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Gender Stereotypes in Advertising panels
Algerian Advertising Panels Replication of Goffman Model

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Sociolinguistics and Gender Studies

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Dedications

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Abstract

Studies on gender stereotype in advertising have occupied on outstanding area of research. The issue has been discussed from various perspectives. One of the most important investigation related to this issue was made by American Sociologist Erving Goffman in his study of gender stereotyping in print advertisements (Gender advertisements) from 1979. This study was about the representation of men and women in advertising panels, the aim of this study is to analyse typical stereotyped portrayals of men and women in advertising panels, images in Algerian panels are chosen as a corpus of this investigation, where gender is the focus of attention. The study is of paired objective. First, to negotiate the unequal relationships between men and women in advertising images. Second, it aims to explore how males and females are represented in advertising panels. As far as the first aim of this study is concerned, some images are selected from Algerian panels and analysed based on the six categories of Goffman model (1979) : relative size, feminine touch, function ranking, family, ritualisation of subordination and licensed withdrawal. Second, to meet the second aim of the study, 17 images are selected from the Algerian panels (Mostaganem and Jijel), Data have shown that Goffman model still applies to contemporary advertisements in the Algerian panels. In addition, the results show that stereotypical representations of women defined by Goffman are still widespread in print advertisements.

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The women's liberation movement (1970) has had a significant impact on the role and status of men and women in western society. Researchers in many fields started to challenge male – dominated society and examine the issue related to western advertising context (Sexton & Haberman 1974, 41-46).

In this period, many studies conducted to examine the representation of women in advertising, because advertisements often do not reflect the reality; instead they create and perpetuate images of negative or unrealistic cultural stereotypes. A significant body of research has analysed stereotypical portrayals of men and women in advertisements, generally demonstrating negative and inaccurate images of women. One of the most important investigation related to this issue was made by American sociologist Erving Goffman in his classic study of gender stereotyping in print advertisements, "Gender Advertisements" from 1979.

The motivation laying behind this work springs from my reading Goffman book , I notice that the focus of his study is not in specific social roles like the previous research but rather on visual representation of traditional stereotypes of women (eg: dependence, submissiveness), and men (eg: authority, seriousness)

In this connection, the following research objectives are put forwards. First, to negotiate the unequal relationships between men and women in advertising images. Second, to show how gender portrayals in print advertisements, and to see whether Goffman model still applies to contemporary advertisement in the Algerian panels.

Along these objectives, the following research questions are developed :

1. How men and women are represented in advertising panels?
2. To what extent advertising panels reinforce stereotype?

In this respect, the first hypothesis assumes that men are represented as being dominant and powerful. By construct, women are represented as passive and emotional. Second hypothesis suggest that there is a stereotypical portrayals of men and women in advertising panels.

To answer the research questions and test the hypotheses, the study is divided into three chapters:

The first chapter (Gender and the discourse of advertising) including, the representation of gender in discourse, as well as the representation of gender in advertising , gender and the process of socialisation. In addition to that, it highlights gender stereotypes in advertisements.

The second chapter (Goffman model and Gender advertisements 1979) is divided in two parts: the first part is about previous study of gender representation in advertisement such as content analysis. And the second part focus on Goffman model from 1979 which deals with unequal relationships between men and women advertising images. In addition to that Goffman (1979) frame work is organized around six categories of investigation (relative size the feminine touch, function ranking , the family, the ritualization of subordination and licensed withdrawal).

Finally the third chapter (Goffman Model and Gender advertisement in panels). The Emphasis is addressed to the analysis of modern commercial advertisements in the form of Algerian panels according to six gender coding categories which are: Relative size, feminine touch, function ranking, family, ritualisation of subordination, and licensed withdrawal as well as the Algerian tradition and culture.

1.1. Introduction

Advertising has become part of our everyday life. It has a powerful influence over people and their behaviours. It is a process of commercial communication, performed against payment, the purpose of which is to provide the consumer with information about the product, this kind of information is spread by media. In addition to that advertisement is strongly present and it is considered as one of the mirrors that reflect social ideologies and stereotype.

My aim in this chapter is to investigate gender and the discourse of advertising including, the representation of gender in discourse, gender and language, the representation of gender in advertising, gender and the process of socialization, gender stereotypes, and also to demonstrate how males and females are represented in advertisement.

1.2. The Representation of Gender in Discourse

Situated within the context of language and gender studies, the present study focuses on the exploration of gender-bias and gender representations in advertising. Hence, a brief presentation of how the concept of gender is tackled in Critical Discourse Analysis studies is helpful in understanding the different ways gender has come to be a focal point of research in these fields. In fact, Critical Discourse Analysis provides a useful approach for language and gender studies. Since gender is an activated aspect of the present study, an exploration of the role played by Critical Discourse Analysis in language and gender studies will be useful. (Mills, 1995. P. 21)

Critical discourse analysis is a field that is used to study and analyse the written and spoken texts to reveal a discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical context. (Van Dijk, 1998) In relation to this study critical discourse analysis plays an important role in studying the representation of gender in discourse.

Preliminary work on representation is undertaken by Stuart Hall in 1997 that has been at the forefront of researches conducted on media. It considered as the most fruitful work in media studies. Hall is more interested in cultural studies under which he stresses one of its concepts 'representation' (Hall, S, 2003). He defines representation as whether the depiction of something is accurate or a distorted reflection emphasizing the act of giving meaning.

“The representation is the way in which meaning is somehow given to the things which are depicted through the images or whatever it is, on screens or the words on a page which stand for what we’re talking about” (Hall.S,1997,p11)

While representation types of people, events or situations, the most important for Hall is the idea of giving meaning. In this regard, He stresses one central point between meaning and discourse and claims that “nothing meaningful exists outside of discourse”. In other words, discourse or language is considered as a framework that is needed for proper understanding, interpretation and making sense of things.

Lippa (2002) defines gender as all of the socially defined ,learned or constructed accoutrements of sex.”It is important to keep in mind that there is a difference between sex and gender. Sex refers to biological differences between male and female. by contrast, gender refers to socially and culturally constructed differences between men and women. In other words, gender is defined as socially produced concept that is associated with the construction of two binary oppositions ,masculinity and femininity. (Fowles,1996. P 201). As stated by Burke,Stets and Good (1988), femininity and masculinity or one’s gender identity refers to the degree to which persons see themselves as masculine or feminine given what it means to be a man or woman in society. Femininity and masculinity are embedded in the social (one’s gender) rather than the biological (one’s sex). Community members decide what being male or female means (e.g., dominant or passive, courageous or emotional), and males will generally respond by defining themselves as masculine whereas females will generally define themselves as feminine. Because these are social definitions, yet it is possible for one to be female and see herself as masculine or male and see himself as feminine.

“Gender identity is subjective feelings and convictions of belonging to one sex or another,yet it is one of the most significant aspects of our self-concept ” (Kendall,2010,p.320-349) What is meant here is that gender identity refers to the feeling that you are male or female. Equally, Jhally (1990) argued that “ our understanding of ourselves as either male or female is central to the understanding of who we are”(p.52).

It is important to distinguish gender identity, from other gender-related concepts such as gender roles which are shared opportunity of behavior given one’s gender. For instance, gender roles might include men investing in the worker role and women investing in the domestic role (Eagly, 1987).

The concept of gender identity is also different from gender stereotypes which are shared views of personality traits often tied to one’s gender such as instrumentality in men and

expressiveness in women (Spence & Helmreich, 1978). Foley (1997) argued that at an early age boys and girls are socialized to get prepared to different roles in life. For instance larger groups and competitive activities train boys in how to get attention, status and power. This social culling leads directly to forceful, independent and competitive traits in men. On the other hand, girls play games organized to be cooperative and their relations are arranged by closeness, commitment and intimacy. As a result girls are socialized to be nurturing, tender and cooperative – attributes that can be associated with home or community. In addition to that, gender identity is different from gender attitudes that are the views of others or situations generally associated with one's gender such as men thinking in terms of justice and women thinking in terms of care (Gilligan, 1982). However, gender roles, gender stereotypes and gender attitudes influence one's gender identity, they are not the same as gender identity (Katz 1986; Spence applied to oneself on the basis of one's gender identification. In sequence, these self-meanings are a source of motivation for gender-related behavior (Burke, 1980). A person with a more masculine identity should act more masculine, that is, engage in behaviors whose meanings are more masculine for instance behaving in a more dominant, competitive, and autonomous manner (Ashmore, DelBoca, and Wohlers, 1986). It is not the behaviors themselves that are important, but the meanings implied by those behaviors. Beginning at birth, the self-meanings regarding one's gender are formed in social situations, stemming from ongoing interaction with significant others such as parents, peers, and educators (Katz, 1986). While individuals draw upon the shared cultural conceptions of what it means to be male or female in society which are transmitted through institutions such as religion or the educational system, they may come to see themselves as departing from the masculine or feminine cultural model. A person may label herself female, but instead of seeing herself in a stereotypical female manner such as being warm, expressive, and submissive (Ashmore, Del Boca, and Wohlers, 1986), she may view herself in a somewhat stereotypically masculine fashion such as being somewhat instrumental, rational, and dominant. The point is that people have views of themselves along a feminine-masculine dimension of meaning, some being more feminine, some more masculine, and some perhaps a mixture of the two. It is this meaning along the feminine-masculine dimension that is their gender identity, and it is this that guides their behavior.

Additionally, Terman and Miles (1936) found that in western culture, stereotypically, men are aggressive, competitive and instrumentally oriented while women are passive, cooperative and expressive. Early thinking often assumed that this division was based on underlying innate differences in traits, characteristics and temperaments of males and females.

In this older context, measures of femininity/masculinity were often used to diagnose what were understood as problems of basic gender identification, for example, feminine males or masculine females .

As a result, femininity and masculinity are not innate but are based upon social and cultural conditions. Anthropologist Margaret Mead addressed the issue of differences in temperament for males and females in *Sex and Temperament in Three Primitive Societies* (1935). This early study led to the conclusion that there are no necessary differences in traits or temperaments between the sexes. Observed differences in temperament between men and women were not a function of their biological differences. Rather, they resulted from differences in socialization and the cultural expectations held for each sex.

In the following section, light is going to be shed on feminine and masculine speech (language and gender) and how context influences discourse.

1.3. Language and Gender

Within the field of language and gender research, the concept of masculinity and femininity are the target object for many scholars and researchers who are interested in investigating in the social discrepancies among men and woman in society which is usually control by men.

Previous study have demonstrated that ‘ femininity and masculinity ‘ are planted in the social structures through the child early socialization that is to say at an early age girls and boys are taught to behave in certain ways and hence, femininity is described as being passive, emotional, masculinity on the other hand is described as being dominant, powerful, aggressive and brave.

Respecting what has been agreed upon about what masculinity and femininity mean, masculine and feminine style of speech are developed. In other words, feminine speech style is said to be weak, polite however, masculine speech style is rather dominant and powerful. Jespersen’s study of man and woman language in 1922 was the land mark in the field of language and gender research, he was among the pioners who take account of women’s speech and describes this later as being weak, uncertain with uncomplete utterances.

Similarly, Lakoff (1975) also is one of the main figures who analysis male and female speech from the linguistic and the social perspective, she claims that there is a typical female speech style that is used among Educated North American English speaker. This speech style that is characterizes by: hesitation, the use of intensifiers, qualifier, tag question, empty

adjectives, etc. such characteristics mainly describe women's language as being weak and uncertain. In this regard, it is argued: 'according to Lakoff a speaker who uses these mitigating features frequently will appear weak, unassertive and lacking in authority' (Cameron, D., McAlinden, K. & O' Leary, C., 1980, p 76)

Besides, the relation that Lakoff makes between women's powerless language and femininity is a vivid picture about their status and position in society. They were taught that asserting themselves is not feminine rather; assertiveness is a typical and pure quality that is associated with masculinity and women should avoid such masculine behaviors and conform to the social norms, behave in a passive and weak manner and be servile to men.

Despite its efficacy, what Jespersen, Lakoff and other scholars have come up with suffers from several drawbacks, and this was the main reason to look for an alternative. Recently, researchers have shown an increased interest in the linguistic behavior of men and women, taking into consideration the relationship between the linguistic form and the communicative function that serves and the context as well. Hence, researchers have consistently shown that for an adequate understanding of the difference between men and women language, attention should be paid to the context and to the circumstances which surround the interaction/discourse. Context plays a vital role in determining the type of talk or discourse and hence it should be taken into account for proper explanation of language differences. It is argued that: "The most fruitful research on gender and speech has conceptualized language not in terms of isolated variables, nor as an obstructed code, but within contexts of actual use" (Thorne, A., 1983, P14).

Hence, whatever phenomena especially discourse should be dealt with in its suitable and appropriate context and not out of it, otherwise misunderstanding and misinterpretation will be the inevitable consequence of ignoring the aspect of context. Moreover, it is argued that context conditions the discourse production and comprehension that is to say, context shapes our thoughts and hence our talk. Further, contexts are dynamic; any new communication has its particular circumstances. In other words, discourse has a tied relation to the context in which it occurs; it is an ongoing process that is evolved in parallel with any new communicative situation (Hiroko, I., 2001, P45).

Moreover, it is previously argued that speech/communication styles are the outcome of context. This is demonstrated through the accommodation that takes place between the speakers in which they may accommodate towards each other's style. And hence, language

differences tend to be less marked, each of men and women can use each other's speech style responding to the needs of the conversation. However in recent years, there has been an increasing interest in this issue where some studies have proved the contrary. Different results were approved and found that men within the study that is carried out by James Broadbridge in 2003 explores that the women involved in the study do not in fact use hedges more than the men, it all depends on the context of use. So, one should not turn a blind eye to "context" which has a determining role in the choice of the appropriate speech style and in the construction of specific gender identity in a particular time. In this regard, Somers states: "Identity is not fixed but is instead relational and contextual, that is, forged in relation to others and within particular social contexts."(Somers. D, 1994 cited by Broadbridge. J, 2003: p 53).

1.4. The Representation of Gender in Advertising

Many studies have been conducted to examine the representational aspect of language such as political, economic, religion. In addition to that, they study the discourse of consumerism.

Advertising is a branch of media which is able to influence society on a universal basis. Media and specially advertising creates models that impute certain behavior to a particular gender. People understand and perceive these models as general and right. Advertising, television, magazines and news are instruments through which gender stereotypes come into our mind.

Advertising is a long lasting aspect in human life which has been invented hundred years ago. It has been a long time for advertisers to find out, which type of advertising and advertisements effectively work. Each culture has different way of thinking, way of behavior and way of advertising. Each culture responds in different portrayed advertisements. However every culture does react on sexual advertisements – portrayal of man and woman. Sex sells. Male and female sexuality sells. Gender sells. As Kolektiv argues : "Sexuality in advertising uses erotic or sexual images, words or phrases in advertising to make the products more appealing to consumers, therefore increasing the chance of the products being sold." (Kolektiv ,2009)

Portrayal of man and woman in advertising really attracts attention of potential customers. just face of man or woman always make people to notice the advertisement. And it is the most important part of advertising –take attention of consumers and make them to buy the product or service.

1.4.1. Women's Portrayal in Advertising

Advertisements featuring women as mother figures tend to promote products relating to the home, children, and health. Women in such advertisements are portrayed as putting others before themselves, and doing the best for the family. They take care of the children, make sure the house is clean, and cook all the meal. (Wilkinson, 2002-2010). Research has shown that advertising can manipulate and distort images of women as sex objects. As stated by Kolektiv autoru (2009), Women had been the first ones who started to show their bodies as a sexual object supporting the sell. It was in 19th century. Over the past decades, men started to show their faces and bodies on ads as well. Sexuality has made a transformation across the centuries, and also depended on what products being sold.

Moreover, as are women seen in advertising so are seen in real life. Advertising has the power to create and transform human psychics. Advertising was using portrayal of female stereotypes, which have been created by society for many years. Nowadays advertising uses portrayal of female stereotypical behavior to maintain female stereotypical role in society.

1.4.2. Men's Portrayal in Advertising

In advertising, male gender is more noticeable than female. Voices which accompany advertisements are generally male even if the product or service is female targeted. Male gender is dominant in advertising though the main buying influence is woman. However, this fact is completely stereotypical because of frequency of advertisements, combination of male voice and female targeted advertisements has not been quite stereotypical. We have two possible explanations. First one is challenge of breaking the rules – female ad = female voice = female consumer. Second one is challenge of creation both gender advertisement where the product is targeted mostly to woman or man, but second sex plays important role. Big advantage of this kind of advertisement with male voice attendance is creation of consumer's feeling that the product or service is not suitable only for one type of gender or creation of feeling that male voice makes the advertisement more suggestive.

1.5. Gender and the Process of Socialisation

Many studies confirm that from a very young age, as individuals we learn how to behave, act, dress, and talk, who we are and how we should interact with others, as well as

organize our knowledge and differentiate between the appropriate and the inappropriate according to one's own culture. This means that our experiences are often shaped by the other's expectations of life. In this regard, Jean Stochard acknowledges that : " As children grow up they form a general sense of self and the ability to relate to others and play a part in society. In this process they also develop beliefs about the roles and expectations that are associated with each sex group (gender roles) and a self-identity as a member of one sex group or the other gender identity " (1999, p .215)

Socialization is a process whereby people learn particular values, norms, attitudes and dispositions of a particular society. It changes over time, it is in notion, the old generation had been socialized differently from the youngest one. Hence, to be a man or a woman is acquired since childhood and even before through the parents preparations for the child's birth. Gender socialization is two sided process, it involves: the targets of socialization; the ones who are socialized and the agents of socialization; all institutions that are responsible for this process including parents, peers and friends, school and media .In this connection, in relation to the agents of socialisation Family is the first agent of socialisation, when a baby is born, parents have a curiosity to know if it is a girl or a boy and consequently according to their sex, mothers and fathers choose the appropriate clothes and toys for the baby for instance, the pink colour for girls and blue one for boys, and also toys, such as girls playing with dolls, they are learning to prepare food and clothes and every thing that is associated with" women's duties" and boys are playing with small cars, weapons are encouraged to practise different sports and are taught to be the " master" of the world. (Marinova, 2003,p .2)

As a general overview. The normal socialization at home is that girls should help the mother in domestic tasks, and boys should be involved in masculine activities like helping the father in fixing domestic devices or simply playing.

The next environment that children are entering is the school, where a conscious socialization is happening . looking through the school books , gender stereotype are present and reinforced, there are clear images and expressions that reflect how man and women should be portrayed and how they are expected to behave in society. These images shown women with babies in their hands, or women preparing food, or woman nurses. In the same time men are usually soldiers, playing some prestigious, executing some heavy job, and of course leaders. (Marinova, 2003.P.3)

Research has shown that children's books, for example, are beginning to portray girls and boys in non- stereotypical ways; though, many of the books that predate this change are still available in libraries and book stores everywhere. These classic books tend to portray girls in traditionally gender-appropriate ways- doing household chores, for instance while and showing boys engaging in a wider variety of activities. They also show girls holding household cooking and cleaning objects, while they are more likely to show boys using outdoor tools or building things. (Burn, 1996)

As Poynton argues : "School is a social institution whose available roles, activities, and goals have been shaped by a social order in which the sexual division of labour is vital to its functioning and which legitimates the consequent inequality between women and men by means of ideology"(1989, p.29)

Consequently, teachers and parents should be concerned with gender issues since they are responsible for children's socialization. Another agent of socialization is peer group. One of the most consistent findings in peer group socialisation research is the sex-segregated nature of childhood play. Wharton (2005) found that both boys and girls, beginning by age three prefer same sex play- mates (Wharton, 2005). The preference is found across various cultures, is not influenced by adults, and generally lasts until adolescence. Although the preference first appears in girls, boys become more rigid about gender segregations than girls, and are less likely to interact with adults as well. As a result of this self-segregation, boys and girls learn about what it means to be male and female from same- gender peers. In this regard, Stockard (1999) showed that research provides one possible explanation for gender segregated play ; boys and girls play very differently, and therefore may actively seek others whose play style is most similar. Specifically, girls tend to form close, intimate friendships with one or other girls, they are more likely to take turns speaking, and express agreement. Boys in the other hand, play in larger groups, engage in rougher activities that take up more space, and use interruptions, threats, and boasts.

In addition to family, school and peers, media is concerned as an important agent of socialisation such as television, computer games and literature communicate ideas about what is gender appropriate behavior for boys and girls . Research has shown that children's books, for example, are beginning to portray girls and boys in non- stereotypical ways; though, many of the books that predate this change are still available in libraries and book stores everywhere. These classic books tend to portray girls in traditionally gender-appropriate ways- doing household chores, and showing boys engaging in a wider variety of activities. They also

show girls holding household cooking and cleaning objects, while they are more likely to show boys using outdoor tools or building things. (Burn,1996)

1.6. Advertisements

The original sense of the word “advertising” comes from the French word “advertir” which means “to inform”, “to make something remarked” “giving an opinion”(Mebarki,2006,p.12)

Advertising is a common phenomenon nowadays that has gained the attention and interest of a huge number of individuals in different societies around the world.

Peoples are exposed to the advertising process wherever they are. Advertising is not only an ‘ideal tool’ for attainment people economically, but it is a tool of attaining and maintaining contact with persons socially, politically, culturally, and psychologically. Hence, advertising is neither a simple way of selling products nor the primary issue which changes society’s attitudes and behaviour so as to complete its ends and economic purposes. As Harris and Seldon argue: “advertising is designed to spread information with a view to promoting the sales of marketable goods and services” (1962:40 apud Vestergaard & Schroder, 1985:2). From this point of view, advertising exists “to help to sell things” (White, 2000: 5), which is limited to giving utilitarian information about the product with the objective of informing the consumer about the necessity and the importance of the commodity advertised. Besides, according to Nicosia (1974 apud Sheehan, 2004: 2-3), to advertise means “to give notice, to inform, to notify or to make known”. He found that a successful advertisement should include ‘information’, ‘reasoning’ and ‘emphasis’. He means that advertisers should not only inform their audiences about the product, but also stimulate ideas among them as well as developing their interests and curiosity through creating new meanings from the advertised commodity.

As a conclusion, to advertise is to inform the consumer about the product as well as persuading him or her to buy this product, which will be achieved only through creating a meaning or value out of it. Through images, verbal language or symbols, consumers come to identify themselves with the merits and significance of the advertised product in their everyday life. In other words, advertising is about information, but it is also about ‘appearances’; “advertising is not just about the objects’ appearance but about personal appearances: how we look at others, how we think of ourselves” (Barthel, 1988.p. 1). Hence, advertising according to Barthel is about creating a relationship between object and subject,

which means between the product and the meaning or the value it brings to the buyer - the meaning the product carries, which the buyer wishes to appropriate.

1.7. Gender Stereotypes

Walter Lippmann introduces the term “stereotype” in his text *Public Opinion*, referring to them as “pictures in our heads” that simplify how people think about particular groups of people (1922, 81). In fact, people rely on simplistic pictures and images when forming or expressing opinions about others. Lippmann argues: “For the most part we do not first see, and then define, we define first and then we see” (Ibid). As such, cultural or personal stereotypical thinking might result in misunderstanding, tension and perhaps most important discrimination.

Stereotypes are produced universally, It is a natural process which appears with long lasting events, behavior and way of life and also with repeating events. The most obvious noticeable stereotypes can be seen in society and its aspects – man and woman. As Carol R and Melvin (2004) argued :

“Gender stereotypes refer to the psychological traits and behaviors that are believed to occur with differential frequency in the two gender groups(e.g., men are more “aggressive”, women are more “emotional”). Stereotypes are often used to support traditional sex roles (e.g., women are nurses, men are construction workers) and may serve as socialization models for children. They help predict other’s behaviors, but they also fail to recognize individual differences and overlap between groups.”(P.11).

This quotation further supports the idea that gender stereotypes create from gender roles which characterize the responsibilities of females and males. The roles are categorized as masculine for males and feminine for females. Females and males are expected to achieve some duties in a particular society. These roles are basically constructed by the society or culture in which person lives. The roles are joined to the sex of the individual. Roles such as taking care of children, cooking and engaging in food production are attached to females, whereas males are recognized with roles such as protecting families, building houses with engaging in paid employment, cash crops production and business (Archer & Lloyd, 2002).

Additionally, when connected with media, stereotypes have been mostly used as means of abuse, which is reinforced by justified objections of various groups such as women, ethnic minorities or homosexuals. However, when Walter Lippmann used the term “stereotype” for

the first time, he did not intend it to have such pejorative connotation. Therefore it is important to examine how stereotypes work in society and also focus on some positive effects from the point of view of the mind of individual. It has been suggested that there are four social functions of stereotypes:

An Ordering Process. Stereotypes act to shape our reality in an easy-to-understand structure. They help to make sense of society and the world, especially through generalization, patterning and typification. In this manner, they play a basic role in our understanding of the world. Lippman concludes that the fact that stereotypes offer an incomplete view of the world does not necessarily make them fake “There is anyway no such thing as a complete view of world” (Dyer 1993, 7).

A Short Cut. Stereotypes are easy, simple -to-grasp form of representing a great deal of complex information. They help people to easier understand otherwise complicated matters (Ibid.).

Referring To ‘The World’. They have their origin in the real world. Stereotypes as social constructs are a type of “re – presentation”. Media as central source of information in today’s world have a big influence on maintaining, creating, and reinforcing stereotypes. They serve to naturalize the power relations in society. For instance, the fact that women are often stereotyped as passive to men, homemaker or housewife legitimizes her inferior position (Ibid).

An expression of our values and beliefs. Stereotypes are based on agreement on the way we think about a social group. Many stereotypes exist because they appear to have a status of consensus. What stereotypes represent, however, are not beliefs based upon reality but ideas which reflect the distribution of power in society, they are not expressions of true value but ideology (Ibid).

1.8. Gender Stereotypes in Advertising

As stated by Penaloza, Toulouse and Visconti (2011), Advertising does not just concern with selling products but somewhat values, attitudes and cultural representation as femininity, masculinity, achievement and sexuality too. Additionally, Researches on gender construction tell us that we find three stages take place in this process; gender assignment at birth, then gender identity development through family setting and in the same time acquisition of gender roles through socialization process. The representation of gender in advertising are principally linked to the social power arrangement and structure. Advertising is very dominant force that

denote, evolves, changes, and explain the idea of social class, ethnicity and gender. Advertising has a great significance because it tells us about gender identity. Advertising uses women and men graphics images to take and convince our attention.

In addition to that, they state that as clients, thousands of advertising messages besides images enclose us each day. There is no way to be saved away from this type of advertising pictures; even we do not essentially buy these kind of advertising products. Advertising has various functions; the most important function is to provide us with an idea concerning how should we live the “good life”. In addition to that, it also provides us with understanding about how both ideal men and ideal women appear. Moreover, advertisements supply us with the stereotypical representations of gender. Then these stereotypes provide us with hidden assumptions about how females and males truly are. In specific, over time, the representation of male and females are opposed to natural (Lisa Penaloza, Nil Toulouse and Luca M Visconti 2011)

1.8.1. The Representation of Masculinity in Advertising

As said by Erving Goffman (1979), Masculinity is defined as contrasting to femininity in culture; it is seen more by what it is as what it is not. Masculinity's conventional ideals are all about dominance, control, independence, power, intimidation, activity in addition to confidence. These values are represented in masculine gestures, postures and facial expressions; males are typically shown in straight positions, looking confident and organized, with straight stare.

Males are typically shown and depicted standing straight with their hands in their pockets or their arms gathered, viewing out to the looker. This projects authority and self-confidence, occasionally neighboring on absolute menace and warning.

Males are nearly never represented in parallel ways to women as; in deviation situation, off balance or in unusual expressions.

1.8.2. The Representation of Femininity in Advertising

As stated by Erving Goffman (1979), advertising tells us that boys must display themselves like aware persons; kept their childhood behind them, while petite girls never appear that she is growing into adult at all. In advertising world, petite girls and adult women are depicted in same ways as if they are the similar (same way of hairstyle and dressing, etc).

Females are frequently showed as petite girls infantilized throughout childish posture: presented as upset and shy; they are portrayed placing one or all their finger in their mouth (in suggestive ways of sexuality that combine the sexuality of the childhood with adult)

Additionally in advertising females dressed like to petite girls beside this, they hiding behind objects, lying in the fetal position. As illustration of the infantilisation of woman in advertising is to depict them as kids as well as petite girls are likened with mature womanhood and sexuality.

1.9. Conclusion

In view of all what has been mentioned so far, one may notice that this chapter examines data from several studies that have been carried out about all what concerns gender and the discourse of advertising. The issue has grown in importance when light is shed on the representation of gender in advertising and the representation of gender stereotype in advertising, as well as gender and the process of socialization. As a result, socialisation is not finishing process. It begins with the birth of the child and continuous until his or her death. Through this process child learn many things such as norms; values and attitude and become aware about the roles that matched his or her personality. Furthermore, the socialisation process leads to gender stereotypes and this may affect the representation of both gender in many fields.

2.1. Introduction

This chapter reviews the previous researches conducted to examine gender in advertisements. It is divided in two parts: the first part is about prior study of gender representation in advertising such as content analysis, semiotic analysis .and the second part focus on Goffman model from 1979 which deals with unequal relationships between men and women and their social positions in social power hierarchy displayed in advertising images. In addition to that Goffman (1979) framework is organized around six themes of investigation (Relative size, the feminine touch, Function ranking, the family, the ritualization of subordination, and Licensed withdrawal)

2.2. Previous Research

The Women's Liberation Movement has had a significant impact on the roles and status of men and women in western society. Since 1970's researchers in a number of domains, such as social psychology, advertising or communication started to challenge male-dominated society and study the issue related to western advertising context. Advertising has been criticized for "helping perpetuate by failing to show the different capabilities and personalities possessed by women and by failing to show the wide range of daily life that may be attended by them" (Sexton & Haberman, 1974, p. 41-46).

2.3. Content Analysis

In 1970's many studies, generally related to gender role stereotyping, have been conducted to examine the truth of images of women. Early researchers in this subject usually examine huge number of advertisements in order to classify a particular type of women representation. The aim was to demonstrate what prevalent gender role stereotypes could be found in advertisements. Results from these researches revealed a common emphasis on projecting male superiority and feminine inferiority. Specifically, prior studies have shown that advertisements feature women mostly in stereotyped ways (Valdivia, 2003, p. 198). Among the major studies that made a significant contribution to the research on women roles in print advertisements was conducted by Courtney and Lockeretz in 1971. Through the use of content analysis, the authors looked at 700 advertisements from eight general interest magazines that appealed to both men and women. They introduced four general stereotypes characterized for print advertisements: First, a woman's place is in the home. Second, Women do not make important decisions or do important things. Third, Women are dependent and

need men's protection. Firth, Men see women as sexual objects; they are not interested in women as people.

Courtney and Lockeretz (1971) concluded that women were most often shown in advertisements for cleaning, food, and beauty products, drugs, clothing, and home appliances. By contrast, men appeared most often in advertisements for cars, travel, alcoholic beverages, cigarettes, banks, industrial products, entertainment media, and industrial companies. Nearly half of the men were shown in working roles. In contrary, less than one-tenth of the women were shown in working roles, which were limited to entertainers, stewardesses, schoolteachers, assembly line workers, and a single portrayal identified only as a "working woman"(Courtney and Lockeretz ,1971,p 92-95).

Similarly, The study from Sexton and Haberman (1974) focused on advertisements for beverages, air travel, cigarettes and automobiles and made a similar conclusion. Their results showed that "very few advertisements presented women in positions that would be considered atypical by society standards" and "image of women reflected in advertising is limited". Though the status of women has been improving knowingly at that time, advertising industry has not reflected this change and, with a small number of exceptions, tended to "show women in rational settings and in under-representative numbers".

Furthermore, in their major study Venkatesan and Losko (1975) found that women were pictured as : a sexual object, physically beautiful, as sexy, as high living, housewife and dependent on men.

Numerous studies compared advertisements from different time periods since the pre-women's movement area. In 1976, Ahmed and Janice M. Belkaoui undertook a comparative analysis of advertisements from 1958 to 1972 to examine whether advertisers correctly respond to the women's movement. Additionally, their results show that women were depicted primary: in nonworking roles, as low income earners, in attractive roles and idel; situation, and as having limited purchasing power.

One of the most important research related to this issue is Goffman's (1979) study. The purpose of his investigation was to analyze patterns of gender roles in advertising. The author analyzed nearly 400 print advertisements. In his major study, Goffman (1979) found six categories which pictured gender stereotypical portrayals in print advertisements. They were: relative size (related to social weight), feminine touch (women tracing the object), function ranking (related to hierarchy of functions), the family, ritualization of subordination (women is depicted in lowing postures which express subordination and submissiveness) and licensed withdraw (women pictured as removed psychologically from the situation).

Twelve years later, Kang (1997) decided to add another two categories which were introduced in her conceptual replication of Goffman study from 1979 which is body display and independence. The objective of his investigation was to develop a comparative study in order to analyse which female roles were most common in magazine advertisements in 1979 and in 1991. The study was composed by a random sampling of 504 advertisements, 252 pieces, which were collected from women's popular magazines. Results of Kang study showed that overall portrayals of women have been changed from 1979 to 1991. And he found that advertisements are still showing the same stereotyped images of women. (Kang, 1979)

However, the number of gender role analyses reduced in 1980's and 1990's. The studies started to be more specialized, they concentrated for example on representations of women in business or cross-cultural analysis. They often work with data collected from 1970 either to revisit or reproduce the prior studies to notice whether gender stereotypical images have development above the time or to progress the previous theories with emphasis on the influences of stereotypes. (Valvidia, 2003, p. 250)

Results of new studies are varied. Sullivan and O'Connor (1988) compared print advertisements of the year 1983 to advertisements of the 1950s and 1970s. Their study concluded that the 1983 advertisements more correctly reflected the true variety of women's social and professional roles than did those of the previous decades. They were represented as working outside the home, in progressive occupations or in non-traditional roles. Women were more often publicized as independent of men and as concerning equal social roles. On the other hand, the tendency for gender similarity (i.e., men and women engaging in more similar activities and behaviours) was counteracted by an rise in women portrayed in purely decorative and sexualized roles. In the same vein, Ferguson, Peggy and Kreshel (1990) in their study found that portrayals of women as subordinate to men have decreased in print advertisements. In contrast, images of women presented as sexually alluring objects with no functional relation to the product have powerfully increased. This may suggest that the development in one area seemed to be counterbalanced by setbacks in another. "An increase in sexualized, as well as degrading, submissive, and objectified, images of women re-established the power imbalance between the sexes" (Faludi, 2006, p. 69).

Acevedo et al (2004) have considered how women understand female representations in advertising. The authors interviewed 60 Brazilian women and concluded that women perceive advertising images as depreciated, idealized and modern.

Although, In his study Koudelka (2008) revealed more positive conclusions because now woman shown more confident and independent . The research focused on print advertisement in Czech magazines (1997-2006) concluded that “women and men are closer in advertising than they used to be in the past”. In the analysis that focused on typically men’s and women’s popular magazines (e.g. Esquire, Cosmopolitan) revealed that these magazines can be still considered as a rich source of traditional stereotypical images. The role of women in advertising is, however, rapidly changing. A woman is now shown more often as confident and independent. Moreover, when man and woman portrayed together, woman is more often portrayed in dominant position and as a major figure in the advertisement.

2.4. Semiotic Analysis

Semiotics can be defined as science of the signs and is a branch of linguistics. It has originated in the work of Ferdinand de Saussure in Europe and further developed in America by Charles S. Peirce. This approach proposes a totally different insight into understanding advertisements. Unlike the previous analyses, which were not able to provide the explanation of the results, this approach concentrates mainly on the meaning and tries to answer how advertisements work, or more specifically, how the meaning is reconstructed by both advertisers and users of the message (Botterill, Klinne and Leiss, 2005,p. 164).

This approach suggests that each advertisement acts with the concept of the sign, which may be divides into two parts : “the signifier” and “the signified”. The signifier is the material vehicle of meaning. The signified is our mental construct or the idea. In other words, signifier is the concrete dimension, signified is the “abstract” side. For example, a shape as a signifier represents empty meaning. The shape as a sign is complete of meaning. This means that these two parts can be separated only for analytical purposes, although in reality they are inseparable (Jhally 1990, Bignell 1997, Valdivia 2006).

A significant semiotic exploration of advertising is presented in *Decoding Advertisements* (1978) by Judith Williamson. She explains the ideological processes in advertising by which goods are given meaning. Williamson concluded that, advertising changes the practical “use value” of products into the symbolic “exchange value” of goods. This process is explained in the idea of a “metastructure”. Meaning is not just decoded with one structure, but transferred to create another new meaning that happens as a result of consumers decoding signs.

Consequently, the main point is that the meaning is created through the audience, rather than meaning being directed at audiences. On the other hand, the previous content analyses

focused on explicit content and argues that this represents a particular, fixed meaning, semiotic approach proposes we should participate in decoding linguistic or visual signs of the advertisements. Yet, while the advertisements cannot be read in the same way by all readers, we should remember that there are some limiting factors in using semiotic approach. First, it is the probable ambiguity in the meanings of signs and second, the reader might decode the signs in a different way which might create completely different results.

2.5. Goffman's Study

Some scholars state that prior content analyses on gender stereotyping are not correct when they emphasize the truth or misrepresent of gender representations. As Jhally argues : “advertisement images are neither false nor true reflection of social reality because they are in fact part of social reality” (Jhally, 2000). Hence, advertisements need to be studied as a basic part of reality. Goffman proposed that the most important question we can ask of advertisement is: what can advertisements tell us about ourselves.

According to him, there is nothing natural about our gender, our gender identity is socially defined and constructed. Specific relations between men and women and our “codes of normality” can have many different meanings depending upon the specific culture patterns in society. While, the codes of masculinity and femininity are shaped in culture, we have to learn how to communicate our gender in the way that will be understood correctly. In other words, in our daily interactions we need to behave according to masculine and feminine roles accepted by the social conventions that surround us. These expressions of our masculine or feminine identities Goffman called “gender display”. In gender display is observed our behaviors, gestures, body postures, ceremonial activities or cultural rituals. He found that these nonverbal signs help to define our masculinity and femininity specific for particular culture and therefore interpret the social reality and the best way how to observed our “gender displays” is in advertising images. And this is the reason why these pictures seem to be familiar for us. They can be easily read because they show us our “gender display”, our customs, bits of behavior and gestures in which we engage in real life.

Hence, in analyzing advertisements we need to take special consideration to these nonverbal elements. Goffman suggests that we should focus on how men and women share their feelings, values of power, submissiveness or sexuality. Because in advertising these expressions needs to be communicate quickly they become over-stylized and conventionalized, or what he called “hyper-ritualized”, tendencies which contribute towards the stereotyping of people particularly of men and women (1979, p84). As Goffman argues :

“By and large advertisers do not create the ritualized expressions they employ; they seem to draw upon the same corpus of displays, the same ritual idiom, that is the resource of all of us who participate in social situations and to the same end: the rendering of glimpsed action readable. If anything, advertisers conventionalize our conventions, stylize what is already a stylization, and make frivolous use of what is already something considerably cut off from contextual controls Their hype is hyper-ritualization ” (*Ibid.*).

This view is supported by Jhally (2000) who concludes that “just as gender displays are not true or false representations of real gender relations neither are ads true or false representation of real gender relations or of ritualized gender displays - they are hyper-ritualizations that emphasize some aspects of gender displays and de-emphasize others.” Consequently, advertisements do not present unreal world separated from social reality.

2.6. Goffman Model (1979)

Goffman’s method for decoding gender behaviour utilizes every little aspect of everyday life. In his offensive analysis of nearly 500 advertisements he focus on very subtle signs of our social interaction, generally the gestures, eye contact, position of hands, facial expressions etc. He concludes that the most simple gestures, familiar rituals, or taken-for-granted forms of address enhanced understanding of the relationships between males and females. Indeed, he found six categories which pictured gender stereotyping in advertising images. They were : Relative Size (related to social weight), Feminine Touch(women tracing the object), Function Ranking (related to hierarchy of functions), the family, ritualization of Subordination (women is depicted in lowing postures which express subordination and submissiveness) , and Licensed Withdrawal(women pictured as removed psychologically from the situation). He showed that these categories are investigative of gender differences in “social weight,” that is authority, influence, and social power.

2.6.1. Relative Size

One way in which Social weight (power, authority, rank) is echoed through the depiction of relative size , Goffman showed that men are systematically pictured over women. Male “relative size” above females in the image reflects traditional cultural attitudes of male

authority and power over females. When a woman is pictured taller than men, it is generally sign of her higher social position (doctor and patient).

2.6.2. The Feminine Touch

Goffman (1976) argues that the use of one's hands reflects both the utilitarian and symbolic meaning. In his words women, more than men, are pictured using their fingers and hands to trace the outlines of an object or to cradle it or to caress its surface or to effect a 'just barely touching'. This ritualistic touching is to be distinguished from the utilitarian kind that grasps, manipulates, or holds.(p.16). Goffman felt that this conveyed the societal idea that women's bodies were considered delicate and their behavior passive, while men were forceful and active.

As said by Erving Goffman, women's hands are rarely depicted engaged in practical, utilitarian activity. Rather than using the whole hand they are more likely to use just the ends of the fingers and hold the objects delicately and lightly. By contrast, men are depicted grasping, squeezing, manipulating or gripping objects. Goffman calls this model in the representation of female hands "The Feminine Touch." The soft, delicate, caressing touch (Goffman calls it "ritualistic touching" conveys the idea that the product being caressed is "precious and desirable." from time to time, we can find a variation of self-touching, when a woman is gently touching different parts of their bodies, their hands, face, neck or hips and showing her body as an important product or something that needs support.(1976, p.16)

2.6.3. Function Ranking

Functional ranking is conveyed when one person is cast in the role of "executor" or the principale player, while an interactive partner is transmit in a secondary or supporting role, this category give information regarding the social importance and social hierarchy of the participants. This phenomenon occurs when a men and a woman participate in an activity and woman took a subordinated role. This activity could happen either within an occupational situation or outside it. (Goffman, 1972 ;Kang,1997)

Indeed, women are regularly underrepresented in advertisements or performing less meaningful roles. When men and women appear together in an advertisement, men are more likely to be portrayed as experts or leaders. Goffman argues that sometimes, even in advertisements intended at female audience, selling product such as household goods, males are depicted in high-status roles, often teaching or instructing women. When women appear in a traditionally male task, such as fixing a car, the man is presented to "parenthesize the activity, looking on appraisingly, condescendingly, or with wonder."

2.6.4. The family

It is commonly believed that family is defined as a social unit who has common goals, values, and shared commitments to one another.

Goffman (1976) argued that images of “family” reflected societal ideal- types or constructions of what people identified as their highest moral ideals (eg : social unity, love, social bonding) . Family portrayals reveal gender roles. Women are more shown similar to their daughters than men are to their sons. The father of the family in his absence, a son is represented standing at a slight distance from the other members of family to express protectiveness by means of distance. (Kordjazi, 2012. p 61)

2.6.5. The Ritualization of Subordination

A different example representing women’s subordination is offered in “The Ritualization of Subordination.”According to **Goffman** women are often depicted as lying down in a weak position, while men look aware and ready to respond to or to open action. Such poses explicitly communicate submission and dependency of women. First, placing her in such a position gives her no defense against possible threats and makes her totally powerless. Second, women appearing in such weak positions often signalize they are sexually available for men. Another way how women express their submissiveness is through “the bashful knee-bend.” He calls it “**canting**” postures – meaning the body is tilted – positions that take the body away from being upright and perpendicular and places people off-centre. Equally to the other submissive positions, “the bashful knee-bend” leaves women in vulnerable or sexualized position. (Goffman,1976)

As a final point, **Goffman** again proved that women are “saved from seriousness.” He concludes that while men have to work seriously and look distinguished in all kind of situations, women tend to show jokey “clowning.” Acting, posing, playing like kids, women cannot be taken seriously.

2.6.6. Licensed Withdrawal

Licensed withdrawal occurs when a person in a visual setting seems to be physically or psychologically removed from the present situation, thus leaving the impression that they are socially dependent upon others. The woman is psychologically removed from the social situation which surrounds her. As stated by Erving Goffman, women, more than men, may seem as not paying attention to what is happening around them. They tend to be pictured

physically or mentally removed or withdrawn from the social situation and appear to be disoriented. This leaves women dependent on the protection of others. In contrary, men seem to control the situation and stay aware and ready for possible threats.

Women are also often presented as losing their control in strong emotional situations and use their hands to hide the mouth or the whole face. Moreover, similarly to children, in some situations when dealing with uncomfortable feelings, such as fear, shyness or embarrassment, women tend to use their fingers to suck or bite them.

Another type of this category can be found when women and men appear in some euphoric situation. Women are more likely to be exhibiting a more expansive expression than men, which Kant called “expansive smile.” (Goffman, 1979)

2.7. Conclusion

As a conclusion, advertisements often do not reflect the reality; instead they create and perpetuate images of negative or unrealistic cultural stereotypes. A significant body of research has analyzed stereotypical portrayals of men and women in advertisements, generally demonstrating negative and inaccurate images of women. One of the most important contributions to this issue was made by American sociologist Erving Goffman in his classic study of gender stereotyping in print advertisements “Gender Advertisements”, from 1979. Unlike, most of the previous research, the focus of his study is not on specific social roles, but rather on visual representation of traditional stereotypes of women (e.g. dependence, submissiveness etc.) and men (e.g. authority, seriousness etc.). Goffman concluded that these images show men and women engaged in ritual-like behavior representative of gender ideals and therefore he centered his attention on subtle visual aspects of self-presentation, such as body language, emotional expressions and positions.

3.1. Introduction

This present chapter provides the analysis of current commercial advertisements in the form of Algerian panels according to six gender coding categories have been taken into accounts : Relative size, feminine touch, function ranking, family, ritualisation of subordination, and licensed withdrawal as well as the Algerian tradition and culture.

The following are the research results, which are organized based on the six phenomena that Goffman worked on in his research process.

3.2. Methodology

To investigate the research problem which is concerned with how gender is displayed in the Algerian Advertising panels, Goffman method and his six classical categories in (1979) are adopted. The analysis will be based on the following categories: Relative size, feminine touch, function ranking, family, ritualisation of subordination and licensed withdrawal. The finding will be shown by appropriate examples and commented on through the use of Semiotic approach of Goffman which examine the connotative meaning.

3.2.1. The Corpus of Study

The images in Algerian Advertising panels are chosen as a corpus of this study which was taken from Algeria (Mostaganem, Jijel). I chose this kind of images in order to see whether gender stereotypes still exist in advertising.

3.2.2. Data Collection

Based on Goffman six major findings, a total of 17 print advertisements were collected from Algerian panels. These advertisements was published in Mostaganem and Jijel.

3.2.3. The Tool

The image analysis is used as a research tool as well as the semiotic approach of Goffman is adopted to analyse the connotative meaning of the images. The coding of advertisements was developed based on Goffman's research framework, just like in his study, this research will focus on visual aspects of images rather than words.

3.3.Data Analysis and findings :

3.3.1.Replication of Goffman Model

The first section of the practical part is devoted to replication of Goffman model ‘‘Gender advertisements1979’’ in order to see whether Goffman model still applies to contemporary advertisements in the Algerian panels.

a. Relative Size

In his study, Goffman (1979) notes that in commercial advertisements a women is pictured taller than a men simply when he is her social inferior. On the other hand, women are tremendously portrayed shorter and smaller than men. According to Goffman (1979) in social interaction between the sexes, biological dimorphism underlies the probability that the males usual superiority of status over the females will be expressible in his greater girth and height.

The research provides similar findings to Goffman ones .the largest part of advertisement that picture men and women most of the time depict men as taller and women as shorter. Particularly as a means to display power and strength.



Picture 1 (The Black Love)

This advertisement represents two popular celebrities who had the chance to participate in a famous Turkish drama. The Black love (Elishq Ellasswad) . This latter is considered as one of the main powerful Turkish series ever to be translated for the first time to the Algerian accent and shown exclusively on Enahar Laki (the day for you) channel every day at 07:00 PM. Goffman (1979) states that most of time men are pictured taller than women, and this is apparent in this advertisement for ‘‘The Black Love’’ in (picture 1) which portrays a couple, the woman in the left side seem to be shorter than his male partner in the right side. According

to him men in advertising can be viewed as expressing their supremacy, and this mainly appears through their greater size and their height. This reflect the first phenomenon of Goffman model “ The relative size”

The relative size according to the interpretation of Goffman model cannot be only concerned with adult males and females but also this phenomenon can present in the advertisement of children. In these two advertisements for “DIMOOO” and “BIMBIES” in (picture 2) and (picture 3) show two children a boy and a girl the boy looks taller than the girl, and also even boy and a girl have a same age, the advertisement shown that the boy taller than girl and even this may mean that boys like adult males have a great importance and value than girls in society.



Picture 2 (Bimbies)



picture3 (Dimooo)

b. Feminine Touch

Second category of Goffman’s model is named “the feminine touch”. Goffman (1979) says that women more frequently than men, are portrayed utilizing their fingers and hands to follow an objects outlines or to hold it carefully or to touch gently its surface, while

men have functional and instrumental touch, women's touch was gentle and frequently seems to have no purpose at all.



Picture 4 (Parfumee OE)

In this advertisement for "PARFUMEE OE" in (**picture 4**), the woman shown with a feminine product (PARFUMEECAL'INFINI), she is smiling and gently touching a part of her body and also showing it as an important product or something need support. In addition to that, she puts her hands in her pockets as a body language in order attract women to buy this product.

The advertisement below for "AROMA" in (**picture 5**) also seems to display woman smile and hold a cup of coffee carefully in order to show the best quality of this product.



Picture 5 (AROMA)

When comparing these images with the men's touching demonstrating in this advertisement for "LONGINES" in (picture 6), it might be suggested that men and women have different relationship to objects. Men apparently act with the clear purpose but women do not want to impose themselves on the objects. As Gill remarked, "while men's touch was functional and instrumental Women's was light and caressing and often seemed to have no purpose at all". (P.79-80)



Picture 6 (LONGINES)

c. The Function Ranking

This category refers to the advertisements in which women are shown in less prestigious roles and occupations than men or as controlled by men. In his study, Goffman states that when men and women appear together in an advertisement, men are more often portrayed as leaders or playing instructing roles whereas women are restricted to more passive and less meaningful roles.

In the advertisements, men are more shown in professional jobs such as doctors and lawyers while women are more shown in a domestic role such as cooking in the kitchen or doing house cleaning.



Picture 7 (KIRI)

In this advertisement for “**KIRI**”(picture 7) we can notice that the man in the left side presents as a doctor plays a primary role and the woman in the right side with his son as a mother represents a secondary roles, as nurturing .



Picture 8 (Kiri Chef)

In advertising panels, a large space is given to the domestic role of women such as cooking in the kitchen. This advertisement for “KIRI CHEF” in (picture 8) shown a woman cooking in the kitchen Preparing kind of meal, as well as she plays a domestic role. In addition to that, Goffman (1979) noted as his third phenominon that in advertisement, men were always instructing or teaching women as if they were children.



picture9 (ONETOUCH)

In an advertisement in(**picture 9**), the man is teaching the women how to use “ **ONETOUCH** ” , while the woman looks confused and appears to be in control of the situation.

d. Family

In the advertisement of the Algerian panels, a large numbers is given to the traditional role of woman as mothers. This can be seen either through the relation of the mother to her baby or to her child. As it is clearly seen in the following advertisement for “**KIRI**” in (**picture 11**) which features the woman kissing her daughter hands .and also the picture(10) shows a mother with her child.



Picture 10 (Kiri)



Picture 11 (Kiri)

Another example concerned with the relation of mother with her baby, it can be viewed in this advertisement for “Gloria” in (picture 13) .



Picture 13 (Gloria)

So, the pictures of mothers with their children are widely concerned in the Advertisements of the Algerian panels.



Picture 13

To move to another advertisement, the panel for “CELIA” in (picture 13) which contains a family, the woman with her daughter, and the man in the picture represent a father with his son , he stands behind him and ready to hold him in case he falls as a kind of protection.

The importance of family is more presented in the Algerian panels and widely seen in the following advertisement for “ AFIA” in (**picture 14**) which features all the members of family sitting together and eating lunch as one of the traditional customs and traditions which is still continuing to exist and to have a strong influences on families in daily life and this denotes that the Algerian people depend on each other and related to each other as symbol of collectivity.



Picture 14 (AFIA)

e.The Ritualization of Subordination :

The fifth gender categories of Goffman (1979) is the ‘ritualization of subordination. Goffman noted that in advertisements, as form of subordination, women more than men are pictured sitting or lying on a bed, a floor or a chair. This fifth phenomenon is supported through this finding.



Picture 15

In this advertisement for "ACTIVIA" in (picture 15) seems to display woman sitting on a chair. According to Goffman (1979) the portrayal of women in such positions means that they accept to be subordinate and submissive as well as this kind of woman positioning represents powerlessness.

f. The Licensed Withdrawal

The six and last phenomenon of Goffman indicates that women are more often pictured in advertisement as removed from the scene due to the psychological withdrawal. Goffman wrote the following when describing this category:

“ woman more than men, it seems, are pictured engaged in involvements which remove them psychologically from the social situation at large, leaving them unoriented in it and to it, and presumably, therefore, dependent on the protectiveness and goodwill of others who are (or might come to be) present.(1979, p.57)

In the following advertisement for ‘Chic’ in (picture 17) the woman seems to be disoriented and totally removed psychologically from her present situations. the psychological displacement of women can be viewed through her face expressions, this is considered by Goffman (1979) as type of licensed withdrawal as it appears in the advertisement for “Venus”





Picture 16

picture 17

3.4. Discussion and findings

Findings from this analysis show that the representations of men and women in advertising often present the power relation of the society in a kind of black and white, stereotypical way.

The study was set up with the aim of examining whether portrayals of women in the print advertisements have changed in our society and whether the stereotypes defined by Goffman (1979) can be usefully applied in advertising images, the findings from the practical part are rather discouraging. The results suggest that stereotypical depictions of women defined by Goffman are still widespread in print advertisements .

The most important finding in the first category of Goffman ‘‘ the relative size’’ show that the largest part of advertisement that picture men and women most of the time depict men as taller and women as shorter, and this phenomenon also can present in the advertisement of children, it means that boys like adult males have a great importance and value than girls in society. In addition to that, the ‘‘function ranking’’ category which refers to the portrayals of man in instructing roles and women in less meaningful roles or domestic setting are still exist in advertisement ,especially when depicted together in the images.

As a result, the evidence in this research indicates that the amount of stereotypes has not changed much during last few decades, men are represented as being dominant and powerful. By contrast, women are represented as being passive and emotional.

3.5. Limitations

As far as the current study is concerned, a number of important limitations need to be articulated. This study needs to take into account the other criteria that concerns gender stereotype in advertisements and fewer references about the portrayal of man in advertisement . It focuses on restricted and limited data, only 17 images taken from Algerian advertising panels have been analysed. Another limitation of this study that needs to be acknowledged is the small members of images concerning gender stereotype in advertising panels, and it is impossible to generalize our findings because the corpus of images used in this study was extremely small, Another limitation is the difficulties when collecting data because it was very difficult to find images.

3.6. Conclusion

Overall, it should be noted that media generally and advertising in particular can affect the audience's behaviours as well as attitudes vis-à-vis issues in gender stereotype.

Hence, the chapter in hand aims to highlight the practical section of this research paper.

Data are collected from Algerian advertising panels; they are analysed and organized based on the six categories that Goffman worked on in his research process.

In this connection, the findings show that there are stereotypical portrayals of men and women in advertisements, generally demonstrating negative images of women. As far as the objectives of this study are concerned and after an objective analysis of the data collected, it becomes obvious that the findings meet the study's objectives, answer the research questions and confirm the suggested hypotheses.

Many scholars argue that the stereotypical portrayals of women in advertising can have negative effects in regard to their gender identity as well as their self-esteem, aspirations or self images. Therefore, the representations of woman in advertising have generated a lot of attention over the past few decades, especially in western cultures.

This study critically examined gender stereotypical portrayals in advertising panels. The evidence of this study suggests that the representation and role of women are much narrower due to the stereotypical portrayals from patriarchal points of view.

As regards to gender stereotypes in advertisements, studies have focused on explaining how man and woman are represented in advertisements, one of the most important investigation was made by the American sociologist Erving Goffman in his classic study of gender stereotyping in print advertisements ‘ ‘ Gender advertisement’ ’ from 1979. In his study he found six categories which pictured gender stereotyping in advertising images such as: relative size, feminine touch, function ranking, family, the ritualisation of subordination and licensed withdrawal.

In this connection, the following research were put forwards. First, to negotiate the unequal relationships between men and women in advertising images, basing on previous works done about gender stereotype in advertisements. Second, to show how gender portrayals in print advertisement images which are based on the six phenomena that Goffman worked on in his research process.

As far as the first objective is concerned, data were collected which found in Algerian advertising panels. As far as, gender portrayals in advertisement is concerned, Goffman model are still applies in advertisement.

According to the data analysed previously, the first hypothesis was confirmed, man was portrayed as dominant, active and powerful. By contrast, woman was portrayed as passive, emotional and weak, with regard to the second objectives of this research paper the advertising panels were analysed which found in Mostaganem and Djijel.

The most investigating finding was that goffman models are still applies in print advertisement to contemporary advertisement.

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The appendices

Advertisement 1: ANAHAR LAKI : 2016



Advertisement 2:DIMOO: 2010



Advertisement 3:BIMBIES : 2010



Advertisement 4:PARFUMEE OE: 2017



Advertisement 5:AROMA: 2017



Advertisement 6:LONGINES: 2012



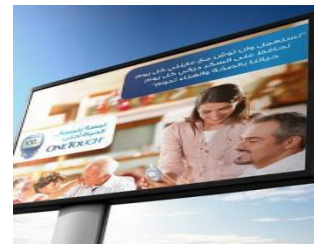
Advertisement 7 : KIRI :2016



Advertisement 8 : KIRI Chef : 2017



Advertisement 9 : ONE TOUCH : 2016



Advertisement 10 : KIRI : 2017



Advertisement 11 : KIRI : 2016



Advertisement 12 : GLORIA : 2015



Advertisement 13 : CELIA : 2017



Advertisement 14 : AFIA : 2015



Advertisement 15 : ACTIVIA : 2015



Advertisement 16 : Venus : 2014



Advertisement 17 : CHIC: 2015



