

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Advertising is a means of extending the field of one's business operations beyond their otherwise prescribed limits. Trade, like natural forces, travels along the lines of least resistance. It is almost an axiom that the line of least resistance is mutual confidence. (Powers, 1903)

“Advertising is essentially a part of selling. But this statement by no means gives even the remotest idea of how complicated its effect is upon the selling process. The complexity of advertising is best illustrated by the variety of angles from which it has been approached in written treatments or discussions. The psychology of advertising, for example, has formed an alluring and profitable field for the experimental psychologist. Again, the mechanics of copy construction has been dealt with by artists and by grammarians and rhetoricians. The statistician again has approached the subject as being chiefly a matter of market analysis reducible to a numerical basis. Economists also have approached the subject as if it were primarily a matter of economics and only incidentally concerned with any of the other sciences.” (Cherington, 1915)

According to Bardwick (1967), since the 1960s, there have been growing concerns about the women's portrayal in the media. Furthermore, Rakow (1993) stated that there was a renaissance of women's movement created awareness to the portrayal of women in the media in 1960s. In advertisements, there is a tendency to portray women as sex or fashion objects and homemakers. (Wortzel and Frisbie, 1974) These stereotypes mostly do not acknowledge women in work or that they can be more than homemakers or sex objects. Furthermore, it may be concluded that stereotypes still exists since then and seems to reflect what behaviours are acceptable in the society.

Media can play an important part in societies. Perse (2001) illustrated the effects of media illustrated as `cognitive, affective or behavioral`. Similarly, Bootzin (1991) described stereotypes as mental symbols which illustrate different kinds of people. These include all the knowledge that people have or believe to be largely true.

Advertising may have developed over time and became a tool for endorsing the consumerist society; however it is also a tool for exchange of meanings by using products and services in today's world. According to Pawlowski (2007), in the world of 'branding', products are representation of certain meanings or beliefs and

consumers are purchasing them in the belief that they are actually buying into a lifestyle or an image. Women's fashion magazines have become a common advertising tool because up to 95 per cent of the space in the women's magazines filled with advertisements (McCracken, 1993). The power of magazines may be coming from the variety of interest and needs that people have. As a result, we can conclude that this has created a demand for magazines with different focuses, such as general interest, automobile, fashion or women. In addition, Sanders (1985) suggested that there are different buying behaviours and motivations among men and women. According to Calder (2003), magazines can be considered as brands and concluded that they have apparent individual character profiles that audiences' appreciate as well as matching these characteristics to their own. It has been suggested that young women choose to read women's fashion magazines to learn about style and beauty. Calder's research about magazine reader's experiences ranked the most important motivations which make people read magazines. (Calder's, 2003)

One of the most perplexing and complex issues currently facing advertisers is how best to portray women in advertising. Feminist critiques were mostly focuses on the limited and 'unrealistic' portrayals of women such as being dependent on men or under representation of women with their careers. Other critics, on the other hand, focus on the sexual representation of women in advertisement which objectifies women to sell the product (Reichert, 2004; Ford, 2004; Lambiase, 2003).

The reason why I choose this topic is both by personal interest and desire to analyze the effects of stereotyping in main stream and women magazines published from Nepal. Nepal is considered as a main stream magazine and Nari as women magazine published from Nepal.

1.1.1. The Definition of 'Sex'

According to The Oxford Combined Dictionary, 'sex' is defined as 'appeal, attractiveness due to difference of sex...sexy woman...equipped with sexual characteristics' (1987; 269). 'Sexy' is defined as 'sexually stimulating, attractive or provocative...' and 'sexual' is 'pertaining to relations between the sexes...sexual characteristics or activity' (1987; 269). These three terms will be used interchangeably throughout this analysis when referring to how sex is used in women's magazine advertising. In this analysis the notion of 'sex', 'sexy' and 'sexual' covers an array of feminine characteristics commonly featured in advertising images in women's magazines. For the most part, the 'media's standard of beauty.'

In magazines used in this analysis advertisers use the human form – particularly the female body – as a marketing tool for their products. ‘One of the most deeply seated traits of man, it is felt, is gender; femininity and masculinity are in a sense the prototypes of essential expression – something that can be conveyed fleetingly in any social situation and yet something that strikes at the most basic characteristics of the individual’ (Goffman 1979; 7). Advertising messages can be understood by the reader ‘fleetingly’ or at a glance because men and women are generally depicted in a manner stereotypically and traditionally appropriate to their gender; for example, women are constantly shown as being innocent yet sexy, placid and fragile, whilst men are portrayed to be the exact opposite. Moreover, ‘in modern advertising, gender is probably the social resource that is used most by advertisers. Thousands of images surround us every day of our lives that address us along gender lines. Advertising seems to be obsessed with gender and sexuality.’ (Jhally 1990; 135)

1.1.2. Sociology of Visual advertisements/Visual Sociology:

Visual sociology is an area of sociology concerned with the visual dimensions of social life. This sub discipline is nurtured by the International Visual Sociology Association (IVSA) which holds annual conferences and publishes the journal, *Visual Studies*. International Visual Sociology Association (IVSA)

Using the camera with reasonable discipline the inexperienced fieldworker can record with accuracy the experience of a saw-mill, even when he has a shallow grasp of what is going on. Saturated recording, especially with the 35mm camera, makes it possible to follow the technological sequence in great detail. On first examination these photographs may contain information too complex for a reasonable understanding, but they can be restudied later when the fieldworker is adequately oriented (Collier and Collier 1986; 66).

Visual sociology is a new and rapidly expanding field of sociological research and theory. It is considered as either (1) a new sub discipline of sociology concerned with the iconosphere and the visual sociosphere of contemporary society or (2) as a methodological orientation supplementing standard methods of qualitative research, applicable to all substantive areas of sociology. The emergence of visual sociology reflects an important shift in the culture of modern society, from written texts to images. Both the purposefully created pictures and the visible, outer layer of social behaviour are rich and dense. Interpersonal communication is also pervaded with images. We live in the exhibitionist and voyeuristic society, and this is manifested in

six ways: as the society of the icons, of the spectacle, of the self-presentation, of the design, of the surveillance, and of gazing. Visual sociology explores these new features and uses the cognitive opportunities they provide. As a young direction of inquiry, it grapples with some philosophical dilemmas: realism versus constructivism, and universalism versus relativism. Irrespective of these controversies, the main message of visual sociology is to look around and to develop visual imagination, that is, the skill of translating abstract concepts and theories of sociology into their observable manifestations in everyday life, and to interpret the iconosphere and visual sociosphere in terms of sociological concepts and theories. (Sztompka, 2016)

This study focused on the role portrayals of women in advertising: the comparison between Nari and Nepal magazines. So the main purpose and background of this study is to find out how men and women are portrayed in the magazines and newspaper and other mass media? This study should be done to find out the differences between men and women and their portrayal.

There are many researches carried out on the advertisements of mass media. These researches are carried out to find out how mass media has portrayed male and female and their roles. These researchers have found how male and female have been portrayed on their contents and advertisements and even other different gender under different circumstances and different role. Among such massive means of mass media, magazines and newspapers are also one of those which advertise commodities. While advertising, these media also portray men and women in different role.

The major magazines and newspapers advertisements show how men and women are portrayed in these advertisements. This study tries to study about the portrayal of male and female based on sexuality on mass media. This research also aims at finding out the portrayals of women in main stream and female magazines published from Nepal.

1.2.Statement of the Problem

This study will investigate the stereotypes which exist in today's world connected with women in 'Nepal', 'Nari', magazine advertisements and measures to what extend female students associates themselves with these portrayals. Based on the literature, this research will attempt to answer two questions. First, how are women portrayed in print advertisements? For example, what are their values, what roles are they portrayed in, and whom, if anyone, are they shown with? The second question asks how this portrayal compares to the actual values of women.

This question is designed to analyse the portrayals of women in advertisements and its reflection on 'Nari' and 'Nepal', the female and main stream magazine of Nepal. The study is focused on Kathmandu; however there are referrals to researches from other parts of the countries where they discovered proofs of a kind which may not be applied. Main objective for this thesis is to answer the research question by analyzing the aim and the effectiveness of advertisements and gender stereotypes, and responses of the participants.

The present study shows a comparison of the roles portrayed by women in general interest magazine advertisements between 'Nepal', 'Nari'. This research is focused on finding sexuality and its use in the advertisements published from these two magazines, 'Nepal' and 'Nari', the female and the main stream Magazines of Nepal" (based on the Study of the advertisements published on 'Nepal' and 'Nari', weekly magazines published from Nepal

1.3.Objectives of the study

The main objective of this study is to find out the contents of advertisements containing the depictions of male and female in the two main stream and female magazines. This thesis addressed the following questions:

- How are male and female portrayed in the advertisements?
- How are female depicted in the newspaper?
- Is sexuality used to sell products in mainstream and women's magazines?
- Are female more sexualized than men?

1.4.Hypothesis

RH1: The women's magazines contain advertisements with more sexuality than main stream magazines.

RH2: Nepalese print media are excessively portraying men and women's sexuality in advertisements.

RH3: Nepalese women are more sexualized than men and objectified in those advertisements.

RH 4: Sexuality is used to sell products in mainstream and women's magazines in Nepal.

1.5.Significance of the study

The portrayal of women in magazine advertisements is an important topic to consider because of the unequal representation that women receive from print media. A magazine does not portray how women are capable of reconciling different functions

of their professional, private and personal lives. In other words, print magazines do not alter the image of men, and continues to promote male dominance. Hence forth, the image of women is misrepresented, manipulated and it does not mirror the reality. Advertising is frequently studied to explain its effect on self-image and standards of beauty but rarely examines how it connects with the terminal and instrumental values of the consumers it supposedly represents. Hence, the Rational of this study is to rectify the image of Nepalese women by raising awareness on the benefits of gender equality so as to mirror the real reality. We should not take things for granted. We should go beyond to what is represented to us and we cannot achieve this stage if we are only passive receivers.

Nepalese women are often unnoticed by our local media. In others words, Nepalese women are not given the appropriate attention that they deserve in reality. For this reason, it is important for us as future researchers to evaluate the state of women as depicted by and portrayed in the female and main stream magazine advertisements. The advertisements in the magazines were singled out due to their pervasive nature. The topic of the portrayal of women in advertising is significant in the social realm. The dominance of advertising in our lives and its ability to persuade and shape our beliefs give it power over our society and the influence of our basic thoughts. Advertising attempts to put forth an image of ideals to be obtained by society.

1.6. Organization of the Study

The text of this research report consists of five chapters. The first chapter deals with the introduction of the study, statement of the problem, objectives of the study, rational of the study and the plan of presentation. The second chapter is devoted to review of literature related with the research issues, which also presents the conceptual framework of the study and operational definitions and operational measures of the selected variables. As part of the theoretical section chapter 2 and 3 set the stage for theoretical framework and scaffolding and locate the study in relation to the established traditions in the field undertaken. As a first part of the theoretical section, chapter 2 attempts to refract the notions of “discourse,” “discourse analysis” and “critical discourse analysis.” The first part of this chapter presents various approaches to language. The second part attempts to refract the term discourse through different disciplinary lenses. Further, it offers a working definition of the term “discourse”.

The third chapter describes the research methodology adopted for the study such as site selection, research design, nature and sources of data, techniques of data collection, data processing and analysis and limitations of the study. As second part of the theoretical section, chapter 3 presents various approaches to “gender,” “sex” and “sexuality.” Then it presents some of the conceptions of queer theory concerning sex and sexuality and finally, the chapter attempts to explore some aspects of masculinity. The analysis and findings of the empirical research are presented in the fourth chapter. The fifth chapter is on summary and conclusion. Chapter 4 presents the analytical framework (based on content analysis of images). It presents the analysis of the data. The chapter puts two magazines (Nepal and Nari), with two issues from each, under scrutiny. Out of these two magazines, an inventory of 1664 advertisements has been made.

Chapter 5 would be concluding chapter, first, attempts to recapitulate the main issues concerning methodological and analytical tools employed in the study; second, it presents principal claims and clarifies findings of the study concerning representations of gender and sexuality. Further, it indicates some of the directions for further lines of research in the field and, finally, attempts to mention some of the lacunae of the study. Finally, References, Annexes are also given.

CHAPTER 2

LITERATURE REVIEW

2.1. General Review

The issue of sexuality has been a neglected issue for a long time. International approach to the women has now changed it concern dramatically. Issues pertaining to the rights of women have received more attention than even before from both government and non-government sector. In this chapter, the relevant literatures pertaining to women and their sexuality and advertisements along with its brief history has been reviewed.

Goffman (1979) defined advertisements as `commercial realism`, which means the portrayals are "hyper ritualized" and "edited", and Hammer (2009) suggested that advertisements are portraying the world `in ways that could be real`. On the other hand, Schudson (1984) said that abstraction which is not dependent of characteristics, associations or managing something as a concept, is vital in advertising in terms of meanings and aesthetic. This could mean that advertising relies on these meanings. Furthermore, designing a world in advertisements does not have to be real or purely fantasy which he defined as `capitalist realism`. In contrast, realism defined as a fact which characterizes a person, an object or a circumstance that is true or accurate. These two concepts, abstraction and reality, can be combined in advertisements.

Advertisements may create a balance between different concepts; gender and sexuality seems to be more effective in our culture. According to Hammer (2009), advertisements are promoting the questions of gender and sex in a cultural discourse. These concepts will be analyzed further in this research. Relevant analyses have provided an insight for the context of this analysis. It has been suggested that in terms of reaching the consumers, especially the younger generation, there has been a shift toward modern and innovative forms of marketing (Schmitt, 1999) such as social networks. However, rationality may not always be the case in advertising (Pomeroy, 2009).

The review of literature in this study has focused on these subjects; advertising as a form of communication and its affects to the society, existing stereotypes of women, the way advertising portrays women according to this stereotypes and the feminist critique.

2.2. Advertisements

“Advertising images are a central part of the experienced visual world. Reality and advertising do not constitute two separate spheres acting upon one another; advertising and the mass media contribute to the visual landscape that constructs reality.” Schroeder, 1998

Advertising is a tool to form gender identities as well as culture. Likewise, McCracken (1987) explained that advertising is reflecting cultural values and presents them through media. According to Berger (2004), advertising can be regarded as a type of communication that is influential and effective which can also use 'exploitation of the female body' as an instrument. According to Wilson (1995), the beauty stereotypes were promoted in a sexual way through advertising media which has the motivation (profit), the means (media exposure) and the instruments (language and photos). Although these stereotypes can be considered as unrealistic, it is accessible to every woman. Furthermore, Pawlowski (2007) argues that these stereotypes have been created to maintain `dominant ideologies` for preserving commercial interest. Similarly, according to Schroeder (1998), the visual images could create meanings to consumers in different ways. To create a relation between the images and meanings.

Moreover, to create resemblance in targeted consumers mind, advertisers probably use `typical` people in advertisements. Klassen, Jasper and Schwartz (1993) analyzed the depiction of men and women's roles in the advertisements found in *Ms. Playboy* and *Newsweek* magazines. Klassen Jasper and Schwartz. (1993) also have their own definition of the meaning behind advertisements and why they used ads as a method of understanding media messages. The researchers state that “The subtle and sometimes blatant messages communicated by advertisements contribute to the definition of what is considered appropriate behavior for men and women in the United States” (P 30). In the present study, Klassen, Jasper and Schwartz (1993)'s definition was used to analyze how the ads portray the models using the new medium.

Davidson (1992) argued that advertisements in many women's magazines, aims to promote the idea of material needs and anxiety to women within the construction of 'the good life'. He defines the idea of 'good life' as a 'mythic world' which contains perfect people enjoying numerous of product. Jhally (2000), on the other hand, claimed that these ideas are unattainable and advertising is not supposed to show how

people should act but reflects how people desire; which is a paradox, because these unattainable desires are the reason why women are attracted to women's fashion magazines (Pawlowski, 2007).

2.2.1. Sex in Advertisements

Previous researches discovered that women are portrayed as `heterosexual masculine desire` in magazine advertisements (Reichert, 2004; Baker, 2005). Ford (2008) defined the gender portrayals and sexual practices as "abnormal," "pathologic," and "deviant" and associated them with the political economy and social culture. On the other hand, Ford (2008) argued that gender and sexual norms shaped by `material bodies` within the cultures which they exist.

In advertising, the perception of "sex sells" is still widely popular (Reichert, 2004) and sex has been used extensively to sell more than just products. Ford (2008) explained that advertisers also promote trends, ideas and stereotypes which could mean that they can give sexual meanings, implicit or explicit, to every product as well as attracting consumers with the fantasy of sex.

Some researchers discovered that level of sexuality, in fact, increased over time (Pawlowski, 2007). Reichert (2004) measured the level of sexuality in magazine based on an extension of a research about advertisements in 1983 and 1993; analyzed them from 2003 by using Goffman's coding analysis. This coding analysis includes five categories as relative size, function ranking, feminine touch, ritualization of subordination and licensed withdrawal (Goffman, 1976). Findings of the study revealed that women are still portrayed in the same stereotypes and being objectified; however the level of sexuality rose over time. Number of models who are objectified sexually in the images increased over time, (Kilbourne (2005).

Young and beautiful individuals are mostly portrayed as sexual objects and especially, young adolescents are exposed to these sexual images through the media. Furthermore, she concluded that it is not possible to measure the effects of these exposures. Particularly, products such as clothing or fragrance are advertised in more sexualized way due to their nature. (Reichert, 2004)

2.3. Research on Advertisements and Gender

Numerous studies (such as Goffman, Linder, Reichert and Carpenter described in detail below) have been undertaken into the area of gender representation in advertising – specifically the way women are sexually represented in contrast to men. However, it would appear that comparative studies, specifically comparing the degree

of sexuality featured in advertisements across demographically diverse women's magazines and women's responses' to this is so far an area that has hardly been explored. This relatively new area of study is important for many reasons: is the advertising featured across demographically diverse women's appropriate for the age demographic of the readerships? How the notion of sex is applied to the promotion of products? What is the response of women across the three age demographics to these questions?

This area of research has not been completely overlooked. In regards to age demographics, previous studies have focused on one specific age group – predominantly teenagers – and analysed the impacts of advertising featured. A comparative study of women's magazine demographics focusing on varying degrees of sexuality would generate new results, especially if it considered how sex was used in regards to women's bodies and if this was depicted in a positive or negative light. These types of questions could provide new insights into how effectively and with what purpose sex is used in advertising. It may also provide greater understanding of gender roles within society.

Past research has often focused on longitudinal studies to establish if the degree of sexuality has increased or decreased between periods of time. Different genres of magazines have also been a point of interest in previous studies – determining if the gender representation and degree of sexuality vary in a general interest magazine when compared with a magazine aimed specifically at women. In this regard, men's and women's magazines have also been studied and compared to establish how different genders are represented in advertising.

This section of the thesis explores such previous studies. Each of these is invaluable and provides a sound foundation for new studies such as this one. Some are elaborated on more than others. This is a reflection of the importance that the study has to this specific analysis, while a few of the previous studies outlined below offer an interesting insight and background information into the subject area as a whole.

A previously mentioned, Erving Goffman's work is a cornerstone in this field of research and has been used as a basis and point of reference by numerous social science researchers and authors. In his book *Gender Advertisements*, Goffman (1979) provides a technique, referred to as frame analysis, which allows for stereotypical gendered postures and positions to be coded accordingly. This coding schedule consists of five coding categories which are listed below.

- Relative size
- Function ranking
- Feminine touch
- Ritualization of subordination
- Licensed withdrawal

These categories concentrate on and are largely determined by how the models are featured in regards to their facial expressions, positions and placing, finger sucking and biting, knee bends, as well as eyes and hands. These indicators are important because Goffman emphasised that gender roles in advertisements often rely on very subtle stereotypical portrayals of feminine and masculine traits that are accepted in society as the norm through the repetitive nature of advertising. Moreover, the men and women depicted in advertising are often subconsciously perceived by society as representing the entire population, thus further validating stereotyped gender roles. Goffman provides many examples of magazine advertisements that show women posed in a stereotypical manner, in line with his categories.

These examples are beneficial for researchers who are referring to Goffman's categories in their own research, for they provide an explanation in the form of a visual image, alongside the written explanation, which when coupled together, provides a clear understanding of the categories. This allows for a relatively solid coding schedule which could be perceived as just as important as the research itself, since a flawed coding schedule may produce skewed results

Schroeder (1998) explained that in media images, social psychologists agree that there are differences in gender portrayals. According to Pollock (1987), visual images have a significant part in the creation of gender identities, which may not display the reality. She states that it would be more effective to look at how such representations work to categorize and reproduce certain definitions of the feminine, by comparing them to the way in which men are represented, instead of comparing unreal images with real women.

Belkaoui (1976) suggested that previous empirical researches had been very limited with the purpose of portraying the role of women in advertisements and the changes in the view female roles. Similarly, Schroeder (1998) explained that the differences in male and female portrayals and their effects are being subjected to researches

recently. In advertising, most of these differences can also affect the level of gender stereotyping of a given country.

2.4. Gender Portrayals in advertisements

It has been suggested that gender role portrayals creates a problem when advertisers prefers to portray a woman (Whipple, 1985). According to Pawlowski (2007), advertising demonstrates a person's role in the society, especially when it comes to gender and sex; and depends onto the established representations of gender. In addition, advertising can also play an important role in shaping the perceptions of the society about gender. It was concluded in the study of Courtney and Lockeretz's (1971) about the portrayal of roles of women in women magazines that women have very limited roles in advertisements.

Similar to Schroeder (1998), Linder (2004) have analyzed the effects of gender roles in the media and concluded that stereotypes in gender portrayals are still applied in advertising even today. However, this is a startling outcome since there are social and cultural changes about women's status in the society since 1950s. On the other hand, especially women's fashion magazines such as Vogue, these changes have not been affected; since there are significantly higher amount of stereotypical portrayals. Furthermore, Linder (2004) concluded that stereotypical or sexualized representations are the key method of portraying women. 'This portrayal of women as inferior and "flawed" is a necessity for the existence of a women's fashion magazines such as Vogue, which is primarily a means for advertising and selling products that are suggested to be a "cure" for women's feelings of inferiority and inappropriateness' (Linder, 2004). This could justify the enduring stereotypes in women's fashion magazines throughout time. These unrealistic promises may create insecurities and inferiority complex.

Goffman (1979) defines the representation of female body in fashion advertisements as 'puckish styling' and explaining it as 'a sort of body clowning'. However, MacCracken (1993) argues that these advertisements are within a 'dominant moral order'. Although an advertisement sells an image or an idea, women should be able to choose what message they would like to give or how they would like to present themselves to the world. One of the criticisms is about the difference in gender's portrayal in advertisements. Schroeder (1998) explained that non-verbal behaviours and abilities vary among genders. Gender representation in advertisements has been subjected to several studies. Rajagopal (2002) also studied the effects of

advertisements on portraying different gender images. It has been found that there is a significant bias in representation of both genders.

Goffman, in his book *Gender Advertisement* (1979), argued that 'women are treated as children' in advertising. He explained that, in order to identify the difference between men and women in advertisements, parent-child relationship should be examined. In advertisements, men tend to be portrayed as the parent whereas women behave as a child. For instance, Goffman (1979) figured that, in advertisements, a men's hands portrayed as strongly holding an item and has the power to manipulate it, while women's hand is just touching the item and not have the full power to control it. Another example is, in many advertisements, women are mentally wandering away under the protection of a male or women appears in finger to mouth position which reminds a children's behaviour. Another argument is, in magazine advertisements, women's body was shown more frequently than the images of men's body (Hall, 1994). Jung (2009) argued that these objectifications of women are connected with the gender stereotypes which come from the women's portrayal in the media. Similar to Courtney and Lockeretz (1971), Goffman (1979) proposed that standards of femininity and masculinity have been created by the help of advertisements and explained the signs of gender stereotypes in advertising: women have less prestigious profession; men are in control of the situations and making eye contact with audiences while women looking at a distance place or a male model whom can protect her or simply drifting mentally; women self-touching herself which shows the female body as gentle and fragile whereas men grasp, shape or product an item. As a result, women seem to be perceived as objects that are desired by men and these stereotypes are emphasized on sexuality.

Ferguson, Kreshel, and Tinkham (1990) conducted a study that analyzed just one particular magazine. *Ms Magazine* had a policy to accept advertisements for publication, which are not considered 'harmful' or insulting to women. The Ferguson Kreshel and Tinkham (1990) study was initiated to assess if *Ms. Magazine* had indeed kept advertising standard to its policy. An area of the study examined the functional relationship between role portrayals and product classifications. Ferguson, Kreshel and Tinkham (1990) explain that it is hardly surprising that advertising should be a target for criticism. The reason given is that because advertising is so powerful and has the ability to transmit cultural meaning, the presence of stereotypes is something we all should have concern about.

Ferguson Kreshel and Tinkham (1990) study analyzed the advertisements within the first fifteen years of publication, 1973-1987. *Ms. Magazine* established itself as an “institutional prototype for the appropriate conduct of advertising to women.” In doing so, it called itself the “magazine of record for women” (p 41). The ads were classified by product category of the sponsor and time period in the history of the magazine. The results did show that *Ms. Magazine* has in fact been inconsistent with its stated advertising policy and printed advertisements for products that were considered harmful to women. Also, even though the advertisements portraying women as subordinate to men were found to have decreased, there was still an increase in the number of ads portraying women as sex objects (p 40). Furthermore, these images of women body exists predominantly in women's fashion magazines. (Ferguson, Kreshel, and Tinkham, 1990). Evidently, there is a difference between women's sexual representation in contrast to men. Nevertheless, the degree of sexuality in women's magazines and consumers' reaction has barely been studied (Pawlowski, 2007).

Thomas (1983), analyzed the responses of female undergraduate students to models in advertisements and discovered that women are constantly comparing their bodies with models which results in dissatisfaction of their physical experiences. Although, the aim of advertising is to sell the product; products becomes less effective to the desired appearance or audiences are not convinced enough to buy them (Thomas, 1983). According to Whipple (1985), advertisers tend to ask the question of `What model-product pairings will be most effective in creating favourable consumer attitudes? ` He concluded that the choices are based on the attitude towards the appropriateness of the combinations and previous information about the target segment. As a result, stereotypes become an issue. On the other hand, men are be portrayed with electronics or automobiles while women are being portrayed with household products. Current studies suggest that female models shown in the advertisements started to embrace male roles such as being powerful and authoritarian (Schroeder, 1998).

Moreover, it was indicated that women are more aware of the stereotypes in advertising than men (Odekerken-Schroder, 1998). On the other hand, Wortzel and Frisbie (1974) discovered that gender preferences are affected by the functions of a product rather than societies opinion. However, Myers (1982) argues that the 'ideal' body image with the "good life" image which could drive people to pursue such images whether it is achievable or not. However, Patterson (2006) explained that the

reliability of these images as a symbol of femininity is being questioned, if it could be "transformed and reconstructed" in order to represent the roles.

The beauty portrayals have been idealized and exists for all age demographics. Possibly, teenagers are more easily influenced age demographic and teenagers are possibly the most influenced demographic and older women seem to be kept in the side-line. On the other hand, some campaigns are using more realistic representations and challenging the stereotypes by `celebrating the diverse, the healthy, the real, and the truly beautiful' such as the Dove 'Campaign for Real Beauty' (Patterson, 2006). The Dove ad campaign rejects the conventional beauty stereotypes and instead, shows women in many ages, sizes and shapes.

Moreover, Myers (1982) suggested that creation and reinforcement of gender identities has been supported by advertising as well as broadcasting them. Similarly to the recent changes in advertising (Dove campaign or advocates in the EU Parliament), it has been suggested that "there has been a substantial improvement in emphasizing woman's expanding role as a working member of society". Especially in demographically varied women's magazines, higher female employments resulted in changes in the portrayal of women such as more professional, independent and confident images. As a result, it can be concluded that increasing number of women in the workforce, especially in editorial business, created a positive effect in the portrayal of women in advertising.

2.4.1. Sexuality and Gender in Advertising

There are a few past studies that have looked at gender and masculinity in gay men's magazines. A recent study looked at images from *Out* magazine and *The Advocate*, two magazines targeted at gay men (Schwartz and Andsager, 2011). The study looked at images in the magazines from 1967 to 2008 and found that while the men in the magazines were always muscular and lean, the percentage of body fat decreased over the years, while masculinity increased. The study provided a much-needed entry to the literature on gay men's magazines.

Another recent study looked at four gay men's magazines, *Out*, *The Advocate*, *Instinct*, and *Genre*, and found that the men depicted in these magazines were sexually objectified similarly to how previous studies had shown women to be objectified (Caron, 2008). This is an excellent addition to the body of literature on gay men's magazines, but it does not look at how frequently sexuality is used in advertisements compared to other magazine genres. A study in the field of art and

design education looked at stereotypes of gays and lesbians in the media, and included information on how to use these stereotypes as examples so that students in the field can learn to deconstruct them (Chung, 2007). Students were taught to create advertising campaigns that did not include common stereotypes.

Another study found that the stereotypes of women and their roles as portrayed in print advertisements have changed some since the 1950s (Belkaoui,1976). With the rise of feminism, women began calling for change in advertisements and the roles presented. This study found that while the roles of women have changed, print advertisements do not include all of the roles that women now play. Print advertisements are still showing women in traditional roles, such as a mother and homemaker. Women are not shown in roles as leaders despite the fact that this is a role that women fill today. They found that the roles of women have diversified somewhat in advertisements, but the traditional stereotypical portrayals of women in 1950s roles are still present in large numbers.

Much of the previous research in this area has focused on women. Studies that focus on men alone are rarer, but the few that exist have yielded interesting findings. One study examined solo male images and looked at body position, eye gaze and objectification of men (Kolbe and Albanese 1996).The researchers found that the men in advertisements do not portray “everyday men.” The models often had lean, muscular bodies, and other body types were rarely represented. However they did find that the stereotype of a larger, imposing male was absent from the advertisements they analyzed. Instead of bed shots, which show the man’s head and shoulders with a gaze directly into the camera, they saw full body shots. This is an interesting deviation from earlier research. However, they did find that men were dressed and adorned in traditional ways. There were not men that had unconventional piercings or hairstyles and the clothes the models were dressed in fit into conventions of everyday apparel.

A study by Monk-Turner, (2008) is also very interesting. Their study looked at sexuality in advertising in straight men’s magazines, straight women’s magazines, and general interest magazines. They defined sexuality as objectification, looking at another in a sexual manner or looking at oneself in the mirror; alluring behavior, which is flirting behavior, touching others or puckering the lips; and a state of undress, which is defined as missing any article of clothing, including a shirt. Their study found that sexuality rates were actually higher in general interest magazines than straight men’s magazines, and that the sexuality in men’s magazines was higher

than in women's magazines. They developed a simple and very useful coding scheme that will be used in this study. This study expands on that by looking at the rates of sexuality in mainstream magazines and the women's magazines.

All of the aforementioned studies looked at some aspect of sexuality and advertising, but none of them have looked at sexuality in women's magazines and sexuality in mainstream magazines, and how they compare and contrast to each other. This study focuses on this topic to add a much needed entry to the literature on advertising in mainstream general magazines and women's magazines.

2.4.2. Differences between Male and Female Sexuality

There are some differences in men's and women's sexuality that may lead to there being less sexuality in women's magazines than men's. But are there any differences between men's and gay men's sexuality that should be noted? Is there some reason that one magazine genre would have more sexuality than another? The researcher looked to previous research in this area to find out. Peplau (2003) found that men's sexuality and gay men's sexuality is more similar than it is to women's or lesbian's sexuality. Men and women differ in four key ways. Men have higher sexual desire; don't view appropriate sexuality as only being expressed in a relationship, and have a less elastic sexuality than women. Men also tie aggression and sexuality more closely than women do. This study noted that both straight men and gay men share the same traits when it comes to sexuality, and both straight women and lesbians share these traits when it comes to sexuality, meaning that there are no observable differences between the groups of gay and straight within the broad categories of men and women (Peplau 2003).

This is particularly important for this study because it shows that gay men and straight men still exhibit the same sexuality outside of the sex of their partner. Other research has shown that women dislike sex in advertising more than men (Dahl, 2009). The researchers found those women's negative attitudes towards sex in advertising softened when the sex was shown in a committed relationship.

However, there was no difference when it came to appealing to men and whether the sex in advertising was within a committed relationship or not. Since all of the magazines used in this study are men's and gay men's magazines, relationship status should not be an issue. In another study by two of the same researchers, they conducted an experiment to find the spontaneous reactions of both men and women to gratuitous sex in advertising (Sengupta and Dahl, 2007). They found that men reacted

more positively than women, but that when women had liberal attitudes toward sex, they reacted more similarly to the way that men did. This adds to the body of research that states that men and women differ in some ways when it comes to sexuality in advertising.

Based on the review of the available literature on different issues related to women, an attempt has been made to develop a conceptual framework for the present study by identifying various possible factors that directly or indirectly determine the conditions of women in advertising. The conceptual framework has included personal and family characteristics, employment background and working conditions at present.

As envisaged in the conceptual framework, present the conditions of the women are dependent variables which are determined by a number of social, cultural, demographic and economic factors. The ultimate determinants 'of the women's are the characteristics such as illiteracy, small landholding size, low productivity, lack of skills, poverty, broken family, political conflict and non-farm employment opportunities' which pushed them from native place to migrants to the urban areas. In urban areas there is high choice of getting job as there are different kind of livelihood strategies like Construction industry, Transportation services, Trade, Carpet industry, Rag pickers, Domestic labour but, the mirrors' migrating from the rural areas are of lack of education, lack of skill, lack of employment opportunities' but physically capable therefore forced to work as model.

2.5. The History of Advertising in Nepal

We can view the history of advertising in Nepal between three periods;

2.5.1. Pre-2007 BS (pre- 1951AD)

2.5.2. Period 2007-2046(1951-1990 AD)

2.5.3. After 1990 AD (2046 BS) (Nepal Press Institute, 2010)

2.5.1. Pre-1951AD (Pre- 2007 BS)

Nepal's first printed form of advertisement in Nepali language was published in a cover page of a book called Mokshashiddi, by Krishna Giri in 1919 BS. This advertising announced another book being brought out by Nepal Manoranjan Press, which is the only authentic document on advertisement of Nepal. Likewise, the second advertisement was found published after twenty-six years in 1945 BS. It was announcement of forth coming monthly publication 'Gorkha Bharat Jivan' in the cover page of book 'Hasya Manjari' printed from Baneras. One of the most important and influential advertisements in Nepal was published during 1950s BS in Sudha

Sagar, considered as the first newspaper of Nepal announced the publishing of a book viz. 'Nalopakhyan'. Gorkhapatra appeared on 24th Baishak, 1958 as a weekly newspaper; in its first publication it published the rate for advertisement in the paper. We can say that advertisement was recognised as the source of revenue for the media even while publishing Gorkhapatra. (Nepal Press Institute, 2010)

Since then, in the name of public notices, government orders and sanad advertisements were seen in the newspaper. The first commercial advertisement was published in Gorkhapatra in 1984BS. The advertisement thanked Shree 3 Maharaj and announced on the opening of new petrol shop. In 1985BS, another commercial advertisement was published in the name of 'The Himalyan Motor Trading Company'. Bhet Narayan of Kathmandu provided both the above advertisements. (Nepal Press Institute, 2010)

2.5.2. Period 2007-2046(1951-1990 AD)

The Rana Regime came to an end on 7th Falgun, 2007 B.S.; this resulted in the establishment of democratic system in the country. The new political system in the country brought significant changes in media, especially towards the rise in quantities of newspapers and rise in readership, these factors created an environment for advertising in the newspapers. But lack of industrialization and economic development in the country made it difficult for the publications to get independence and develop professionalism. The newspapers were either supported by the political parties or were government owned. A Press Commission was formed to in 1957 and reported that "Newspapers need to be given government advertisements of government offices, departments and secretariats." (Nepal Press Institute, 2010)

After the election of 2015 BS, the government of B.P. Koirala supported the newspaper categorizing into four levels. The government started providing government advertisement to the newspapers from 16th Magh 2016 providing monthly amount Rs. 600 to Rs.200 by Information Department. This policy was continued even during the Panchyat System introduced in 2017BS. Advertising in radio started after the establishment of Radio Nepal on 27th Chaitra, 2007BS. The advertisement broadcast in the radio was charged according to words. In 2027/2028 music was used for advertising. (Nepal Press Institute, 2010)

The early advertising was mostly broadcast live but after the construction of Photo-concern studio, advertisement was then recorded here. Likewise, Ratna Recording Sansthan operated advertising service in the country and paid the total cost.

Television advertising started after the establishment of Nepal Television on 17th Magh, 2041, test transmission was conducted from 29th Shrawan 2042 to 14th Poush 2042. (Nepal Press Institute, 2010)

During this period advertising was broadcast from the Nepal Television. Likewise, advertisements were also broadcasted through cinema halls. The cinema halls started in 2006BS. The advertisements were in the format of slides. Advertising Agency also supported the development of advertising in Nepal. 'Nepal Advertisers' was the first advertising agency established in 2017 by Laxman Upadhyaya. It provided artistic and attractive advertisement to the newspapers. Likewise, Shree Keshav established the second advertising agency in 2020 Lamichane viz. Nepal Printing and Advertising Agency. (Nepal Press Institute, 2010)

This agency handled advertisements of some major clients such as Janakpur Cigarette Factory, Royal Nepal Airlines Corporation and Nepal Bank Ltd. In 2022BS Kishor Shrestha established International Advertising Service as third advertising agency. In the period between 2007 and 2046, Nepal faced two systems of ruling i.e. the Democratic System from 2007-2017 and the Panchayat System of ruling from 2017-2046, in the direct control of the king. During both periods the government in the country, in the name of providing assistance to the newspapers and to make the newspapers impartial wanted to influence the newspapers. Advertising could be one of the means to gain support from the media. (Nepal Press Institute, 2010)

2.5.3. After 1990 AD (2046 BS)

The situation after the restoration of democracy in 2046 (1990) paved the way to the development of private media. The open economic and market policy, international relationship, credibility of print media, rise in the number of newspapers and the electronic media all increased the volume of advertising. Today advertising has been recognized as the cornerstone for development of media. The rise in newspapers, FM radios and television channels after 1990 has brought competition in the media in search for more advertisement. Towards the beginning of 1990s government owned media were main hosts for advertising products because of their large circulation, reach and capacity. But after the decade of 1990's, the rise in private media has enlarged the market and transaction of advertisement. However, there have not been significant studies on the market of advertising in Nepal even today. According to AAAN, there are about 500 advertising agencies in the country, among them only 100 ad agencies are functioning. But the transaction in advertising agency

is of vast difference. The ad agency has 40 to 45 per cent of total advertising share. There are about 10-11 big ad companies, which have full capacity to produce advertising for print, audio and visual. (Nepal Press Institute, 2010)

The economic condition of the country determines the advertising industry, due to economic crisis advertising has decreased by 10-15 per cent in the present situation, and one of the reasons is the Maoist conflict. But if this trend of economic setback continues with the existing numbers of media, it is difficult for media to sustain with the present advertising turnover. Research in advertising is the major factor that helps boost the product using the particular media, to reach the target group. But the research trend in advertising is negligible. It could be because launching the product through the research process is very costly. It is also because of lack in research many advertisements produced by the many of the companies and the government advertisements are banned. (Nepal Press Institute, 2010)

2.6. Conceptual frame work and Thesis structure

In order to be able to answer our three research questions that were stated at the end of chapter one, we have to explain what we will collect our data on. After we reviewed previous studies within our area, we have obtained two things; a broader knowledge of the area we investigated and types of concepts that we have investigated. Among the theories that we presented, we will choose the most relevant for our research. This process is known as conceptualization or “building a conceptual framework”.

Based on the review of the available literature on different issues related to male and female advertisements, an attempt has been made to develop a conceptual framework for the present study by identifying various possible factors that directly or indirectly determine the conditions of females. As envisaged in the conceptual framework, present working conditions of the thesis is divided into three main sections:

- A literature review explores previous studies
- Sexuality used in over 1664 advertisements is analysed

CHAPTER 3

RESEARCH METHODS

3.1. Rational for the selection of Study

This first part of the research quantitatively analysed the degree of sexuality in mainstream and women's magazine advertising. This study uses qualitative content analysis and statistical analysis. Content analysis is frequently used when examining cultural artifacts such as magazines and magazine advertisements. A statistical analysis will be run to determine frequencies and distributions. A primarily quantitative content analysis research method was employed throughout the study to ensure quantifiable analysis, discussion and results. However, considering that this is a difficult subject to quantify, a qualitative aspect is also prevalent throughout. Two magazine titles each spanning a month period were chosen for this study. The titles were: Nepal, Nari. The very purpose of selecting these two newspapers is that Nepal covers the major and mainstream journalism and it could represent the whole scenario of male domination over advertisement and its theme. Nari on the other hand as it represent all the aspects of Nepalese female's life and their interests. The main coverage of Nari is female and her perspectives.

3.2. Research Method

The data for this study is drawn from two magazines. The analysis will focus on examining sexuality in advertisements in two magazines directed toward males and females. There are two magazines for each group to ensure that the themes in the magazines are common and not unique to a particular magazine. The data are print advertisements that are at least half a page or larger, because these are the most noticeable advertisements, and cost the most with a high price for advertisement space. The themes in these advertisements are the most likely to be seen and absorbed by the readers of the publication. Smaller advertisements tend to be in the back of magazines and usually in a buyer's guide or directory. These advertisements are usually one-eighth of a page or smaller and are usually in black and white. Their location, small size, and lack of color make it easy for readers to ignore them. The unit of analysis will be individual advertisements containing men or women. Articles will not be analyzed in this study.

Even though they have lower subscription rate, the limited choice of publications means that the advertisements in top female magazines like Nari contain the dominant cultural message about sexuality that is delivered to the audience. They are also

readily available on magazine shelves nationwide, as opposed to smaller publications that are only available in certain geographical areas of the country. It is also hard to determine which magazines are specifically targeted. After taking into account all of the previous concerns, the magazines Nepal was chosen as mainstream magazine and Nari as the female magazine. As stated previously, Nepal and Nari are the magazines nationally distributed that are commonly available on bookstore shelves. These magazines might fit into the general interest category.

3.3. Data Collection

3.3.1. Primary Data

Primary data will be gathered through the direct observation and analysis of series of advertisements published on the two magazines, Nepal and Nari respectively on random basis. The researcher examined one year of issues. For the purposes of this study all of the issues to be analyzed are from the years of 2013 and 2014, and months April through April for each year. This study uses qualitative content analysis and statistical analysis. Content analysis is frequently used when examining cultural artifacts such as magazines and magazine advertisements. A statistical analysis will be run to determine frequencies and distributions. Previous researchers have used similar methods to reinforce the validity of their qualitative findings. The researcher will code advertisements from a previously proved coding scheme (Monk-Turner, 2008) and enter the data into a statistical package to run frequencies and distributions of the use of sexuality in advertising in mainstream magazines and women's magazines. In addition, the advertisements will also be coded and analyzed in terms of gender, product, presence of sexuality, and type of sexuality. (See Appendix I)

3.3.2. Secondary Data

Secondary data of this research was gathered from previous studies. Due to applicability and availability, secondary data will largely be used in this research. Information was collected from books and journals and articles which are available also in electronic format. Secondary data was also presented in the literature review of this study.

3.4. Advertising Stimuli

Researchers used to sample general interest magazines in the early periods of gender research in advertising (Skorek, 2008). However, it was proved to be inadequate and other types of magazines such as women's and men's magazines, were involved in the sampling (Klassen, 1993) to get better insights about gender portrayals.

Advertisements from Nari magazine is selected to represent women's fashion magazine and Nepal as a mainstream magazine. This research would appeal female audiences. Nari has monthly issues and aimed at females with different demographics but Nepal covers general interest magazine. Researchers used to sample general interest magazines in the early periods of gender research in advertising (Skorek, 2009). Moreover, it was proved to be inadequate and other types of magazines such as women's and men's magazines, were involved in the sampling (Klassen, 1993) to get better insights about gender portrayals.

The issues are covering April 2013 to April 2014 and the selection of advertisements was based upon three conditions; advertisements which are at least one-half page include products of famous luxury brands such as Calvin Klein and Replay; Fair and Lovely, Streax, Papaya Sun etc. features models that are, young and thin. The reason for selecting specific issues of each magazine was largely one of convenience as this is an exploratory study. Larger sized advertisements could be clearer and the details will be easier to analyze.

| S.N. | Magazine Title/Publisher | Contents/Descriptions |
|------|---------------------------------|--|
| 1. | Nepal, Kantipur Publications | Mainstream news, views, reviews, cartoons, interviews, health, sex, fashion; its readership extends from male, female, adolescents youths and middle aged, and aged people of all class and gender |
| 2. | Nari, Kantipur Publications | Fashion, relationships, beauty, sex and health; its readership extents from adolescents to middle aged women. |

Table3.4.1. Descriptions of Selected Magazines

Source: Bhattarai, Krishna (2013), Kantipur Publications

First magazine which will be used in research is Nepal. Nepal is regarded as one of the most powerful magazine and ranked as number one selling weekly magazine of current affairs and main stream journalism which publishes news views and reviews, interviews, cover stories and detail stories, different columns for health, beauty fashion, market, development, communication, agriculture, science and technology, and all aspects of life. Its readership is from an adolescent to aged men or women of all class and gender. Bhattarai suggested that the magazine is the most important

source of news views, reviews, current affairs, interviews, fashion, style, celebrity and luxury which influences consumer culture. Second magazine in this research is Nari. It is considered as the highest selling magazine in Nepal, attracts mostly younger female and used to be a women magazine which attracts both male and female audiences. Selected few pictures for analysis are given in Appendix II.

3.5. Data Analysis

This study uses qualitative content analysis and statistical analysis. Content analysis is frequently used when examining cultural artifacts such as magazines and magazine advertisements. A statistical analysis will be run to determine frequencies and distributions. Previous researchers have used similar methods to reinforce the validity of their qualitative findings. The researcher will code advertisements from a previously proved coding scheme (Monk-Turner, 2008) and enter the data into a statistical package to run frequencies and distributions of the use of sexuality in advertising in men's magazines and gay men's magazines. In addition, the advertisements will also be coded and analyzed in terms of gender, product, presence of sexuality, and type of sexuality.

The protocol for this study is drawing issues from April 2013 to April 2014 for all magazines. All advertisements half a page or larger and containing people will be scanned as images and PDFs. Once all the articles are scanned, the researcher will code all the advertisements using the established coding scheme (Monk-Turner, 2008). All data is being entered into Excel. The data will then be imported from Excel into the Statistical Package for the Social Sciences (SPSS). Once the data is in SPSS, the analysis will be run to determine frequencies and distributions, as well as crosstabs analysis.

This is an exploratory study and is one of the first of its kind especially when it comes to media and more specifically magazines and sexuality in advertisements. The coding scheme for the quantitative analyses has been previously tested and used in numerous studies, and was originally developed and used Monk-Turner, (2008).

The coding scheme from Monk-Turner, (2008) is as follows. The first variable is gender, which they code as

- (1) Male,
- (2) Female, and
- (3) Both male and female.

The second variable is product being sold in which is

- (1) Body enhancing;
- (2) Home;
- (3) Food;
- (4) Automobile, which includes cars, motorcycles, and products for automobiles;
- (5) Technical like televisions, computers, mobile phones;
- (6) Entertainment, including television shows and movies;
- (7) Clothing, this includes sunglasses and watches;
- (8) Alcohol and tobacco products; and
- (9) Other, which is the category for everything that doesn't fit into the previous eight categories. Some examples from what fell into the "other" category included advertisements for charity organization, prescription medications, and festivals. The third variable is whether or not the advertisement contains some form of sexuality, which is coded as either (1) no or (2) yes. Sexuality is defined as displaying oneself as a potential sexual partner, and is shown in one of three forms, which also makes up the fourth variable:

- (1) Object, which means someone in the advertisement is objectified by another, this includes a reflection in a mirror;
- (2) Alluring behavior, which includes flirting, winking, puckering of the lips, or other sexually alluring behavior; and
- (3) Undress, which is any removal of clothing in the advertisement.

The coding is as follows: (1) Nepal (2) for Nari. The purpose of this variable was to help differentiate between types of magazines, mainstream and the women's, and to determine if there more sexuality displayed in one type of magazine over the other. Crosstabs analysis of magazine by sexuality present and magazine by type of sexuality will be run in SPSS. One thing that should be noted is that the sexuality coding categories are mutually exclusive. This coding scheme does not allow for multiple codes; during coding it became apparent that multiple coding was not needed. For instance, in advertisements that showed undress, flirting and objectification were not present as well. In the advertisements with alluring behavior and objectification, the models were fully clothed. In this study on the images are coded. The products being advertised as well as the captions are not used in coding. An advantage of using advertisements is that they are captured in a certain point in time and are not changing. Also, there is no human connection between the

photographs and the researcher; so there is no concern when it comes to researcher-participant relationships and their effect on the study.

This study has been determined to be exempt from review by the human subjects and there is no human interaction involved.

3.6. Validity and Reliability

Validity and Reliability are the key characteristics in quantitative research that reflect quality and rigor in design. A well written research paper will indicate how validity and reliability have been assessed. Validity refers to the accuracy and truth of the data and findings that are produced. It refers to the concepts that are being investigated; the people or objects that are being studied; the methods by which data are collected; and the findings that are produced. There are several different types of validity which all contribute to the overall credibility of the research.

Reliability on the other hand is concerned with the consistency and dependability of a measuring instrument, i.e. it is an indication of the degree to which it gives the same answers over time, across similar groups and irrespective of who administers it. A reliable measuring instrument will always give the same result on different occasions assuming that what is being measured has not changed during the intervening period if the data is considered as valid, it should also be reliable. Validity of a research is connected with the measures which was utilized actually measures the theories. In other words, validity depends on the consistency of measures with the theories originated from the hypothesis.

So as far as validity and reliability of the study is concerned, as a researcher I have tried to use the most authentic sources of data and interpreted it. The resources and data collected in this thesis are valid and reliable. I have given the exact quantity of data and they are analyzed using authentic tools. They are analyzed as per frequency, quantity. The exact representation of data makes this thesis valid and reliable. Trustworthiness has been maintained and hypothesis has been tested.

3.7. Ethical Considerations

This research is sensitive in nature, and the confidentiality protocols will be applied during the data collection process. Informed consent will be asked for and given at almost every step of the research process to assure that it is valid and that the participants remain fully informed about the research proceedings. It can be ensured that participants will not be harmed by this research.

CHAPTER 4

DATA PRESENTATION, FINDINGS, ANALYSIS

4.1 Data Presentation and analysis of Data

This chapter analyses advertisements published from eight issues that have been randomly selected from each of the two magazines – *Nepal* and *Nari*. The rationale behind the selection of these magazines is that *Nepal*, setting some exceptions aside, represents at least implicitly, the world oriented to and experienced by men. The other magazine *Nari* has been selected as it represents, to a greater extent, the world experienced by and oriented to women.

Further, the area of study (representation of gender/sexuality) is relevant to these four magazines and these magazines published by big media houses such as Kantipur Publication represent the ideology of the urban based patriarchal, young-to-middle-aged elite people who, though smaller in number, have a considerable influence on the construction and perpetuation of that ideology. And the focus of the study is on advertising, 10 advertisements are selected under the headings of “representing gender,” and “representing sexuality.” (See appendix II)

These advertisements from these two magazines are randomly selected so that they can be compared and contrasted to demonstrate how they reflect and refract different realities concerning gender and sexuality and other features. A total of 1664 advertisements that were half a page or larger were coded and analysed from two magazines from April 2013 to April 2014, *Nepal* contained 704 advertisements and *Nari* contained 960 advertisements.

4.2. Placement and Size of Advertisements

Full-page, left, right, double, triple and back page advertising placement occurs in magazines and according to Ellen McCracken (1993), ‘is a significant factor in advertising communication...because of the degree of visibility it gives an ad’ Ellen McCracken (1993: 91). For example, a right-page advertisement receives more attention by the reader than a left-page advertisement, because one’s gaze naturally views the right-page first while turning the pages of the magazine. This information was recorded, due to its importance in the overall analysis of advertising; but it was not used in the final analysis. Size was not relevant because only full page advertisements were part of the analysis.

4.3. Making Connections: Sexism and Hegemony in Magazines

A magazine is composed of various elements (paradigms) such as Cover Page, Contents, Regulars, Feature Articles, Interviews, Advertisements, and so on. All these elements (paradigms) contribute to the construction and perpetuation of some worldviews as a system. The visual images depicted in the magazines can also influence the viewers to make certain assumptions about the world depicted in the magazines. The visual images can construct a biased and asymmetrical world of people.

For instance, out of 1664 outside advertisements in four magazines (Four issues of Nepal *four issues of Nari* as mentioned above), Similarly, *Nari* claims to represent women's voice and represent female experience and reality and guided woman oriented worldviews. Apparently, it may seem so.

Under closer examination, *Nari* deals mainly with beauty, fashion, homemaking, culinary processes and childcare. Thus they deal with feminine gender assignments (the order of things maintained by male ideology). The texts in the magazines teach its readers/viewers that women's main focus must be on their presentable appearance that can only be enhanced by makeup kits and cosmetics found in the beauty market. The appearance of the female body is to be viewed by the male voyeur/viewer (rather than another woman) so that the male boss/husband will reward them, or take proper notice of them.

Thus most women participants (whether represented or interactive) have internalized the male orientation of looking at the female body. The female body is the "marked" body which is (as an object) presented as the phenomenon and/or goal for the male agent/actor. Although most of the represented participants are female, the so-called women's magazines are guided and shaped by male orientation.

As an interactive participant (from behind the stage), man is working as the agenda-setter and gate-keeper for these magazines sometimes as a camera person, sometimes as a husband, sometimes as an "owner," or a "director," and so on. In sum, these magazines are constructing their visual and textual messages compatible with the ideologies of their patrons (bosses/husbands and/or owners). In other words, women (represented or interactive) participants have internalized the "hegemonic consensus" manufactured by their male counterpart.

4.4. Findings

Table4.4.1. Frequencies and Percentage for Genders Portrayed in advertisement

| Genders | Number | Percentage |
|--------------------|-------------|--------------|
| Only Women | 1218 | 73.2 |
| Only Men | 173 | 10.4 |
| Both Men and Women | 273 | 16.4 |
| Total | 1664 | 100.0 |

Table 1 shows the distribution of genders portrayed in the advertisements. As may be expected for female magazines, most of the advertisements included women. Women were most often (73.2%) shown without men. Interestingly, when men were portrayed, they were more often shown with women (16.4%) than without them (10.4%).

Table4.4.2. Frequencies and Percentage of Genders Portrayed in Advertisements by Magazine

| Genders | Magazines | |
|--------------------|-------------------|-------------------|
| | Nepal | Nari |
| Only Women | 492 (70%) | 720 (75%) |
| Only Men | 106 (15%) | 96 (10%) |
| Both Men and Women | 106 (15%) | 144 (15%) |
| Total | 704 (100%) | 960 (100%) |

Table 2 shows the distribution of genders by magazine. Women were most likely to be portrayed without men every case, but the distribution of genders across magazine titles appears to differ substantially. The stronger the association between two variables, In terms of the proportion of “only women” advertising, the women’s magazines have proportionately more of than the mainstream magazines, *Nepal* has proportionally the fewest number of advertisements that portray only women (70%), which may be expected since the magazine caters both men and women. *Nari* since it is women’s magazine, has a proportionally greater number of advertisements showing only women (75%). There is 15% of advertisement which shows only men in Nepal and 10 percent in Nari. 15% of advertisements are both men and women in both Nepal and Nari.

Table 4.4.3. Frequencies and Percentages of Products Advertised

| Product | Number of advertisements | Percentage |
|----------------------------|-------------------------------------|-------------------|
| Body Enhancing | 75 | 4.5 |
| Home | 57 | 3.4 |
| Food | 46 | 2.8 |
| Automobile | 125 | 7.5 |
| Technical | 48 | 2.9 |
| Entertainment | 144 | 8.7 |
| Clothing | 250 | 15.0 |
| Alcohol and Tobacco | 106 | 6.4 |
| Other | 813 | 48.9 |
| Total | 1664 | 100 |

Table 3 shows the distribution of products advertised. As may be seen in the table, 48.9% of products advertised were in the *other* category, which was made up of travel advertisements, festival advertisements, prescription medication advertisements, and advertisements for charity organizations, among other products and services. The second most frequent category was clothing with 15% of the advertisements. This was followed by 8.7% of advertisements for entertainment, 7.5% for automobiles and automobile products, and 6.4% for alcohol and tobacco products. The remaining categories, body enhancement, home, food, and technical, made up less than 5% each of the advertisements.

The 10 *other* category includes a wide array of different products from prescription drugs, to charities, and travel, but in Women's magazines this is where the partly stereotype may be seen. There were numerous advertisements for women's but there were not similar advertisements for cruises in mainstream magazines. There were also advertisements for women's gatherings like Teej and these advertisements almost always contained sexuality. (See annex/appendix 2 plate I to X)

Table 4.4.4. Frequencies and Percentage of Products Advertised by Magazine

| Product | Magazine | |
|---------------------|-------------------|-------------------|
| | Nepal | Nari |
| Body Enhancing | 49 (7%) | 105 (11%) |
| Home | 28 (4%) | 48 (5%) |
| Food | 70 (10%) | 115 (12%) |
| Automobile | 70 (10%) | 77 (8%) |
| Technical | 49 (7%) | 48(5%) |
| Entertainment | 112 (16%) | 163(17%) |
| Clothing | 56 (8%) | 154 (16%) |
| Alcohol and Tobacco | 35 (5%) | 48 (5%) |
| Other | 232 (33%) | 202(21%) |
| Total | 704 (100%) | 960 (100%) |

Table 4 shows the distribution of product types by magazine. The likely product categories on women's magazine are more in frequencies as compared to mainstream magazine. There is more number of consumers on each head in women's magazine as compared to mainstream magazines. Women seem to be less interested on technical aspects and they have low frequencies.

The most striking differences include the disproportionate frequency of automobile advertisements in the mainstream magazines versus the disproportionate frequency of clothing, alcohol and tobacco advertisements in women's magazine. Furthermore, women's magazines the clothing advertisements contained more sexuality, mainly through undress. It is also interesting to note the disproportionately large *other* category in the case of *Nepal* magazine.

In this category, the party lifestyle of men and women was portrayed with advertisements for cruises, gatherings and travel to many cities around the world. In contrast, the advertisements that fell into the *other* category for *Nari* included mostly advertisements for charities, special commemorative pieces or model motorcycles and the like. All of the magazines contained advertisements for prescription drugs in the *other* category. (See annex/appendix 2 plate I to X)

Table4.4.5. Frequencies and Percentage for type of Sexuality by Advertisements

| | Frequency | Percent |
|---------------------------|-----------|---------|
| Objectification | 57 | 12.4 |
| Alluring Behaviour | 118 | 25.7 |
| Undress | 285 | 62.0 |
| Total | 460 | 100 |

Table 5 shows the results for types of sexuality portrayed in the advertisements. Of the 1,664 advertisements in the total sample, 460, or 27.6%, contained some form of sexuality, e.g. objectification, alluring behavior, or undress. The most frequent form of sexuality was a state of undress, which means part of the person's clothing was missing. This made up 62% of advertisements containing sexuality. In many cases, it was simply a shirt that was missing. However, in women's magazines it was common, especially in clothing advertisements, to see women in only underwear, bra and or swimsuits. Alluring behavior, or flirting, made up 25.7% of advertisements containing sexuality, and a person being depicted as an object made up only 12.4% and losing part of one's clothing is important in these advertisements and to some extent has implications for sexuality.

Table4.4.6. Frequency and Percentage of Sexuality in Advertisements by Magazine

| | Magazine | |
|---------------------|------------|------------|
| | Nepal | Nari |
| Sexuality | 268 (38%) | 614 (64%) |
| No Sexuality | 436 (62%) | 346 (36%) |
| Total | 704 (100%) | 960 (100%) |

Table 6 presents the distribution of sexuality in advertisements by magazine. The table shows that highest relative proportions of sexuality in advertisements were found in *Nari*, as expected; 614 of the 960 advertisements containing sexuality were in women's magazines. One thing that stands out is that *Nari* is more sexualized than that of *Nepal*. This is likely due to the magazine's audiences. *Nari* caters women, but *Nepal* represents both male and female, since a subscription to a leading women's magazine, *Nari*, has a broader audience than *Nepal*. Therefore, the advertisers also know that they have to make their products appeal to a wider variety of people,

including women, who as previous research has shown, are interested in sexuality in advertising.

Table 4.4.7. Frequencies and Percentages for Type of Sexuality in Advertisements by Magazine

| | Magazine | |
|---------------------------|------------|------------|
| | Nepal | Nari |
| Objectification | (13%) | (10%) |
| Alluring Behaviour | (28%) | (24%) |
| Undress | (58%) | (66%) |
| Total | 704 (100%) | 960 (100%) |

Table 7 shows the distribution of type of sexuality by magazine. Interestingly, the biggest differences are seen between the two magazines. Sexuality in *Nari* overwhelmingly took the form of undress 66%, whereas sexuality in *Nepal* most often was shown as alluring behavior 28%. In both *Nepal and Nari* sexuality was most likely to be undress, alluring behavior, and objectification respectively.

Table 4.4.8. Frequencies and Percentages of Sexuality in Advertisements by Genders Portrayed

| | Gender | | |
|---------------------|------------|-------------|--------------------|
| | Only Men | Only Women | Both Men and Women |
| Sexuality | 39 (23%) | 348 (29%) | 73 (27%) |
| No Sexuality | 134 (77%) | 870 (71%) | 200 (73%) |
| Total | 173 (100%) | 1218 (100%) | 273 (100%) |

Table 8 shows the distribution of sexuality in advertisements by genders portrayed. The result shows, the likelihood that an advertisement would have sexual content did not differ significantly across advertisements that showed only men, only women, or both men and women. Inspection of the advertisements revealed that women were much more likely to be in a form of undress than displaying alluring behavior, whereas were about equally likely to be in some form of undress or displaying alluring behavior.

CHAPTER 5

SUMMARY AND CONCLUSIONS

5.1. Summary

The study is itself different from the traditional approaches to the analysis. As has been stated in earlier chapters, as a part of interdisciplinary research, it has drawn its analytical and methodological tools of content analysis, critical visual analysis. In the interpretation and analysis of the complex and dynamic variables such as “advertising,” “gender” and “sexuality” with many actors operating together, the study aims at offering an interpretation, and investigating meaning and significance. The study does not report an independent order of reality transparently; rather, it assumes that it is itself implicated in the process of reality construction. Although the study analyses its data taxonomically, it adheres to the spirit of the quantitative research as well.

Without advertising the modern world of media communication is simply unthinkable as it is the life sustaining factor to the mass media. Fuelling media communication, it fuels the economy of the nation. However, advertising has multiple functions to carry out. The advertising, in addition to selling the products, attempts to sell other things: lifestyle, bodies, sexuality, hope, values, addiction, affliction, and ideology. In short, it sells us “ourselves.” Advertising is the most contested genre as it is contradictory, provocative, and controversial. It is interrupting, infiltrating, irritating, restless, repetitive, intrusive, and destructive. It is necessary, amusing, creative, ubiquitous, condensed and powerful. It is a hybridized genre appropriating the features of other genres. It has multiple producers/senders and receivers, and purposes. It lives on consumerism. Its mission is to disseminate that ideology. It is the site where the ideologies based on capitalism and consumerism are constituted, reinforced and distributed and consumed. Its symbolic narratives persistently reproduce tastes, attitudes, lifestyles, manners, conduct, wants, desires, angers, struggles, fantasies, cultures, texts, and images that confirm to the capitalist consumer ideologies. It colonizes new territories and helps to create a new global culture which ignores national boundaries.

This study shows a comparison of the roles portrayed by women in general interest magazine advertisements between Nepal, ‘Nari’. In the representations of gender and sexuality, all elements/parts of the magazine have some contribution as they work together as a system. The interactive participants (those who construct textual/visual

messages) have to construct the world compatible to their patrons (the owners of magazines) so that these texts/images serve the interests of consumerism. In *Nepal* and *Nari* most of the interactive participants are men. Some of the represented participants depicted in these magazines are female but their presence has some subsidiary role (as objects, goals or phenomena).

In *Nari* and *Nepal*, most of the interactive and represented participants, whether in ads or outside, are female, their roles, nevertheless, are, in many of the cases, subsidiary (as the offstage agenda setter, again, are men and owners of the magazines in question). The textual/visual messages have to serve the interests of the capitalist media house. Women in these magazines are again depicted as objects/goals/phenomena.

This study uses content analysis as the method of Research and in the content analysis of 1664 ads in two magazines, it has been shown that female participants are mostly associated with products dealing with beauty, homemaking, fashion, food and childcare. By contrast, male participants are normally associated with products dealing mainly with construction materials (such as iron rods, pipe-fittings, cement and so on), automobiles (generally more powerful and heavy ones), educational institutions (such as colleges, universities, pen, and books, electronic machines), and tobacco and alcoholic products (cigarettes, whisky, and other related products). Even if some of the ads depict men in beauty products (such as Fair & Lovely) the gender role of being rough and tough (from working outdoors in the sun) is retained.

One of the crucial issues of magazine advertising is the appropriation of the human emotion of sexuality to the service of capitalist consumerism. Of course, sexuality is that aspect of human life which is not only essential but adds pleasure to life, enhances relationships between people and fosters intimacy among/between them. Even in the imaginary level of fantasy, it adds more delight to life. Age-specific, self-motivated sexual exploration, age-appropriate exposure to information about sexuality and sexualisation are positive aspects of sexuality and sexualisation. If sexualisation happens between two or more people with their mutual consent/interest and desire without hurting the dignity and disrupting the integration of any individual, then it is a positive aspect of sexuality and sexualisation. There is no problem with sexualisation in advertising if it adds some pleasure to life and if it does not hurt the dignity of an individual or destroys the integration of that individual.

Overall, magazines and their ads imply that women's bodies are sexual objects for other's viewing pleasure. Women were frequently, consistently and increasingly presented in sexualized ways in ads creating an environment in which being female becomes nearly synonymous with being a sexual object. The message from advertisers and the mass media to women is that they should always be sexually available, always have sex in their minds, be willing to be dominated and even sexually aggressed and they should be gazed at as sexual objects. Although there is nothing wrong wanting to look attractive, ads for women's cosmetics overwhelmingly advertise seduction and sex appeal. Constant monitoring of appearance (a kind of chronic vigilance about whether everything in a place) with self-objectification leads to increased feelings of shame, anxiety, and self-disgust. If women feel themselves unable to meet cultural standards of beauty, they may feel shame and desire themselves to hide and disappear. Only a limited number of women meet the dominant cultural standards and the majority of women have to undergo feelings of shame, anxiety and self-disgust. If women are seen exclusively as sexual beings rather than as complicated people with many interests, talents, and identities, this could dramatically limit the opportunities to women. It is argued that exposure to sexualized depictions of women may lead to the global thought that women are seductive and sex objects.

When women are featured as 'decorative' in ads (shown standing seductively next to a product to enhance the image of the product) their major purpose is to be looked at. They are presented as appendages to the product rather than as active consumers or users of the products. The ad maker attempts to sell the product through her marked body. The female participant is depicted here not as a buyer/user (agent/actor) of the product but as an embellisher/enhancer (goal/phenomenon) for the transaction in question. The juxtaposition of the female semi-clad body and the product (such as a commode) implies that the capitalist would employ any tactics to endorse the sale of the product. Very often there is not any link between the female participant and the commodity depicted.

The female body is trapped within male ways of looking. The models in the ads either are depicted to look directly out at the spectator or they direct their focus elsewhere but they are keenly aware that they are being watched. They invite the gaze; they work-out to be watched. The women's bodies are photographed in certain ways to facilitate the male gaze and emphasize female sexuality. The lines of the women's

legs, hips, waist, and arms are over-emphasized. Also the clothes of these women are pictured in help facilitate the male gaze. Their bodies are positioned to facilitate good views of these parts. The director/camera person offers the female body to the (male) viewer to gaze at it as it is available at least in the imaginary level.

The integral human body is reduced to its parts. The female body is fragmented to be focalized for erotic purposes (for the (male) viewer). In addition, the female organs (hands) are represented for the purpose of service provider to the so-called masters (women and men). However, the male fragments are depicted symbolizing a bread-earning machine devoid of feelings and individual identity. These organs are dismembered from the body to serve the interests of consumerism and capitalist ideology.

Depiction of a body in a certain way can have wider implications. One person can influence another person's erotic response by presenting oneself in a certain way. A woman can shape, appropriate, manipulate and control man's sexuality by her fashion (the way her body gets revealed) and gait, at least for a heterosexual person, and vice versa. By sexualizing oneself, a person can influence another person's erotic response. This human behavior has been exploited by the ad maker. The magazine ads sexualize the female body which has much influence on the sexual response of the viewer.

The consumerism of magazine advertising attempts to sell the ecstatic reverie (the represented female model is depicted as if she were in the climax of sexual excitement by closing her eyes and tightening her body) experienced by women. No male participant is depicted in a similar fashion (which denies the fact that women are not assumed to watch the male body and derive pleasure as agent/actor, at least in the heterosexual sense).

This study would be more revealing and effective, if advertising with moving images included in the data. The magazine ads are still photographs and many aspects of dynamic images could not be included under this study. Under textual analysis all analytical tools could not be applied as the advertising discourses make use of verbal medium in a way that the application of the analytical tools could be made eclectically to the point of their relevance. So a full-fledged application of the textual tools (linguistic and others) could not be made. All these ads have been selected on the basis of their relevancy of the research topic. Taken from diverse areas, the magazine ads are quite idiosyncratic and irregular in terms of their placement, presentation, degree of complexity, magnitude and theme. So a uniform visual analysis could not

be made. The data were collected from only two magazines published in Nepal. The data would be more representative and wider if newspapers (dailies) and other magazines were also taken as a part of the universe for the research. The study would have been more comprehensive and recent if more recent trends on relevant theories and analytical tools could be included. Indeed, there are some pitfalls in critical discourse analysis as there must be in any enterprise which touches upon and seeks to intervene in matters of social significance.

This study has determined that nearly every woman's magazine advertisement analysed used sex for a number of reasons, as a promotional tool to differentiate products; to bring attention to products; it is a 'tried and true' formula that reaps financial reward for advertisers.

Ultimately, advertisers use sex to entice, attract and shock consumers into noticing the advertisement, although to shock nowadays advertisers really have to push the boundaries to the extreme because, as this analysis has found, sex is used so frequently that it is a common aspect in contemporary advertising. This frequency has meant that sexual boundaries have been re-visited time and again because what was once considered by society as obscene or objectionable is now considered the norm by advertisers and in turn, to a degree, by society. Therefore, this study has found that the use of sex in advertising continues and even flourishes with little likelihood of diminishing.

5.2 Conclusion

Based on the objective of this study is to find out the contents of advertisements containing the depictions of male and female in the two main stream and female magazines we found the following results: Females are portrayed more than males in the advertisements. More specifically, females are depicted more sexually as alluring, undress and sexual object more than male in the magazines. Sexuality is also used to sell products in ways that are similar to the way sexuality issued to sell products in mainstream and women's magazines. Females are more sexualized than male. Overall, sex was used as key tool in the majority of the advertisements. The Body enhancing products like 'fragrance' was found to be the most sexual overall. Some brands, most notably Papaya Sun, a sunscreen, relied heavily on the use of sex throughout their entire campaign. Some of the images were so sexual in nature that they could not be properly measured on the coding schedule because it was not designed to measure such high degrees of sexuality. In particular, images showing

women and men engaged in what could be considered sexual acts were unable to be effectively measured by the coding schedule. Such images were not anticipated to be contained in women's magazines. A few of the images scored 0.0 on the coding schedule indicating that sex is not used in all advertisements. Advertisements without a hint of sex are deemed to be bland and non-memorable by the author.

During the advertisement encoding period of the analysis it was noted that some of the magazine titles –Nari – had a very high number of advertisements that all featured above-average to high degrees of sexuality. It was a surreal experience to flick through some of these titles and encounter full-page images of sexualised women one after the other. These images were strikingly similar: all the models were either wearing sexy clothing or were partially clad and posed in a sexual manner. The dominant theme that contributed to the high degrees of sexuality in the majority of these advertisements was the Facial Expression category – lips pouted in 'come-hither' expressions. The Feminine Touch category also contributed to this in a more subtle way, often adding a hint of sex to images where before there was none. The similarity of these images, as well as the limited shock value that they possess, shows that sex in advertising is used frequently.

This study found that advertisers have applied sex to women's bodies to such an extent that they have arguably run out of fresh ideas. In essence, it is the same image that was analysed time and again during the encoding of 1664 advertisements. The idea of the tanned and toned-body, never-ending legs, enhanced busts, narrowed eyes and pouted lips; thin-waisted models sold the same sexualised idea over and over.

Rarely did advertisements feature images of older women, even in the publications aimed at the oldest demographic. The marginalisation of age was not the only aspect of women that was hidden from view. Natural body shapes and sizes were ignored for the most part – excluding the advertisements for Dove and Fair and Lovely. Tall and thin models dominated the advertisements across all demographics. Rarely did the models' faces and skin tone reveal any hint of human imperfection, such dark circles under the eyes or acne. Instead, it appeared as though air-brushed and graphically modified images were used. In fact, throughout the entire analysis only a few portrayals of women were shown that deviated from the culturally established beauty ideals.

The hypothesis set by researcher during the initial phase come to almost true in most of the cases. The first Hypothesis that 'The women's magazines contain

advertisements with more sexuality than men's magazines do', come to be true as Nari contains more advertisements with sexuality than Nepal. Nari covers 64% of its advertisements as sexual contents and portrayed sexuality whereas Nepal contained only 38% of its contents. The second Hypothesis 'Nepalese print media are excessively portraying men and women's sexuality in Advertisements more than other aspects' turned to be false as there were other aspects more prevalent in the advertisements rather than sexuality when we got the final findings on both the magazines. However Nari, women's magazine was excessively portraying women's sexuality in advertisements rather than Nepal, the main stream magazine. Hypothesis three 'Nepalese women are more sexualized than men in advertisements', came to be factual as there were more number and frequencies of advertisements present on both magazines to sexualize women more than men. The final hypothesis that sexuality is used to sell products in mainstream and women's magazines was not necessarily true because other features were also the determinant factors to sell the products rather than sexuality.

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ANNEXES/APPENDICES

APPENDIX I – CODEBOOK

The following codebook is the intellectual property of Monk-Turner et al. (2008).

Magazine:

- 1- Nepal
- 2- Nari

Gender:

- 1- Male
- 2- Female
- 3- Both male and female

Product being sold:

- 1- Body enhancing
- 2- Home
- 3- Food
- 4- Automobile
- 5- Technical
- 6- Entertainment
- 7- Clothing
- 8- Alcohol and tobacco products
- 9- Other

Sexuality:

- 1- No sexuality present
- 2- Sexuality present

If sexuality present, type of sexuality:

- 1- Object
- 2- Alluring Behavior
- 3- Undress

APPENDIX II: PHOTOGRAPHS

Plate I



Fig.1. Samsung. Advertisement. Nari. Jun. 2013

Plate II



Fig.2. Yamaha, Ray. Advertisement. Nepal.14 May - 14 Jun. 2013

Plate III



Fig.3. UFO, the Clothing Store. Advertisement. Nepal. 15 June -15 July.2013

राम्रोसँग पोखरी जोड्नुपर्ने गर्दा, तल र गाला हाँसी नपाकेसम्म उमाल्ने । चिसो बनाएर आधावाट पिक्ने, आधा सिगा बमालाई एउटा सलाद ब्रडल (भाँडो) मा राख्ने र मलिनो गरी काटिएको धनियाँ, जिरा, सैदा, नुन, मरिच, अदुवा, लसुन र कागतीको रस हाली राम्रोसँग मील्ने । एउटा तावामा तेल तताएर बाराको मिक्स स-साना ब्रल बनाएर तान्नामा राखी माथिबाट हल्का थिचेर गोलो आकार दिने अनि दुबैतिर खैरो हुने गरी क्रम तापमा पकाएपछि चटपटे चनाको बारा तयार हुन्छ । ●

TOUCHBeauty

LASER CLINIC First in Nepal
Exclusive LASER Treatment

Your Beauty Our Care

GUARANTEED IN

PERMANENT HAIR REMOVAL
No More Waxing/ Threading/ Shaving

WEIGHT LOSS & BREAST CARE
No Dieting/ No Exercise/ No Medicine/ No Side Effect

*Subject to conditions



OTHER TREATMENT FACILITIES:
Tattoo Removal, Birth Marks Removal, Wrinkles, Acne Pimples, Freckles, Pigmentation, Accident/Stitch Scars Removal, Resurfacing, Mole Removal.

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Customer Service: 9841549320
Old Baneshwor, Kathmandu, Nepal
www.touchbeautylaser.com.np,
E-mail: touchbeautylaser@gmail.com

Fig.4. Touch Beauty Laser Clinic. Advertisement. Nari 14 Apr-15 May. 2014

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*Italian colours all the way
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**Discover
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Fig.5. Elen Blu. Advertisement. Nari 14 May - 15 June. 2013

पोषण वाला लोसन

HONEY & ALMONDS

तपाईंको छालालाई मोइस्चरका साथै अरु धेरै थोक चाहिन्छ

यसलाई पोषण पनि चाहिन्छ।

जोय हनी एन्ड अल्मन्ड्स नोर्इसिङ बडी लोसन तपाईंको छालाको लागि एक अत्यन्तै राम्रो विकल्प हो। यो तपाईंको छालाको निरन्तर पोषण गर्न मद्दत गर्दछ। यो तपाईंको छालाको रक्तसञ्चारलाई बढाउँछ र तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ।

बुझ्नु • तपाईंको छालाको पोषण गर्न मद्दत गर्दछ • तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ • तपाईंको छालाको रक्तसञ्चारलाई बढाउँछ • तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ

बुझ्नु • तपाईंको छालाको पोषण गर्न मद्दत गर्दछ • तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ • तपाईंको छालाको रक्तसञ्चारलाई बढाउँछ • तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ

जोय हनी एन्ड अल्मन्ड्स नोर्इसिङ बडी लोसन तपाईंको छालाको लागि एक अत्यन्तै राम्रो विकल्प हो। यो तपाईंको छालाको निरन्तर पोषण गर्न मद्दत गर्दछ। यो तपाईंको छालाको रक्तसञ्चारलाई बढाउँछ र तपाईंको छालाको रंगलाई स्वस्थ बनाउँछ।

HONEY & ALMONDS

NOURISHING BODY LOTION

with Honey & Almond Extracts

Fig.6. Joy, Honey and Almonds. Advertisement. Nari.15 June - 15 July. 2013

Plate VII



Fig.7. Baltra. Advertisement. Nari 15 June-15 Jul. 2013



Fig.8. Papaya Sun. Advertisement. Nari.15Jun-15Jul. 2013



Fig.9. Enchanteur. Advertisement. Nepal. 14 Jun-15Jul. 2013

Plate X



Fig.10. Guru Kripa Textiles. Advertisement. Nari. 14 Nov-14 Dec. 2013