

**SEXUALITY IN ADVERTISEMENTS: A REFLECTION FROM THE FEMALE
AND THE MAIN STREAM MAGAZINES OF NEPAL**

[Based on the study of the advertisements published on 'Nari' and 'Nepal']

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LETTER OF RECOMMENDATION

This is to certify that Mr. Prakash Ghimire has completed this dissertation entitled **“Sexuality in advertisements: A reflection from the female and the main stream magazines of Nepal” (based on the Study of the advertisements published on 'Nepal' and 'Nari')** under my supervision and guidance. I therefore recommended this dissertation for final approval and acceptance.

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LETTER OF ACCEPTANCE/APPROVAL

This dissertation entitled “**Sexuality in advertisements: A reflection from the female and the main stream magazines of Nepal**” (based on the Study of the **advertisements published on 'Nepal' and 'Nari'**) carried out by Prakash Ghimire has been accepted as a partial fulfilment of the requirement of the Master Degree of Arts in Sociology.

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LIST OF TABLES

Table3.4.1. Descriptions of Selected Magazines	25
Table4.4.1. Frequencies and Percentage for Genders Portrayed in Advertisement	31
Table4.4.2. Frequencies and Percentage of Genders Portrayed in Advertisements by Magazine	31
Table4.4.3. Frequencies and Percentages of Products Advertised	32
Table4.4.4. Frequencies and Percentage of Products Advertised by Magazine	33
Table4.4.5. Frequencies and Percentage for type of Sexuality by Advertisements	34
Table4.4.6. Frequency and Percentage of Sexuality in Advertisements by Magazine	34
Table4.4.7. Frequencies and Percentages for Type of Sexuality in Advertisements by Magazine	35
Table4.4.8. Frequencies and Percentages of Sexuality in Advertisements by Genders Portrayed	35

LIST OF PHOTOGRAPHS

Figure.1.	49
Figure.2.	50
Figure.3.	51
Figure.4.	52
Figure.5.	53
Figure.6.	54
Figure.7.	55
Figure.8.	56
Figure.9.	57
Figure.10.	58

LIST OF ACRONYMS/ABBREVIATIONS

AAAN	Advertising Association of advertisers Nepal
AD	Anno Dominie
Ad	Advertisement
BS	Bikram Sambat
EU	European Union
FM	Frequency Modulation
NPI	Nepal Press Institute
NTV	Nepal Television
VOW	Voice of Woman

ABSTRACT

This thesis explores the use of sexuality in contemporary women's magazine and the mainstream magazine advertising and how women are depicted into. A year-long analysis of two different monthly magazines, female and mainstream magazine was done and over 1664 advertisements were analysed in a quantitative manner to determine the level of sexuality.

This study uses a content analysis of advertisements in women's and mainstream magazines to better understand how women are portrayed in these advertisements and determine if they contain more sexuality than images of men and women in advertisements in these magazines.

Previous studies have addressed gender issues and gender stereotyping in magazines, as well as sexuality being used in advertising and few have looked at how male and female are portrayed in women's and men's magazines. This study provides a starting point for more research in the area of women's and the main stream magazines and women's advertisements.

Future research should address the content and themes found in women's and mainstream magazines and advertisements in other countries and parts of the world, as well as analyze the articles contained in these publications.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	1
1.1. Introduction	1
1.1.1. The Definition of “Sex”	2
1.1.2. Sociology of Visual advertisements	3
1.2. Statement of the problems	4
1.3. Objectives of the study	5
1.4. Hypothesis	5
1.5. Significance of the Study	5
1.6. Organization of the Study	6
CHAPTER 2: LITERATURE REVIEW	8
2.1. General Review	8
2.2. Advertisements	9
2.2.1. Sex in advertisements	10
2.3. Research on Advertisements and Gender	10
2.4. Gender Portrayals in Advertisements	13
2.4.1. Sexuality and Gender in Advertising	16
2.4.2. Difference between Male and Female Sexuality	18
2.5. The History of Advertising in Nepal	19
2.5.1. Pre-2007 BS (pre- 1951AD)	19
2.5.2. Period 2007-2046(1951-1990 AD)	20
2.5.3. After 1990 AD (2046 BS)	21
2.6. Conceptual frame work and Thesis structure	22
CHAPTER 3: RESEARCH METHODS	23
3.1. Rational for the selection of Study	23
3.2. Research Methods	23
3.3. Data Collection	24
3.3.1 Primary Data	24
3.3.2. Secondary Data	24
3.4. Advertising Stimuli	24
3.5. Data Analysis	26

3.6. Validity and Reliability	28
3.7. Ethical Considerations	28
CHAPTER 4: DATA PRESENTATION, ANALYSIS	29
4.1. Data Presentation and Analysis of data	29
4.2. Placement and Size of Advertisements	29
4.3. Making Connections: Sexism and Hegemony in Magazines	30
4.4. Findings	31
CHAPTER 5: SUMMARY AND CONCLUSIONS	36
5.1. Summary	36
5.2. Conclusion	40
REFERENCES	43
ANNEX/ APPENDIX	48
APPENDIX I: CODEBOOK	48
APPENDIX II: PHOTOGRAPHS	49