal opportunity and capacity development has been pointed out in chapter 40 of "Gender and Mass Communication Policy"

1. To undertake positive initiative for right role of women in the mass media, ensuring their access to it, elimination of discrimination in participation and projection of women and children issues.
2. To arrange publicity campaign to stop defamation, negative, archetype reflection of women and to stop violence against women.

3. To create equal opportunity in the management of different media and formal training for women.
4. To integrate gender perspective in media policy.

Participation of women in media content and also at decision making level is important to have a positive prospect of gender in Media. News whether prints, electronic or online version talks about the people of real life. That means what people are consuming every second as news are real as being human being we are able to only see very close surroundings, most of the information we receive are coming through some form of media what is happening in neighbor country, what president commented last or how road accident happened in my neighborhood. According to ‘Agenda Setting Theory (Max McCombs and Donald Shaw 1965)’, what we see or consume comes to us through an agenda which has been fixed by someone else either politician or business delegates. What media has been producing for consumer/audience is not always real. When it comes about gender Agenda Setting theory supports at most in many ways like promoting sexism, supporting stereotype or not valuing comments of a women as source or expert.

Monitoring Gender Content in Media: The Fourth and last mandate of Women Development Policy Bangladesh talked about Integrating gender perspective in media policy. Before setting or proposing a policy it is important to understand the gap regarding portraying gender in media content both in news and advertisement. As advertisement is also an influential medium to shape our perception regarding reality.

Objective of the Study:To find out the trend of portraying gender in Bangladeshi Television advertisement.

Research Question:

1. How men and women are represented in Bangladeshi Television Advertisement.
2. Is there any discrimination of gender while playing power role in TV advertisement?
3. Are women portrayed as certain stereotypical character in TV advertisement?

Design and methods: Both quantitative and qualitative research methods were used to understand the present trends of TV Advertisement. Quantitative method helps to analyze statistical data to compare different role and qualitative approach supports to analyze data with in-depth and explanation rather than prediction.

Population:All TVC have been telecasted in prime time (7:00PM to 10:00PM) in Channel I and Jamuna TV is population of this content monitoring study.

Sampling:Through purposive sampling method, two TV channels have been selected as Jamuna Television and Channel I. These two television channels are known as most popular television among private telecasting channel. Jamuna Television is a dedicated news based channel while channel I both news and entertainment based channel. 30 minutes from each channel have been taken as sample from 21st August to 4th September 2019 (15 days). For Jamuna Television the selected time frame is 9:30PM to 10:00PM and for Channel I the monitoring time is 8:00PM – 8:15PM and 9:00PM – 9:15PM.

Research Instrument:A Monitoring guideline has been developed to monitor the advertisement using set of indicators.According to that guideline a coding sheet has been developed by using SPSS.

	Time_Duration	Category	Gender_Lead_Character	Profession_1st_Lead	Activities_1st_Lead	Family_1st_Lead	Gender_2nd_Lead	Profession_2nd_Lead	Activities_2nd_Lead	Family_2nd_Lead	Background	Gender_Vo...	Stereot...	Gender_Savior	Warrant	Description	Date	Nz
1	1	10	1	16	18	2	3	15	18	3	12	4	4	1	2	Mega Digital Scale	21.08.19	Jai
2	1	10	4	15	18	3	3	15	18	3	12	1	4	1	2	Marquis Water Pump	21.08.19	Jai
3	1	12	1	14	10	1	1	10	10	2	10	1	4	1	2	BSRM Steel	21.08.19	Jai
4	1	13	4	16	18	3	3	15	18	3	12	1	4	1	2	Akij Tiles	21.08.19	Jai
5	1	7	1	10	3	2	2	6	17	2	10	1	1	1	2	Islami Bank Agent Ban...	21.08.19	Jai
6	1	2	2	13	15	2	2	17	3	2	1	2	1	2	2	Jui Coconut Oil	21.08.19	Jai
7	1	9	1	7	14	2	2	7	14	2	3	1	4	2	2	Airtel_Zee5	21.08.19	Jai
8	1	6	2	6	14	1	2	7	14	1	10	2	2	2	1	Whisper Napkin	21.08.19	Jai
9	1	4	4	15	18	3	3	15	18	3	12	1	4	1	2	Banoful and Co	21.08.19	Jai
10	1	9	1	7	14	2	2	7	14	2	3	1	4	2	2	Airtel_Zee5	21.08.19	Jai
11	2	10	1	16	9	1	2	6	2	1	1	1	2	1	2	Jamuna Refregerator	21.08.19	Jai
12	1	2	2	13	15	2	1	16	3	2	1	2	3	2	1	Lux	21.08.19	Jai
13	1	15	1	9	8	1	2	6	14	1	6	1	2	1	2	Provita Feed and Hachary	21.08.19	Jai
14	2	12	4	15	18	3	3	15	18	3	9	2	3	2	2	Jamuna Future park	21.08.19	Jai
15	1	9	1	7	14	2	2	7	14	2	3	1	4	2	2	Airtel_Zee5	21.08.19	Jai
16	1	2	2	13	15	2	3	15	18	3	12	1	4	1	2	Meril Soap	21.08.19	Jai
17	1	13	4	16	18	3	3	15	18	3	12	1	4	1	2	Akij Tiles	21.08.19	Jai
18	1	12	1	14	10	1	1	10	10	2	10	1	4	1	2	BSRM Steel	21.08.19	Jai
19	1	6	2	2	1	1	1	16	1	1	1	2	3	2	2	Lifebuoy Soap	21.08.19	Jai
20	1	13	4	16	18	3	3	15	18	3	12	1	4	1	2	Akij Tiles	21.08.19	Jai
21	1	6	1	16	9	2	3	15	18	3	5	1	4	1	2	ENO	21.08.19	Jai

Picture 1: SPSS Data view

Setting Indicators to Monitor Content and Producer of Content:Monitoring is defined as a continuing function that uses the systematic collection of data on specified indicators to provide readers an average trend of a particular practice. There are various framework and approaches to asses gender portrayal in media content including GIM tool 2030 complying with SDG 2030 agenda, GMMP (Global media Monitoring Project), Free Press Unlimited and so on. Each of this body has developed set of indicators that determine how gender is being addressed in different media.

This is an effort to study all significant and available monitoring guidelines on Gender Content monitoring and select some basics indicators from all the study and integrate it with Bangladesh context.

Advertisement: A traditional belief regarding gender is man and women have different sets of role in family, in workplace and specific kinds of profession according to their gender. From the very early childhood when a human brain is developed, it grows with the knowledge which it is being gathered from its

surroundings. Besides observing the family members and relatives' children also observe what their parents watch in different media like TV, Ipad, mobile phone. Advertisement is a form of communication which persuades people by its music, colorfulness and repetition. The way advertiser portrays a story that not only persuades consumer to buy a product or service but change their behavior too, by showing the aspiring lifestyle, creating inferiority or insecurity. These sets of indicators can help to find out whether women is being portrayed as a domestic being, source of beauty or the stereotype is being broken by putting women as decision maker, focusing on livelihood not only as a caregiver.

I. **Duration of Advertisement:** Duration of a story indicates its importance and financial investment behind this. Duration of Electronic advertisements can be counted with three different time frame.

1. Less than 30 seconds
2. 30-50 Seconds
3. More than one minute

II. **Category of product/service:** Relationship of the product with the gender of its endorser is a good indicator to check to understand who is talking about Banking Facility and/or who is talking about baby diaper. Fourteen sets of product/services have been identified, if anything comes to us beyond these fourteen will go to code Fifteen (Others category)

Code

- 1. Male beauty, cloth and Cosmetic
- 2. Female Beauty, cloth and Cosmetic
- 3. Household and Cleaning
- 4. Food & Dairy
- 5. Water and Drinks
- 6. Health, hygiene and hospital
- 7. Finance (Bank, insurance, Money transfer)
- 8. Cooking Ingredients
- 9. Telecom and courier Service

- 10. Electronics and vehicles
- 11. Hotel and Travel
- 12. Real Estate and construction
- 13. Fittings, and Furniture
- 14. Stationary
- 15. Others 16. Not Applicable

III. **Gender of Lead character:** Gender of Lead character is a significant indicator. Now it is important to identify whom to determine lead character. It's the person/animation who endorse the product/service, who gives the solution with the product/service, who is talking about this product/service or dominating maximum screen time with performance (Art, Sing, Dance etc.)

1. Male
2. Female
3. Transgender
4. Not Applicable

IV. **Profession of 1st Lead Character:** In Most of the times profession of the characters of the story can be identified by its costume, workplace, task doing in screen or mentioning the profession directly. If it can be identified it can be coded from code 1- Code 14, if it can't be identified by its story (Like a girl is dancing in a marriage ceremony in a Henna Advertisement) it can be coded as '15 – Not Identified'. Finally, if any profession come up other than these 14 it can be coded as '16- Others'. The professions can be as follows:

1. Teacher
2. Doctor
3. Engineer
4. Farmer
5. Daily Labor
6. House Wife/Husband
7. Student
8. Expert
9. Business owner
10. Corporate

- 11.Driver
- 12.Sports Person
13. Beauty Expert
- 14.Celebrity
- 15.Not Identified
- 16.Others.
- 17.Not Applicable

V. **Activities of 1st lead Character:** Characters do some work in screen time; a character can be washing clothes or driving a car. Sometimes one character can do more than one task, the most dominating task (screen time and presentation) can be coded. Some of the tasks may be mentioned as follows:

1. Taking Care of Children
2. Cooking
3. Working at Office (Including teaching, attending patient)
4. Shopping (Cloth, beauty product, Cosmetic, food and accessories, households, health)
5. Purchasing (Land, Apartment, vehicles, construction relation materials, Electronics-Phone/ Laptop, seed, fertilizer, tube-well etc)
6. Playing
7. Practicing cultural activities (Singing, Dancing, Painting)
8. Working in Industry
9. Spending Leisure time
- 10.Traveling
- 11.Waiting
- 12.Driving
13. Exercising
- 14.Having fun Time
- 15.Having Make-over (getting Ready)
- 16.Dating
- 17.Not Applicable

VI. **Family Role Identified (1st lead Character):** Some story demands family role and some not, in most cases female character is normally introduced as family person either wife, daughter, sister or mother and male character represents the role of office boss, doctor or engineer, but not showing any of

his family role. This code would be able to differentiate the number of female and male as family member.

1. Yes
2. No
3. Not applicable

VII. Gender of second Lead Character: Second lead character is a character who comparatively take less power in the story, who is sufferer/victim or who takes solution from 1st lead character. Sometimes lead character could be found for more than one second. It can be determined who is the second lead character by observing its screen time, dialogue or importance. If there is no second character, it can be coded as ‘30 Not Applicable’

1. Male
2. Female
3. Not Applicable

VIII. Profession of 2nd Lead Character: Same as ‘D’

1. Teacher
2. Doctor
3. Engineer
4. Farmer
5. Daily Labor
6. House Wife/Husband
7. Student
8. Expert
9. Business owner
10. Corporate
11. Driver
12. Player
13. Beauty Expert
14. Not Identified
15. Migrant Workers
16. Others.
17. Not Applicable

IX. Activities of 2nd lead Character: Same as 'E'

1. Rearing Children
2. Cooking
3. Working at Office (Including teaching, attending patient)
4. Shopping (Cloth, beauty product, Cosmetic, food and accessories, households, health)
5. Purchasing (Land, Apartment, vehicles, construction relation materials, Electronics-Phone/ Laptop, seed, fertilizer, tube-wellets.)
6. Playing
7. Practicing cultural activities (Singing, Dancing, Painting)
8. Working in Industry
9. Spending Leisure time
10. Traveling
11. Waiting
12. Driving
13. Exercising
14. Having fun Time
15. Having Make-over (getting Ready)
16. Dating
17. Not Applicable

X. Family role Identified (2nd lead Character): Same as 'G'

1. Yes
2. No
3. Not Applicable

XI. Background/Environment/Setting of Story (Dominating): In a story there could be different set up like home, road, super shop etc. The most major background (according to screen time or importance) can be coded. Eleven set of category have been identified and putted under code. If anything beyond this eleven background come up, can be coded as '12-in Others category'

1. Home
2. Office
3. Road and Vehicles
4. Tourist Sport
5. Restaurant

6. Industry and technical workplace
7. Crops Field
8. Marketplace (Shop/village market/Fish or vegetable market/ supershop)
9. Shopping Mall
10. Outdoor
11. Academic Institute (Classroom/ University-School Campus)
12. Others
13. Not Applicable

XII. Gender of Voice over : Each story has a voice over either at the end of story introducing product or service or in an entire story. Most dominated (Two voice over can be dominated) can be coded according to its gender.

1. Male
2. Female
3. Both
4. Not Applicable

XIII. Stereotype: In recent years many beauty product or social campaign have been portraying women as winner who is breaking stereotype by its activities (playing Football), by its voice (Protesting in a procession) or by story itself. It is obviously a positive trend and should be monitored how fluently the trend is continuing. Some of the stereotypes are:

1. Challenge Stereotype
2. Support Stereotype
3. Both
4. Not Applicable

XIV. Gender of savior (Character/Voice-over): In most cases there is an individual/ group who come with the solutions either by voiceover or as physical character. Gender of those characters could give an idea how many men or women come with intelligence, experience who can give solutions.

1. Male
2. Female
3. Both
4. Not Applicable

- XV. **Warrant Further Analysis:** Some stories demand further discussion, like - even breaking gender stereotype but supports myth, even showed a powerful woman but portrayed sexism. These sort of story can be discussed at the end of findings.
 1. Yes
 2. No
- XVI. **Description:** About the advertisement in one or twolines.
- XVII. **Date:** Date of telecast
- XVIII. **Name of TV Channel:** Name of channel from which advertisement is monitored.

Result and Discussion

I. **Categories:** The frequency of categories shows that 27.6% of advertisement are related to Female beauty products, clothing and cosmetics. Among the othercategories, 13.2% advertisements are associated with Health and Hygiene products, 9.5% goes to Electronics products and 8.4% advertisements are linked to Food and Dairy products. The lowest percentage is possessed by the category- Male Beauty, Clothing and Cosmetics which is .1% of all.

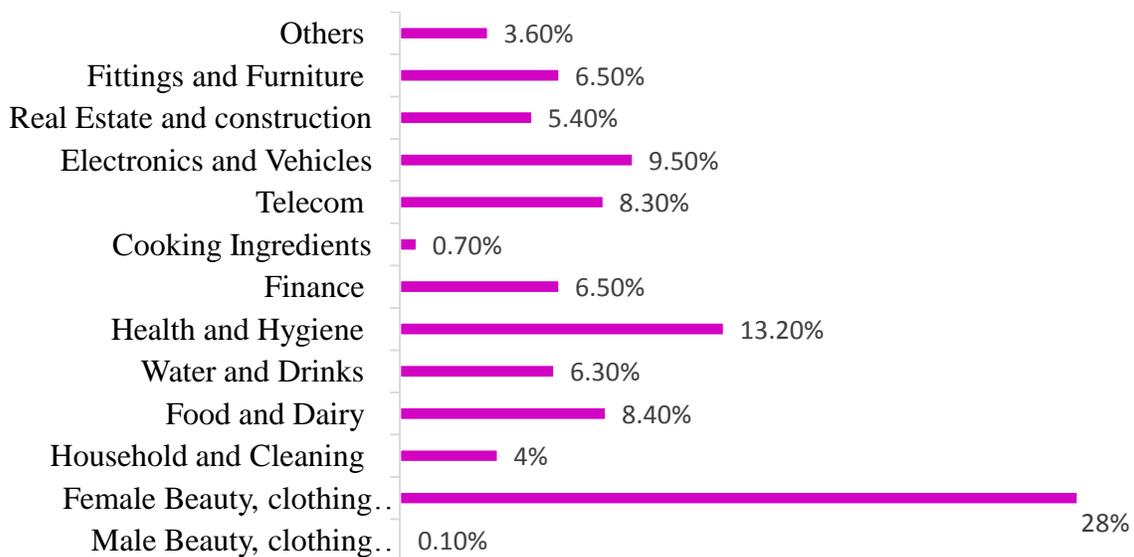


Fig 1: Frequency of Categories

II. Gender of Lead Character:

Data depicts that 32.2% of the advertisements used a male as lead character whereas 54.7% are female. This is how females are used in this sector to advertise different types of products. The rest 13.1% advertisements either don't have any characters or simply the advertisements are animated.

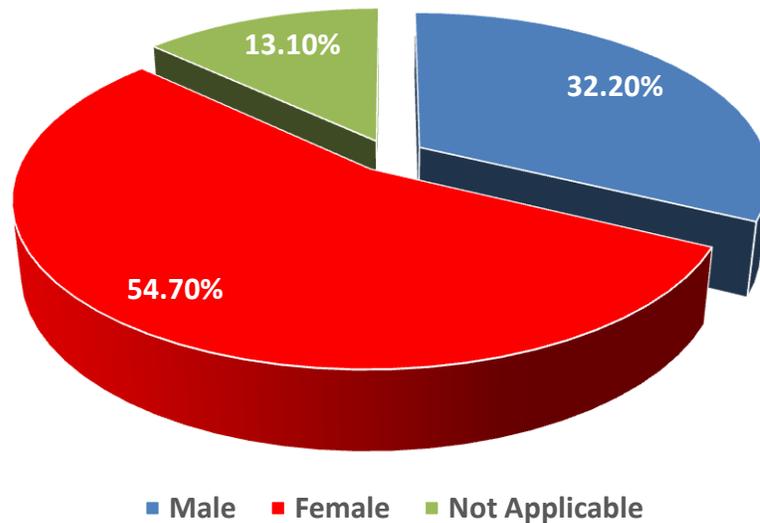


Fig 2: Gender of Lead Character

III. Category Vs Gender 1st Lead Character:

This study also investigates the relationship between variables. Gender of first lead character is one of most significant variable which determine how gender are being endorsed with different product and services in television advertisement.

Figure 3 shows the relationship between the gender of 1st Lead Character and Category of different product and Service. 100% of 'Female Beauty, Cloth & Cosmetic' are endorsed by female and same goes to male beauty. Women are associated with 'Household and Cleaning' in 91.5% advertisement where 8.6% are men. In telecom category men's participations are 100%, same trend goes to real estate, 68.1% men have led the advertisement of real estate advertisement where there are no female lead character. Though 'Health, Hygiene and Hospital' category is dominated by women (83.7%).

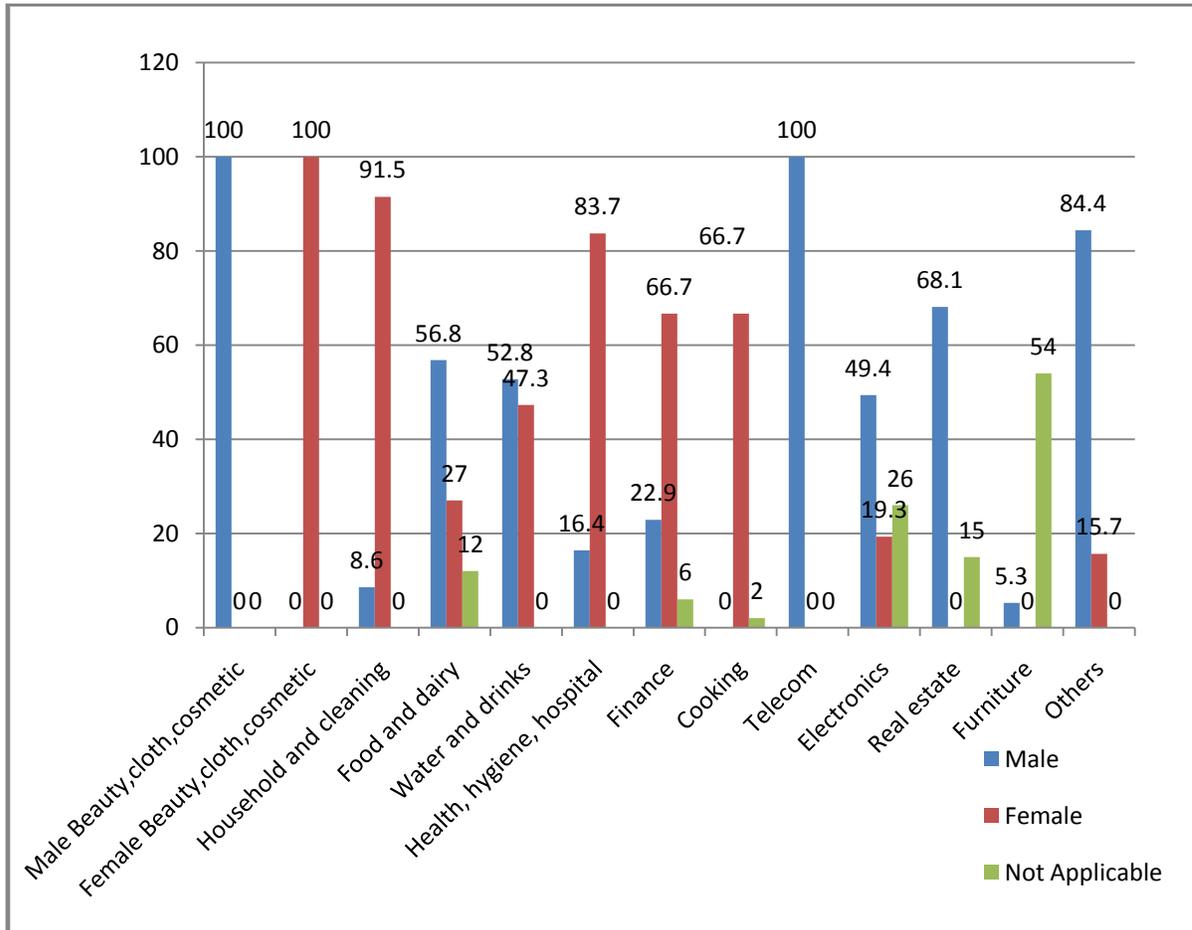


Figure 3: Category Vs Gender 1st Lead Character

IV. Activities Vs Gender of 1st Lead Character:

Figure 4 represents the activities of 1st lead character comparing with Gender of 1st lead character. Set of common activities have been selected to monitor the character’s activities in advertisements, like rearing children, cooking, working office, traveling and so on. Activities like rearing children, shopping, cultural performance, waiting, make-over, dating mostly dominated by female character with 100%, 100%, 100%,100%,100%, 100% respectively, which is absolute visualization of practicing stereotyping in characterizing. Same trends have been followed in characterizing man, 100% man are purchasing, 100% man are working outside. Though 70.4% of man cooked and 72.2% women worked at office, which is positive trends towards breaking gender stereotype.

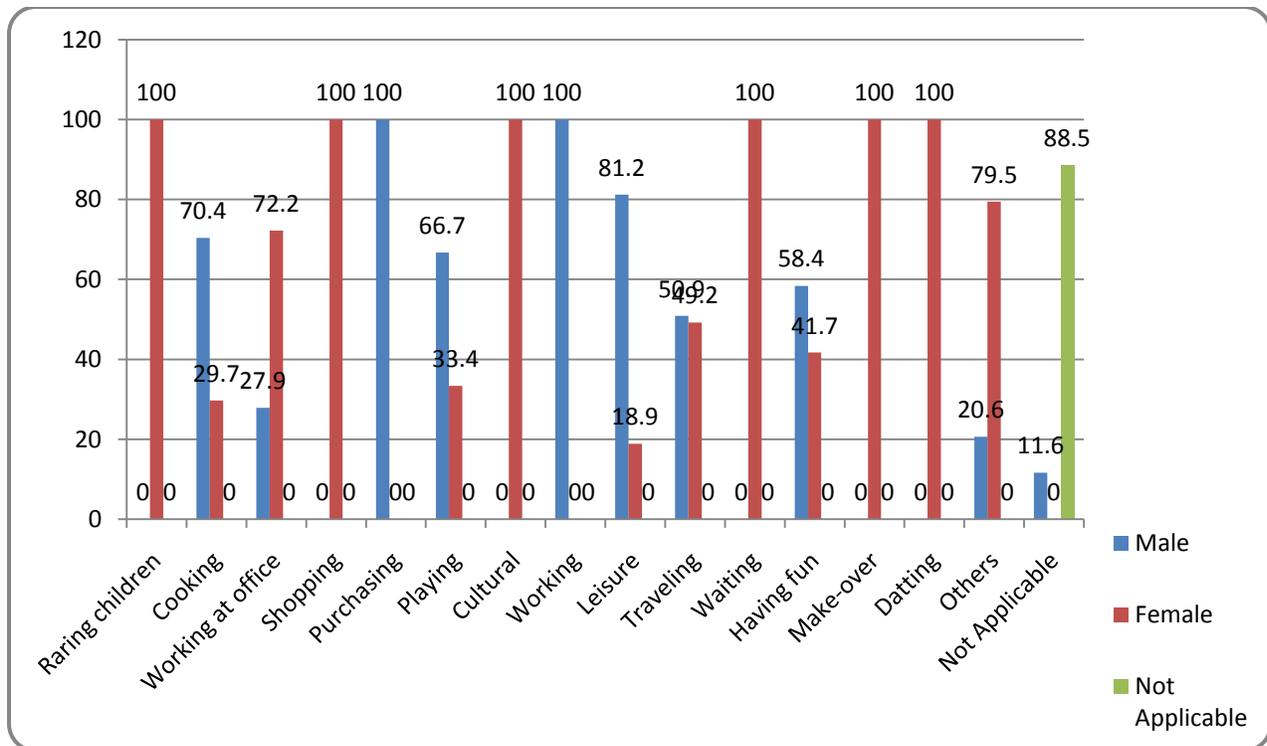


Figure 4: Activities Vs Gender of 1st Lead Character

V. 1st Lead Character Profession Vs Gender

Figure 5 shows the relation of Gender and Profession of first lead character. Fourteen common professions have been chosen to find out the way of portrayal in Bangladeshi advertisement. The comparison of profession and Gender can clarify the trend of gender and its power role. 100% Teacher, doctor, House wife/husband, expert, beauty expert are women and 100% Engineer, business owner and migrant workers are man. These data give clear idea of following stereotype of profession. Though women are present in ‘Corporate Sector’(58.2%), ‘Farming’ (58.4%) & sports (58.2%).

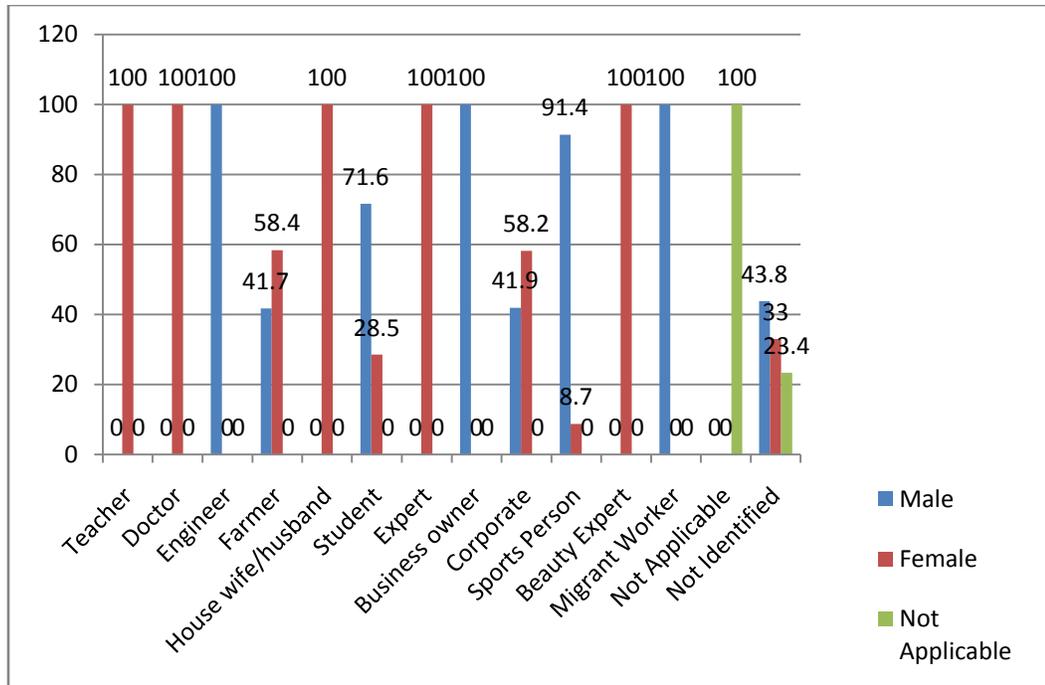


Figure 5: 1st Lead Character Profession Vs Gender

VI. Family Role Vs Gender:

In the general scenario of advertisement women are mostly shown as member of family not an individual. Table one shows the differentiate of gender while characters are playing role as family member. Here the data shows different scenario. Same number of man (128) and women (128) have been identified as members of family.

**Family_1st_Lead * Gender_Lead_Character
Cross tabulation**

Count		Gender_Lead_Character			Total
		Male	Female	Not Applicable	
Family_1st_Lead	Yes	128	128	0	256
	No	155	352	4	511
	NA	0	0	111	111
Total		283	480	115	878

Table 1: Family Role Vs Gender

VII. Gender of Second Lead Character:

The research shows that; females possess 42.1% of all as a second lead character in the advertisements whereas 32.1% of second lead role are played by male. In 25.7% Advertisements there are no second role. Overall females got more focused than male in lead role as well as in second lead role.

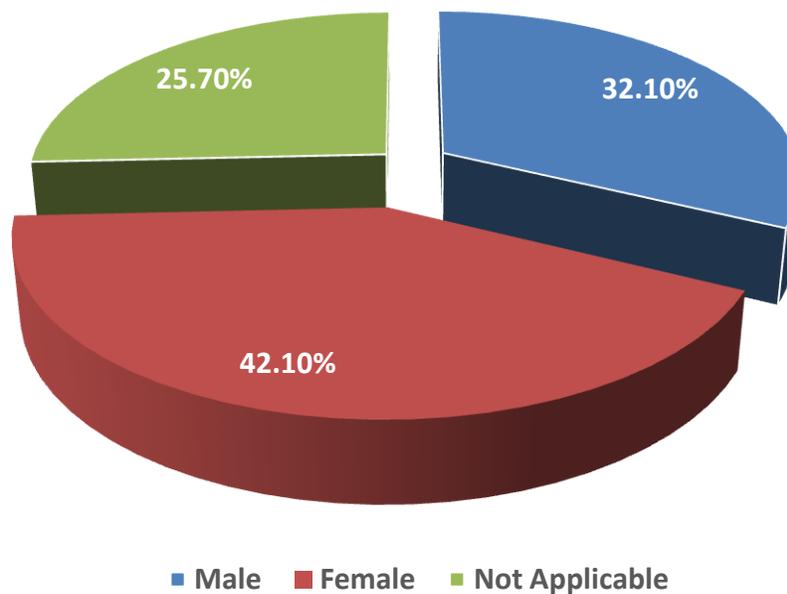


Figure 6 : Gender of Second Lead Character:

Background/ Setting of Story:Home atmosphere dominates as background of the advertisements in this Media Monitoring which is 30.4% of all. 15% of the advertisements have been produced in outdoor setting. 10.1% of the advertisements have in office set up and 10.5% of all have Road and Vehicles as dominating background. Other 20% of the advertisements are mostly animated.

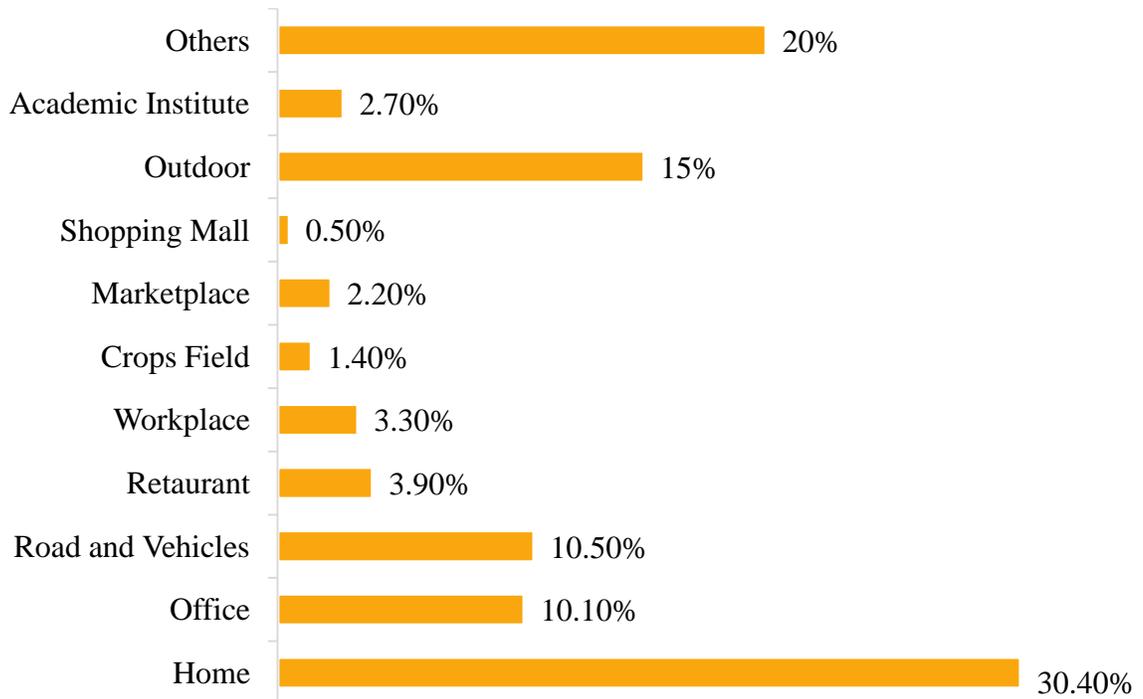


Fig 7: Frequency of Background

VIII. Background VS 1st lead Character:

Putting Characters in certain background can give a clear idea how that character is being portrayed. In 'Home' 27.1% lead characters are man and 73.1% are women, while 80.9% man are in 'Office', only 19.2% women are there. 79.4% man seemed to be in road where only 20% were women and 100% man are in workplace. Surprisingly, 100% women are in 'Academic Institution'.

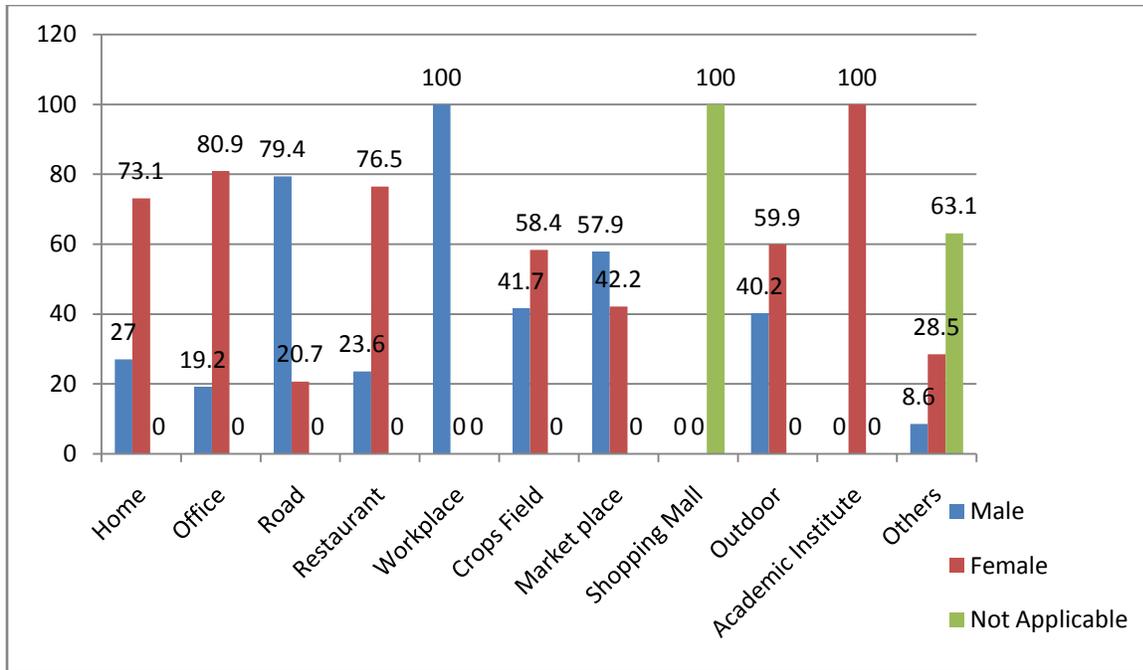


Figure 8 : Background VS 1st lead Character

IX. Gender of Voice over: Data related to Gender of voice over portrays the percentage of male and female voice over used in the advertisements. In 57.7% of the advertisements male voices are used while 40.1% of the whole advertisements have used female voices to demonstrate different products.

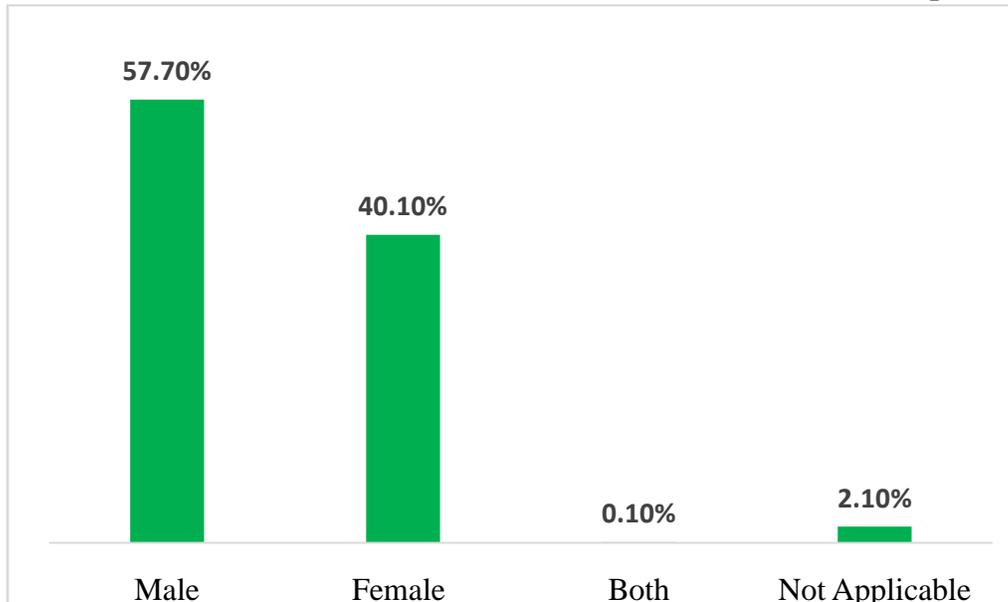


Fig 9: Gender of Voice Over

X. Gender Stereotype: The study also finds gender stereotype while monitoring. 19.8% of the advertisements show some scenes that challenge gender stereotype

whereas supporting gender stereotype scenes are shown in 13.2% of the advertisements.

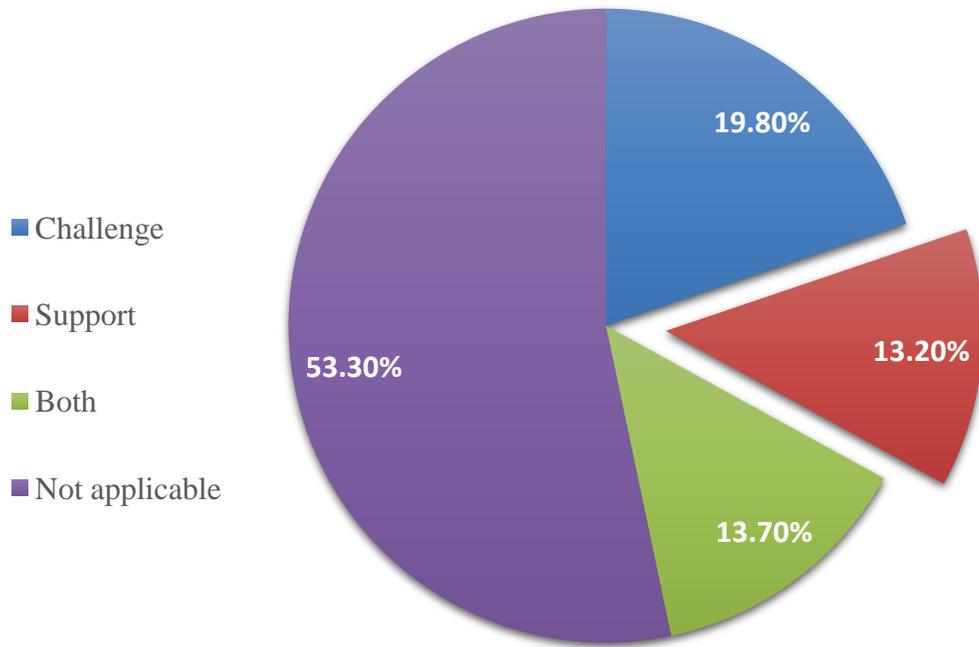


Fig 10: Gender Stereotype

XI. Gender Savior: Gender Savior is the person who makes the final statement in an advertisement. The study illustrates that in 48.3% cases the savior is a male and female savior possesses 51.3%.

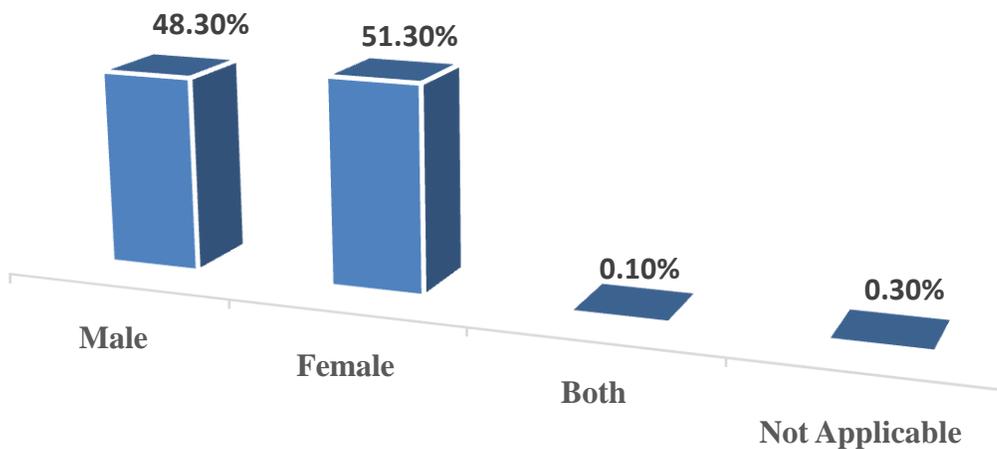


Figure 11: Gender of Savior

Conclusion: Monitoring Gender in advertisement is a pre-requisite for having a balanced media landscape. Since development in the society may not be achieved by undermining the women in every aspect. Women should not be the mere tools of entertainment and thus instrumental in selling consumer goods and products. Therefore, gender monitoring should be introduced in every media house so that it will provide some positive implications of women image in our social life. Monitoring indicators will help to identify the gaps and appropriate action points.