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The Representation of Women in Sayidaty Magazine Advertisements

A Dissertation submitted in fulfillment of the requirements of Master's Degree in Sociolinguistics and Gender Studies

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Dedications

I want to dedicate my work to my family and my friends.

Special thanks to my grandmother for her love and support.

To my wonderful parents, who have raised me to be the person I am

today , for being with me in every step of the way ; and for all the guidance and support that they have always given me.

To all my sisters, cousins, aunts and uncles.

To my best friends

To all who knows me and believes in me.

Acknowledgments

Abstract

Studies on gender and advertising have taken a large area of research. The current study focuses to examine the representation of women in media particularly in magazine's

advertisements. The aim behind this examination is to reveal the way in which female characters are representedvisually, and whether it has an impact on the readers. A focus is placed on their representation in 14 advertisements taken from Sayidaty magazine. So, this later is chosen as a corpus of this study.In order to achieve the aims, the investigation is based on two different methods of research. It combines a social semiotic analysis of Kress and van Leeuwen (2006) and a questionnaire addressed to 30women from Tiaret. The results obtained from the present research have shown the ways women are represented, the opinions of readers towards their representation and the effect on the younger generation. The findings of the analysis mostly showed women as being beautiful, elegant, and graceful and having attractive appearances. Moreover, they are more associated with beauty products and fashion. The final result shows that the significance of those pictures is to attract the attention of the readers in order to sell their products. Finally, it has been concluded that women have an important role in advertising.

Key Words: Representation, gender, women, media, advertisement, Social semiotic

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GENERAL INTRODUCTION

Advertising is probably found everywhere, in magazines, television, movie theaters,web pages and so on. It is a powerful medium designed to sell products, aspirations and communicate gender roles. Moreover, it is often referred to as an integral part of our daily cultural experiences, and it is almost impossible to avoid them. One of the common elements exposed in advertisements is women and how they perform within that field and make a difference. Furthermore, their representation has been a popular and challenged area of research and an important issue in public debate. The way how magazines represent women is largely considered as women's issues. In this regard, this thesis will precisely concentrate on the representation of women in Sayidaty magazine.

The motivation lying behind this work springs from my reading 'Sayidaty' magazine,the most things that attract me are: images of women, their styles of makeup, dressing, and their experiences. Therefore I found it necessary to deal with this subject, so that I could reveal the influence of such things on the audience.

In this connection, the following research objectives are put forwards. First, to explore the ways that female characters are represented in Sayidaty magazine and the roles they occupy. Second, to describe how women are represented through visual aspect and how audiences think about their representation.Along these objectives, the following research questions are developed:

1- How are womenvisually represented in the advertisements of Sayidaty magazine and what are the roles they occupy?

2-   What messages are sent through the advertisements in Sayidaty magazine?

3- Does the representation of women in Sayidaty magazine advertisements have an impact on the younger generation of readers?

In this respect, the first hypothesis assumes that women in Sayidaty magazine are beautiful, elegant and stylish and that they will occupy positions as decorative objects or models. The second hypothesis, on the other hand, suggests that advertisements are used for selling products, giving news about celebrities and educating society. The third hypothesis suggests that Sayidaty magazine may have an impact on the younger generation.

For the sake of an objective investigation, data are collected from "Sayidaty" magazine. A social semiotic analysis of Kress and Van Leeuwen (2006) is adopted; some advertisements are selected randomly then analyzed based on the following four categories: the gaze direction, distance, body display, and space. A questionnaire is designed for women who read Sayidaty magazine, from Tiaret. A sample of 30 women is selected and kindly required to complete the questionnaire.

The previously mentioned four categories sought a better understanding of how a woman is represented visually in Sayidaty magazine .On the other hand, the women questionnaire looks forward their perception and opinions towards their representation.

In order to answer the research questions, to test the hypotheses and to fit the objectives of the study in the present research, the study is divided into three chapters:

The first chapter is about the literature review. It is divided into two sections. The first section is about "gender and advertising". It deals with the definitions of some concepts concerning gender as a social construct, gender socialization, and gender roles and adverting. A focus is addressed to the previous studies conducted. The second part is about the representation of women in media, in the Arab media and in the magazine advertisements. Finally, it deals with the role of image and language in advertisements.

The second chapter is devoted to the methodology part. It presents the procedures of data collection which consist of the description of the questionnaire addressed to a sample of 30women who read Sayidaty magazine. Then, it explains the methods of data analysis which consists of the description of the social semiotic analysis of Kress and Van Leeuwen (2006).Finally, the analysis of the data gathered. The third chapter deals with the interpretation of the results;the discussion of the findingsin order to obtain the full understanding .It also gives the limitations that have limited my researchand therecommendations and suggestions for further research.

CHAPTER ONE :

LITERATURE REVIEW

1.1.Introduction

Advertising is a highly discussed topic nowadays that has gained the attention and interest of a large number of individuals in different societies around the world. Gender is one of the most important features as human beings portrayed in advertising. It is quite evident that gender, sexuality, and advertising are all directly linked with one another. The concern of many scholars was to investigate how masculinity and femininity are portrayed in advertising. According toGoffman(1979) "Gender Advertisements" was considered as an initial work in studying the relationship between gender and advertising in magazines and newspapers.

This chapter reviews the previous researches conducted on the topic suggested "the representation of women in magazine advertisements". It is divided into two parts; the first part provides briefly an overview of some gender concepts. On the other hand, the second part is concerned with how women are represented in media especially in the Arab context and magazine advertisements and finally, the role of language and images used in advertisements.

1.2.Gender and advertising

1.2.1.The Social Construction of Gender

The concept of gender became popular in the early 1970s. It was used as a systematic category to draw a line of discrimination between biological sex differences and the way these are used to inform behaviors and abilities, which are then given as either 'masculine' or 'feminine'. Gender is not something we are born with and not something we have, but something we do (West &Zimmerman, 1987). Lorber (2007) argues that gender is not innate, but is socially constructed; in other words, it is "constantly created and recreated out of human interaction" (p. 276). Gender is used to describe the socially constructed differences

between men and women, referring not only to individual identity and personality but also at the symbolic level, to cultural principles and stereotypes of masculinity and femininity. Keller (1991) declares that gender is a cultural construct that differentiates the roles, behaviour, mentaland emotional characteristics between male and female, developed by society. Gender is a social construct, a dichotomy that exists in all societies (Costa, 1994). It is acquired in early childhood, from the moment of birth; the child begins socialization into a male or female. The social construction of masculinity and femininity is referred to different processes by which the expectations associated with being a boy (and later a man) or being a girl (later a woman) is passed on through society. According to Butler .J, "Masculine and feminine roles are not biologically fixed but sociallyconstructed'';which means that gender refers to the socially constructed attributes of being male or female.

According to Lorber.J "*Talking about gender for most people is the equivalent of fish talking about water*" (1994: p1), which means that gender is such a familiar part of our daily life. Yet gender, like culture, is a human production that depends on everyone constantly "doing gender" (West and Zimmerman, 1987). As our culture changes, so do our constructs;it isdepending on the situations we face thatwe choose the gender to perform, without thinking.

Oakley. A in her book, "sex, gender and Society" (1972) explores the term gender. She says that in the western culture women play the roles of the "housewife" and "mother". This is because they are made to play these roles due to their biological sex. The western culture also believes that any effort to change the traditional roles of men and women in the society can cause damage to the social structure of the society. Oakley concludes that this view about the roles of men and women helps to support and preserve the patriarchal society. So, gender differences are hierarchically constructed, men are positioned the superior while women the inferior.

1.2.1.1.Masculinity

The term "masculinity" is related to the biological male sex and the qualities or appearance associated with men by tradition. MacInnes(1998) argues that masculinity does not exist as the property, character aspect of individuals but should be understood as an ideology about what men should be like, and this is developed by men and women in order to make sense of their lives. The term "masculinities" in plural shows that ways of being a man change across cultures and different societies and even within one society. For example, the way of doing gender in the Arab World is rather as gender performed in the west.

Then, masculinity is a concept that names patterns of gender practice, not just groups of people. It is something we perform. When speaking about masculinities, we are speaking about gender relations. Masculinities are not equivalent to men; they concern the position of men in a gender order. They can be defined as the patterns of practice by which people engage that position. The plural 'masculinities' is also used in appreciation that ways of being a man and cultural representations of men vary, both historically and culturally, between societies and between different groups of men within any one society. Masculinity can never be free of culture. In other words, masculinity is understood more as a social, cultural and chronological construct, rather than a biological one. In our culture; to be ''masculine'' is to be less emotional, responsible, rational and competitive, independent, strong and dominant.

Then, in Connell words, masculinities occupy a higher place than femininity in the 'gender hierarchy' characteristic of modern Western societies. In the highest rank of gender scale, there is 'hegemonic masculinity'. The concept of hegemonic masculinity was developed by Carrigan, Connell, and Lee (1985) to acknowledge that masculinities are plural rather than singular and those different kinds of masculinities are constructed in relation to, and through struggles with, each other.

1.2.1.2. Femininity

Femininity has been understood as a problem for Western feminism in general and many feminists in particular. It is defined as a set of behaviors, attributes, and roles generally associated with girls and women, it is related to how women are expected to behave. Johnson.J and Robin.R (2009) stated that like the relation found between masculinity and maleness, femininity is usually assigned with femaleness when in fact it is not naturally associated with any specific bodies and is instead produced through the behavior and practices of the individuals in everyday life.

Femininity stands for a society in which social gender roles overlap (hofsted, 2001). It is a concept that describes gender but is developed through socialization and individual construction of self-identity or self-concept (MacDonald, 1995). Research has demonstrated that high levels of masculinity but not femininity are associated with good mental health among teenagers, which is suggested to be the result of many privileges associated with masculinity during the adolescent years (Barrett & White, 2002). In this way, scholars have problematized the positioning of femininity as "other," clearly different from masculinity as opposed to a function of the gender system in its own right. (Schippers, 2007).

Research on femininities needs to question the way in which femininities are oppressed and dominated by masculinity. Women are expected and taught to be more passive, caring, and nurturing (Junn, 1997). To be feminine is to be soft, emotional, submissive, dependent and weak.

1.2.2.Gender socialization

It is important to know not only how individuals behave but also how they learn and adopt their behaviours. The way people are, behave and think is the final product of socialization. Socialization refers to the lifelong process in which people learn the values, attitudes, and behaviours that their culture seems appropriate to them as feminine or masculine as well as how to interact with other people within their cultures. Socialization is defined as:

> *"The process whereby individuals acquire knowledge, skills, and attitudes (including habits, beliefs, and motivations) which permit them to participate, more or less effectively, as members of a group" (Brim, 1996).*

Without socialization, people wouldn't be able to learn the language, symbols, values and norms of the society where they live and they also wouldn't be able to find their place in society. Gender socialization involves the targets of socialization, the ones who are socialized and the agents of socialization; all the institutions that are responsible for this process including the family, peers and friends, school and media.

1.2.3. Gender roles

Gender roles can be defined as the behaviors, characteristics and attitudes expected of males and females by a particular culture or society. This takes to the issue of what a society expect women to do, and what they expect men to do. Gender roles are the product of the interactions between individuals and their environments, and they give individuals signals about what kind of behavior are believed to be appropriate based on their sex. Appropriate gender roles are defined according to a society's beliefs about differences between the sexes.

Different disciplines suggest that there are different perspectives on gender roles. An ecological perspective proposes that gender roles are created by the interactions between individuals, communities, and their environments. They are sometimes created on the basis of stereotypes about gender. According to Begley.S (2000), stereotypes present a trick into which many people can fall. Gender stereotypes are overgeneralized understandings of males and females and the differences between them. Gender stereotypes are very effective; they influence conceptualizations of women and men and create social categories for gender.

These categories represent what people think, and when beliefs differ from reality. Individuals sometimes base their perceptions about appropriate gender roles upon gender stereotypes.

Gender roles include those behaviours, attitudesand poses that men and women are expected to perform according to the historical period and geographic context they live in. On the other hand, the essentialist perspective argues that gender roles are learned during development and reinforced through everyday life, socialization processes and cultural influences.

Finally, the concepts of gender role and gender stereotype tend to be related. When people associate a pattern of behavior with either women or men, they may supervise individual variations and exceptions and come to believe that the behavior is certainly associated with one gender but not the other. Therefore, gender roles provide the material for gender stereotypes. If the social role of women and men change, the stereotype will change. Stereotypes are not based on experience. They are based on social roles.Gender rolesreflect the behavioural norms applied to males and females in societies that influence their everyday actions, expectations, and experiences.

1.2.4. Advertising

Advertising is a fundamental communication tool. It has gained the attention of a great number of individuals in different societies. In today's society, advertising has a reflective impact on how people understand life, the world and themselves, especially regarding their values and their ways of choosing and behaving. Advertising uses many forms of media to get its message through, such as television, print (newspapers, magazines, etc.), radio, internet…etc. According to Nicosia (1974) and Sheehan (2004), to advertise means "to give notice, to inform, to notify or to make known".A number of scholars divide the development of advertising into four stages: the productinformation stage, the product image stage, the personalization stage and the lifestylestage (Cheng & Schweitzer, 1996).

It suggests that a successful advertisement should include 'information', 'reasoning' and 'emphasis'. In general terms, an advertisement is simply a public notice meant to convey information and invite some other response. As that suggests, advertising has two basic purposes: to inform and to persuade. That is to say that advertiser should not only inform their audiences about the product, but also stimulate ideas among them in order to develop their curiosity and interests ,to influence their thinking or acting in a particular way or providing information.Strong (1926) argues his thesis made in 1925, in which he believed thatadvertisement is firstly, to make a reader want, and second, to present a solution bytelling

the consumer that his/her desire can be sufficiently satisfied by means of theadvertiser's product.

The purpose of advertising is "to help to sell things" (White, 2000), which is limited to give useful data or facts about certain product, so the objective is to show information to the consumer about the advertised product. "Advertising is not just about the objects' appearance but about personal appearances: how we look at others, how we think of ourselves" (Barthel, 1988). It is a part of our daily cultural experiences and it is impossible to avoid them. It can have a huge effect on how we make sense of ourselves.

According to Chafai. H (2008), to advertise is to tell the consumer about the product as well convincing him or her to buy this commodity, which will be accomplished simply through making sense and value out of it.The study of advertising is not just about what producers say to consumers, but it is about how it is said.

1.2.4.1.Advertising as an Agent of Gender Socialization

Media plays a major role in the process of gender socialization;it communicates ideas about what is gender appropriate. Advertising, as part of media, and particularly advertising messages are considered as a very important agent of gender socialization. Together they defined the appropriate behaviours, attitudes and values for both men and women, not simply in terms of themselves, but as well as in terms of relations with others.

As pointed out by Pichardo (2002), the image of men and women provided by the media, is not only a matter of a visual snapshot, but also includes such details as how information is provided about men and women, how space is distributed between the genders, and the representation of their social position.

1.3.Women representation in media

1.3.1. Media representation

Media is a big part of people's everyday lives. It affects their way of adopting beliefs, values and how they perceive themselves and the world as well as it intervenes in accepting certain stances towards different issues whether the latter is presented graphically (images, signs…) or textually (written or spoken texts). Lussier and Sherman (2014: 221) state that media is a central source of communication and information in society and plays an important role in determining what develops into reality. One of the most present discussions about

media is how it portrays the real life. Many believe that media is considered as a mirror of society, an eye to see the world where we live and the other world that is not part of ours, by advocating what they call the *theory of representation.* Through its representation, media tells us a lot about the society we live in, it influences the way we understand and perceive the world. Representation then is how to represent something or someone, includes a process of description, depiction or symbolization. The primary work on representation is undertaken by Hall .S (1997) that has been at the head of researches conducted on media.

"Representation is the production of the meaning of the concepts in our minds through language. It is the link between concepts and language which enables us to refer to either the 'real' world of objects, people or events, or indeed to imaginary worlds of fictional objects, people, and events" (Hall. S, 1997).

For Hall, the most important while representing types of people, events or situations, is the idea of giving meaning.Besides, Hall (1997) shows that representation links both language and meaning to culture. That is to say, representation is a basic element of the process where meaning is created and transferred among individuals of a particular culture. Hence, it involves the use of language (signs, images, words) which stands for particular things for proper cultural communication. The connection between meaning, language and representation are well explored through what Hall call: "the theories of representation".

1.3.2. Theories of representation

Theories of representation are concerned with how language is used to represent the world. Hall outlined three different approaches: the reflective, intentional and constructionist. The reflective approach refers to whether the real world is reflected through language. Language functions like a mirror to reflect the true meaning that is introduced in objects, thoughts, individuals or events as it already exists in the world. It can be also called as the mimetic approach. The second approach is the intentional approach**.** It argues the opposite of the previous one. It explains that it is the speaker or the author, who imposes his or her unique meaning on the world through language. In other words, language is used to express what the author/speaker wants to convey. The third approach, however, deals with language as social behaviour, it is the constructionist approach. It proposes that meaning is neither fixed in the represented things nor in what a speaker or an author intends to convey, meaning is rather socially constructed using representational systems, to make the world meaningful. There are two main variants of the constructionist approach, the semiotic approach, and the discursive approach.Finally, Hall. S points out another important point which is concerned with the process of

representation. To represent something is to bring it up and to install it in the audience's mind through description and depiction. Secondly, to represent also means to symbolize or to stand for.

1.3.3. Variants of the constructionist approach

1.3.3.1. The Semiotic approach

The semiotic approach is largely influenced by the Swiss linguist Ferdinand De Saussure in the early twentieth century. Semiotics also called semiology is the study of signs in a culture, however, the semiotic approach doesn't consider how, when or why language is used. Language is a system built on signs. With the semiotic approach, furthermore to words and images, objects themselves can function as signifiers in the production of meaning (Hall, 1997).

The approach is deeply influenced by Saussure's ideas regarding the form or as he called it the signifier: the idea referred to as the signified and the connection between these two elements of a sign. The signifier in this context is the word, image or photo of the object and the signified is the object itself. However, according to Saussure, signs have no fixed meaning; it is always changing to the time period in which it is being used.

Finally, the semiotic approach relates the meaning of language and individual texts parole, which considers the analysis of texts an important feature in the cultural analysis of media (Lacey 2000. Fairclough 1995).

1.3.3.2. The discursive approach

The discursive approach is influenced by Michel Foucault. It is not focused on the language side of things. But it is focused more on how to produce knowledge and meaning. According to Hall (1997), the discursive approach is not a concept about the idea concerning the existence of things but rather the idea of where the meaning comes from.

If we only have knowledge of things that have a meaning, it is discourse. Discourse is a very difficult concept to understand. For discourse studies, the concept of discourse is understood as a particular form of language use and as a form of social interaction that can be defined as a communicative event in a social situation. (Van Dijk, 1989). It includes two senses of meanings: one is discourse as social action and interaction; the other one is discourse as a social construction of reality as well as a form of knowledge.

Therefore, discourse analysis can be seen as a way to show systematic relationships between socio-cultural practices, discourse practices. For example, intertextual analysis and texts, including linguistic, spoken and written languages as well as visual images and sound effects (Fairclough, 1995).In other words, it is concerned with the study of the relationship between language and the contexts in which it is used.

Finally, discourse analysis tries to explain the relationships that exist among language use, beliefs, and social interactions. It includes some other essential components such as who uses language, how, why and when.

1.3.4. Therepresentation of women in media

The portrayal of gender; especially the depiction of women has received a great academic attention in all over the world. Researchers' studies have dealt with the portrayal of women in all forms of media. Media may plan implicit and explicit messages about women's status and their equal participation in all fields of life through their representation of women, their lives, their stories, and all problems associated with them.

According to Kang (1997), many studies show the images of women are to be weak, childish, dependent, domestic, irrational and subordinate creatures. For him, women are emotional, their behaviours and feelings are not based on a clear thinking and they behave in an immature way. Women should be less aggressive; more submissive and subordinate in comparison to men. In Brown's words (1981); women are shown in stereotypical roles such as mothers and wives and are also more often portrayed in "home-bound" activities. In all forms of media, women, and girls are more likely to be exposed at home, doing domestic works(cooking, cleaning…etc.); as mothers (taking care of their children); as sex objects who are present mainly to serve men; and as victims who can't protect themselves.

"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).

As are women viewed in advertising so are seen in real life. Advertising has the power to construct human mediums. Advertising was using portrayal of female stereotypes, which have been created by society for several years. In our days, advertising uses portrayal of female stereotypical behavior to preserve the female stereotypical role in society.In the advertising world, little girls and women can be portrayed in similar ways as if they are the same (same way of dressing, looking the same, and doing the same activities… etc.).

1.3.4.1. Women and the Arab media

Even if gender stereotypes and issues seem to be universal. Gender contents may differ across cultures. Since gender is socially constructed, it may change across time and culture. In all societies, over the world, there are certain social and cultural norms about how men and women should act and behave. So, The Arab world has its own traditions and duties which are opposed to the western culture. The beliefs and behaviours of women in the Arab world are different from women's thoughts and behaviour in England. This means that cultures are different from each other. Every culture has a different way of thinking, a way of behaving and way of advertising. Every culture reacts in different portrayed advertisements. The world of advertising is one of the mirrors that reflect the culture of the communities and the prevailing view of the nature of the role of women and men and the place of each one in it.

Through different types of media, Individuals acquire certain behaviours, accept attitudes, and construct stereotypical images that influence their behaviours in everyday life. The representation of women differs from one country to another. The problem of the depiction of women in the Arab media has been under investigation for many years because of its power and its negativity and its ability to badly influence the Arab women image in society in general. Though some positive patterns are beginning to be seen, the activity in this direction is fairly slow.

Furthermore, Allam. R (2008) states that media has an influential impact on persons, who subconsciously adopt attitudes, beliefs and values presented graphically or textually. Individuals are not conscious of how much they are manipulated by the attractive or indirect messages sent through different types of media. Television, movies, series, magazines, newspapers, radio advertisements are used to sell individuals various products and individuals also acquire, perhaps without totally realizing it, values, beliefs, and attitudes that control their lives, as well as ways of behaving and thinking. Newspapers, magazines, television, and radio convey many messages and opinions on subjects that influence women and their representation. According to the Nigerian feminist Ogundipe-Leslie.M, "The power of the media to make and unmake the image of women, to hasten or retard the progress of women in society, cannot be denied or underestimated.(Allam.R 2008).

Allam. R (2008) says that Mahmoud. K in his article "The Reality of the Arab Woman in the Mass Media" pays attention to two main sorts of media: First, women represent a number of roles to men: mother, wife, daughter, aunt, and colleague. They play a very important part in society and it is very difficult for a society to develop without females' contribution. Second, women are considered to be an essential part of the development of the

Arab world politically, economically, socially, and culturally. And women position in the Arab world can be influenced by any change in these aspects, either positively or negatively.

The majority of Arab societies is patriarchal in nature and sees women as inferior to men and incapable of managing leadership roles. So far, Arab media outlets have reflected the objectification of women in real life, the domination of men in all aspects of life, as well as the simplification and marginalization of women.

There are several barriers that influence Arab women's position in society, for instance, the high degree of illiteracy, lower socioeconomic rank, and the clutch of traditions and customs which result in financial strain, such as high dowries and expensive marriages. Unfortunately, Arab media have tended to depict women in a way that debatably has done more to compound than to ease these problems.

Finally, women in the Arab media are represented doing traditional roles of as being concerned with cooking, cosmetics, and gossip. It has unintentionally portrayed them as emotional and thus unable to think sensibly and make decisions.

1.3.4.2.The representation of women in magazine advertisements

In today's society, media has a significant influence on both genders. It is where ever we go. Men and women are represented differently and play different roles in media such as the magazine. Women have become prominent figures in magazine advertisements not only to sell a product but to also sell a socially constructed idea of how women should look, think and behave. The first commonly cited study of women and men in magazine advertisements is the analysis of Courtney &Lockeretz (1971) in general audience magazines. Their study shows that women were most often depicted in the home and appear incapable of making important decisions.

A follow-up study to Courtney & Lockeretz by Venkatesan &Losco (1975) concluded that women are portrayed most commonly as sex objects, physically beautiful women, and dependent on men.

Courtney &Lockeretz (1979) examined images of women in magazine advertisements. They claimed that women were shown as dependent on men's protection and that they were often shown in home working roles. Females were most often presented in advertisements for cleaning products, food products, beauty products, drugs, and clothing but rarely in professional and high levels. Magazine advertisements seemed to reflect the world as it was (Courtney & Lockeretz 1971). Similarly, Rajagopal (2002) explained that woman has

one of three roles in their portrayal in advertisements which are: sex or beauty symbol, mother, and housewife.

Then, Goffman, in his book ''Gender Advertisement'' (1979), argued that ''women are treated as children'' in advertising. He explained that the relation between men and women in advertisements is like the relation between parents and the child. In other words, men are portrayed as the parent whereas women behave as a child. According to Goffman (1979:21) "females depicted in commercially posed scenes have straighter teeth and are slimmer, younger, taller, blonder, and 'better' looking than females found in most real life situations."

Venkatesan & Losco (1975) analyze the portrayal of women in a magazine; they conclude that women are often associated with sex objects because of their appearance. Women are usually portrayed as slim, young and beautiful in magazines. Milburn, Carney, and Ramirez (2001) agreed that females are more likely to be young and dressed in more revealing clothes and not very active as males.

In some Arab countries, women should wear modestly and urges women not to show off their bodies in public. As stated by Amanda Zimmerman (2008), Al Olayan and Karande (2000) in his study discovered that 83 percent of women in Arabic magazine advertisements wear long clothing while in U.S. advertisements just 29 percent.

Finally, Lucy Komisar (1971) suggests the audience of advertising could never know the reality of women's lives by looking at advertising, which means that advertising does not really reflect the real life of women because sometimes they are obliged to perform the way they are asked even if they do not really agree with.

1.3.4.2.1.Women roles in magazines

For years women in advertisements have been portrayed in stereotypical roles, many studies illustrate the stereotyping of women in advertisements. Various studies from around the world, have investigated the roles portrayed by women in magazine advertisements.Many researchers have analyzed gender roles in magazines advertisements and examined how women and men are represented. The key findings of research on advertisements in the magazines are different from one to another because each researcher had his objectives.

Courtney & Lockeretz (1971) announced that women are shown as housewives or mothers; they are more likely to be presented in advertisements for products that are naturally used at home. Sexton & Halberman (1974) said that women are primarily depicted in decorative roles. According to Belkaoui & Belkaoui (1976), women were shown as sex objects and were not shown to make important decisions or do important things.

In 1979, Courtney &Lockeretz examined images of women in magazine advertisements; they stated that women were often shown in home working roles and rarely were shown in high level occupational positions. They reported that females were most shown in advertising for food products, cleaning products, beauty products, drugs, clothing and home devices. Sullivan & O'Connor (1988) stated that the role of woman in advertising is sexy and attractive. Klassen et al (1993) stated that women are portrayed in traditional roles. Lysonski (1985) and Mitchell & Taylor (1990) said that women are depicted concerned with physical attractiveness.

a) Sex object

A sex object refers to a female character portrayed in a sexually attractive way in an advertisement. Her attitude is provocative. In the role of sex object, the sexually attractive female is purely decorative, and her appearance is not directly related to the product in any way (Rudansky, 1991).

b) Mother

This image is described as a woman who is domestic. In the mother role, the female is shown with one or more children in the setting, and she paid attention to the child or children, or the advertised product.

c) Physically attractive/decorative roles

The physically decorative female is most often used in advertising personal care products aimed at increasing physical attractiveness. The physically decorative role is characterized by an image of attractiveness, and the role symbolizes the physical ideal. When there is a woman in the advertising but she doesn't have any relation with the product. So, it

means that she is depicted only as a decorative object. (Belkaoui; Belkaoui, 1976; Venkatesan; Losco, 1975)

d) Housewife

The female has to Take care of the house and the family is the center activity of her life.(Venkatesan; Losco, 1975; Belkaoui; Belkaoui, 1976; Acevedo et all, 2004). The woman is concerned with house activities.

1.4. The role of language and image in advertisements

Advertising is a powerful force, in which every word is important, and its use is studied regularly. Even though most advertisements are based on a visual code, all advertisements are related to language. Language has a powerful effect on people and their behaviour. Language, a product of society, is conceived to play an important role in human interaction. Society is regarded to be the template which shapes people through defining not only their behaviour but also their identity.

It is clear that language may change when the audiences change in the social or educational status (Leech, 1972). In other words, when talking about different communities, social factors such as gender, education, age, and other external components, should be taken into attention.

The function of language in advertising is to convey specific messages, to express feelings, to give advice, to describe or create, to inform and persuade. Advertising language can either follow "a specific route of advertising clichés" or have the freedom to "deviate from it and from the rules of the language itself" (Leech, 1972). Furthermore, Leech (1972) said that the fact of advertising different types of products means to make different choices of language and especially different choices of vocabulary. Advertising language may not always be a correct language in the normal sense.

Concerning visual images, they convey meanings that cannot be expressed through words. It is important to distinguish between images and words. Pictures are "one kind of symbol and words are clearly another; words are completely "arbitrary creations", while images are "naturalistic representations". (Fowles 1996) .Images try to create a relation between the commodity and social or cultural characteristics and qualities. They do not only have the role of supporting the idea of selling a product, but they have also a major role in selling a "worldview, a lifestyle, and value system" (Kellner, 1995).

According to Messaris (1997), there are three major functions of visual images, they can elicit emotions by stimulating the appearance of a real person or object, they can serve as photographic proof that something really did happen; and they can establish an implicit link between the thing that is being sold and some other image. In this case, the role of images in advertising is to display a 'human context' which derives meanings from the product, and it is for such a reason that the majority, if not all advertisements, contain images of persons, especially young people (Fowles, 1996).

Visual content in advertising has a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Visual representations become more common and the relationship between text and the visual image becomes more complementary.Finally, it is true that sometimes pictures are unclear compared to language, and need to be explained by it; however, both language and images are central in the communication process, and both of them are complementary in creating the meaning expected from the advertisement.

1.5. Conclusion

The above-mentioned studies indicate that media plays an important role in the process of gender socialization and how people adopt behaviours, attitudes and affect their actions in real life. This was well demonstrated through the concept of "representation'' that is introduced by Stuart Hall who shows how representation works, and how meaning is produced.Past research concerning the portrayal of women in media especially in magazine advertisements indicates that, in most parts of the world, women are portrayed in a stereotypical way. They are more likely to be portrayed in a domestic environment, for cleaning products, food products, and beauty products and as sex objects. Several differences have also been accepted across countries. The language also plays an important role in advertising, it helps to convey specific messages and express feelings. A lot of researchers, all over the world, have tried to increase our understanding of cross-cultural differences in advertising content, especially in the Arab world.

CHAPTER TWO :

ResearchMethodology And Data Analysis

2.1. Introduction

This chapter represents the methodology part that is formed to give an overview of how the research is carried out, in order to answer the previously introduced research questions. It is devoted to describe the methodological procedures that have been used to give an insight to how the empirical research is conducted. It also describes the two research techniques chosen to carry out the research which is concerned with how women are represented in "Sayidaty" magazine and if it has an impact on the younger generation; the procedures of data collection and the procedures of data analysis. The first section describes the procedure of data collection, which consists of the description of the questionnaire and the explanation of data analysis, which consists of the description of the social semiotic analysis of kress and Van Leeuwen (2006). The second section is devoted to the analysis of the findings.

2.2. Methodology

2.2.1. Procedures of data collection

2.2.1.1. Questionnaire

First, the data are collected using a questionnaire, this method of collecting data is quite popular, it is considered as the heart of a survey operation (C.R.Kothari, 101). I opted for the questionnaire because it is easy to administer and does not take much time to fill in. Moreover, it allows us to collect rich dataon attitudes and opinionsfrom a group of participants.A good questionnaire will be successful in collecting accurate facts and opinions as it will be an enjoyable event for the respondents. (C.R.Kothari,100).

The main purpose of the implementation of this method ''questionnaire''is to obtain information and point of views from women. The questionnaire consists of 12 questions (three (3) in the first section and nine (09) in the second section) which are not complex, and include two types of questions, open-ended andclosed. The first type allows respondents to answer in their own words and the second type provides a set of answers from which the respondents choose.

2.2.1.1.1. Sample population

The questionnaire is addressed to a sample of 30 females of different ages from Tiaret.They are asked to answer questions concerning the representation of women in the Arab magazine (Sayidaty). Before distributing the questionnaire, I firstly asked if they read Sayidaty magazine or not then I have selected women who read it.

2.2.1.1.2.Description of the questionnaire

The questionnaire consists of three (3) pages includinga short introduction where I have introduced myself, explain to woman that it is a part of my research and I have given a brief hint on the purpose behind this questionnaire. This introduction also explains to women the way they are required to answer the different questions by ticking the appropriate response and make full statements whenever necessary. The questionnaire is divided into two sections. The first section includes questions related to personal information (age, marital status and occupation). The questions comprise a list of choices from which women choose the one that correspond to their own answer. The second section includes questions concerning the respondents' opinions and views towards the representation of women in the Arab magazine (Sayidaty).

2.2.2. Procedures of data analysis

2.2.2.1. The tool

In order to carry out a semiotic analysis in this study, the Kress and van Leeuwen's framework (2006) will be used as an investigative tool as well as the image analysis.This research will focus on visual aspects of images rather than words.

2.2.2.2. Description of the framework

In order to investigate the study concerned with the representation of women in Sayidaty magazineadvertisements. The method used for analyzing the research data is the social semiotic analysis of kress and Van Leeuwen (2006). This part is concerned with explaining how I selected, examined and analyzed the images of women in Sayidaty advertisements .The analysis will be based on the following categories: gaze direction, distance, body display, and space.

1. **Gaze direction:** or the eye direction. There are two kinds of gaze. The first one is when participants look at the viewer or that the pictures show people looking directly at the viewer, while the second one is when the participants look away from the viewer. Or that the pictures do not show people looking directly at the viewer.

2. **Distance:**inorder to code visual techniques, there are three values. First, **close-up**, in which the camera provides the exaggerated view of the represented females;we see the face or head only or the head and shoulders of the participant. Second, **medium-shot**, here there is an equality between the participants and the space around them in the image,we see almost the whole figure of the participants (from the waist up)withspace around them,and third, **a long-shot**, where the image offers a picture of the participants from a public distance,we see the whole figure of the participant with somespace around it.

3. **Body Display:** the apparent clothing of females in the images is valued under which consists of sparsely clothed (like shorts), lightly clothed (T-shirt or tops), and fully clothed (business suit, scarf and chador).

4. **Space:**there are three values which are set for the space, specifically home, workplace, street and neighborhood, leisure areas, and shop.

2.2.2.3. The Corpus of the study

As the corpus of study, Sayidaty magazine is selected. It is a magazine written in Arabic and English languages. It is the leading Arab women and family magazine. It was established in 1987 as a weekly social and women magazine. 'Sayidaty' is one of the most

popular within the Gulf region and is also likely to have the broadest circulation. Sayidaty magazine consists of different pages that are concerned with various fields such as: society, arts, fashion, jewelery, beauty, celebrities, health, fitness, decor and kitchen. It frequently features advertisements of Western origin, by big brand names such as Chanel, Ralph Lauren, and Dior.

2.2.2.4. Collecting data

Based on Kress and Van Leeuwen's framework (2006), a total of 14 advertisements were collected randomly from Sayidaty magazine. These advertisements are picked frommagazines published in April 2017. Advertisements contained a picture of at least one woman.

2.3. Analysis of the data

2.3.1. Analysis of the questionnaire

After collecting the data from the questionnaire, tables and charts are given in order to describe the statistics used to analyze the data. Each question is described and then analyzed in a complete way in order to obtain full resultsand to provide the explanation behind the answers.

Section 01

Question 01: Age distribution of respondents

Table 2.1:

Age of the respondents	20-24	25-29	30-35	Above 35
Number	11	9	6	4
Percentage	36.67%	30%	20%	13.33%
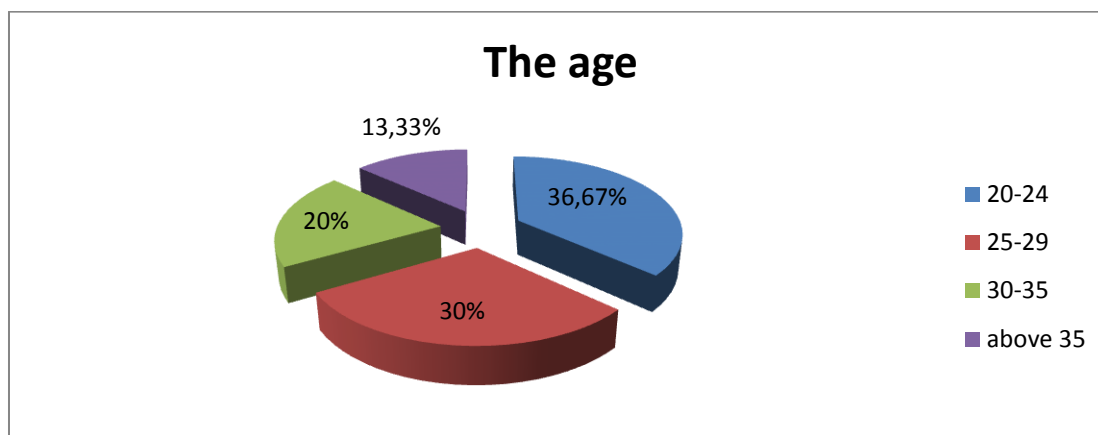
Figure2.1: The age of the respondents

From the figure2.1, it appears that most of the women are aged between 20-24 which represent 36.67% and 30% are aged between 25-29,   20% are aged between 30-35 followed by 13.33% who are aged above 35.

Question 02: What is your marital status?

Table 2.2:

Marital Status	single	Married	divorced	Widowed
Number	17	12	1	00
Percentage	56.67%	40%	3.33%	00%
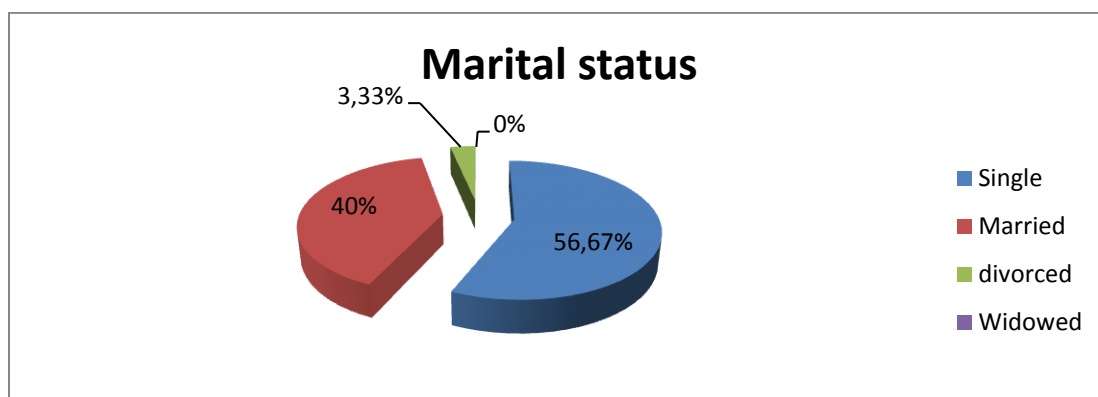
Figure2.2: The marital status of the respondents

As shown in the figure above, the majority of the respondents are single (56.67%), 40% are married and one divorced woman (3.33%).

Question 03: Occupation of the respondents

Table 2.3:

Occupation	Housewife	Student	Worker	Unemployed	Other
Number	03	13	10	04	00

percentage	10%	43.34%	33.33%	13.33%	00%
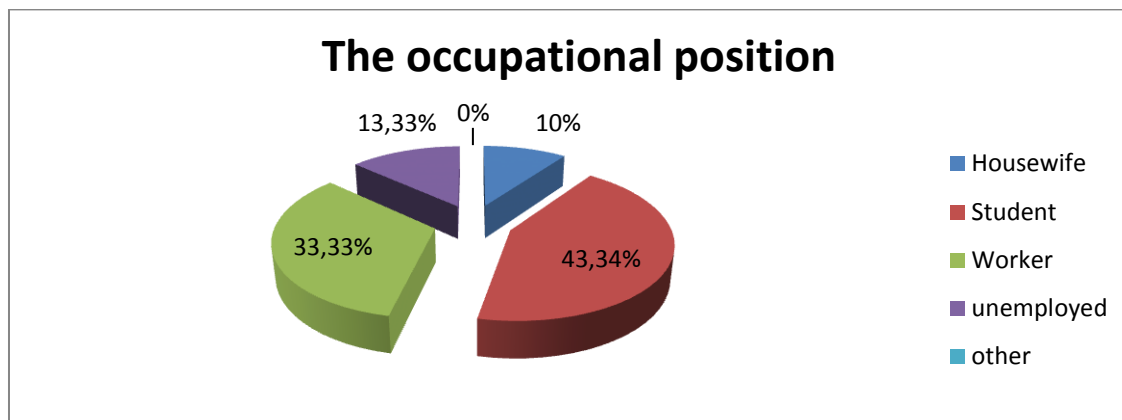
Figure2.3: The occupational position

As shown in the table above, the majority of the respondents are students (43.34%) and 33.33% are workers. 13.33% are unemployed, followed by 10% of housewives.

Section 02

Question 01: How often do you read ''Sayidaty'' magazine?

Table 2.4:

The frequency	Frequently	Sometimes	Rarely
Number	06	14	10
Percentage	20%	46.67%	33.33%
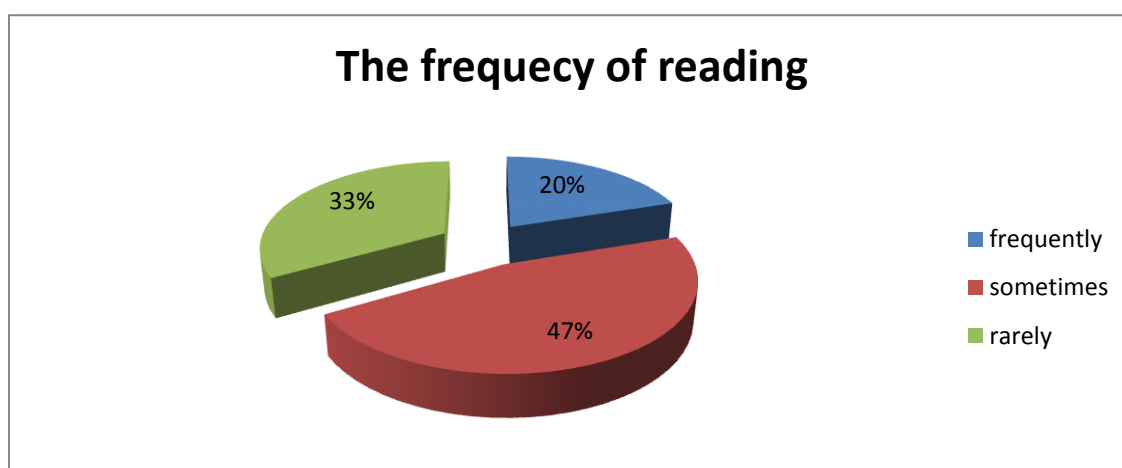
Figure2.4: The frequency of reading

As shown in the figureabove, 20% of the respondents read Sayidaty "sometimes", 20% read it "frequently", and 33% read it "rarely".

Question 02: Images are powerful tools that shape and reflect the reality.

Table 2.5:

	Strongly agree	Agree	Disagree	Strongly disagree
number	2	6	19	3
percentage	6.67%	20%	63.33%	10%
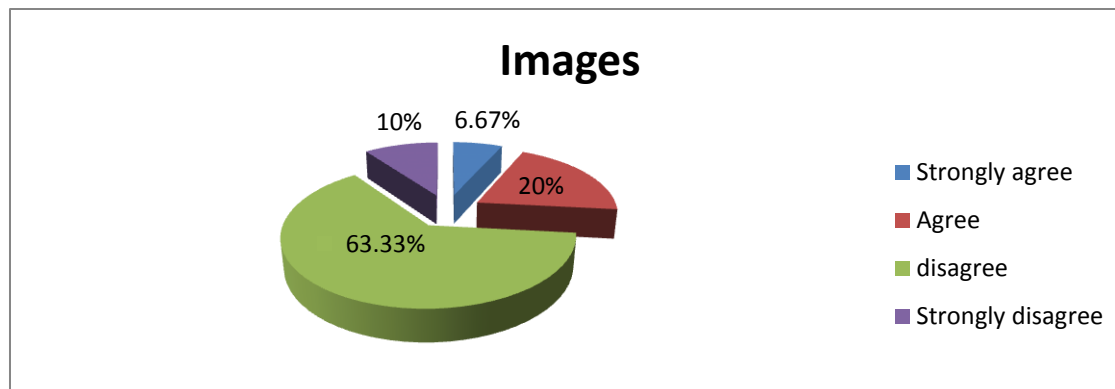
Figure2.5:Respondents' perception towards images and reality

63.33% of the respondents agree that images shape and reflect the reality, 17% are strongly agreed and 20% disagree.

Question 03: Do you think that women play an important role in advertising pages?

Table 2.6:

	yes	Sometimes	no
Number	27	03	0
percentage	90%	10%	00%
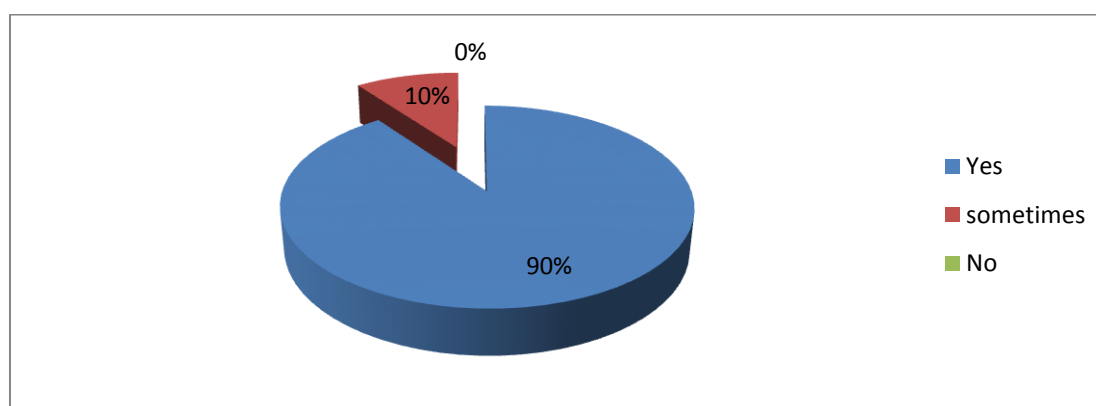
Figure2.6: respondents' opinions about the role of women in advertising

From graph 06 above, it is clear that the majority of the respondents (90%) agree that women play an important role in advertising pages whereas 10% does not totally agree.

Question 04: Advertisements use women only as decorative objects.

Table 2.7:

	Strongly agree	Agree	Disagree	Strongly disagree
number	2	11	17	00
percentage	06.66%	56.67%	36.67%	00%
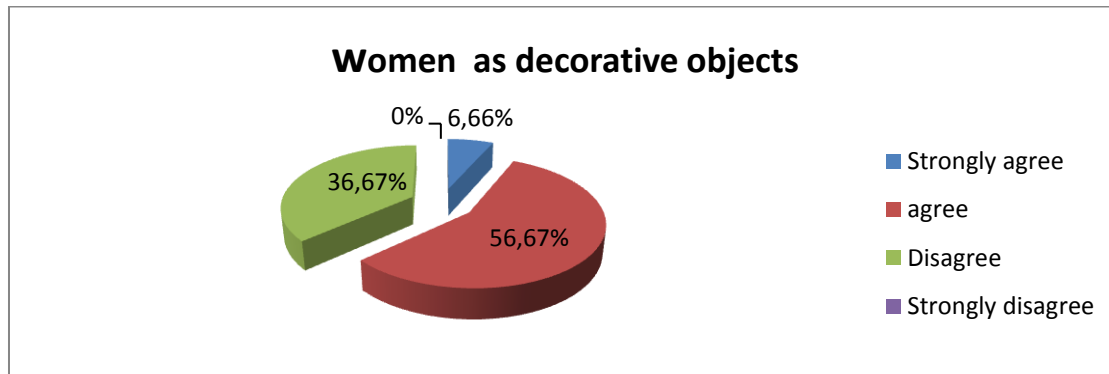
Figure 2.7: Respondents' opinions towards women as decorative objects

As shown in the figure 2.7, 06.66% of women have strongly agreed that advertisements use women only as decorative objects and 36.67% also agreed with. On the other hand, 56.67% are not agreed that women are used only as decorative objects because they play other roles.

Question 05:Are women more associated with domestic products?

Table 2.8:

	yes	Not always	no
Number	02	13	15
percentage	6.66%	43.33%	50%
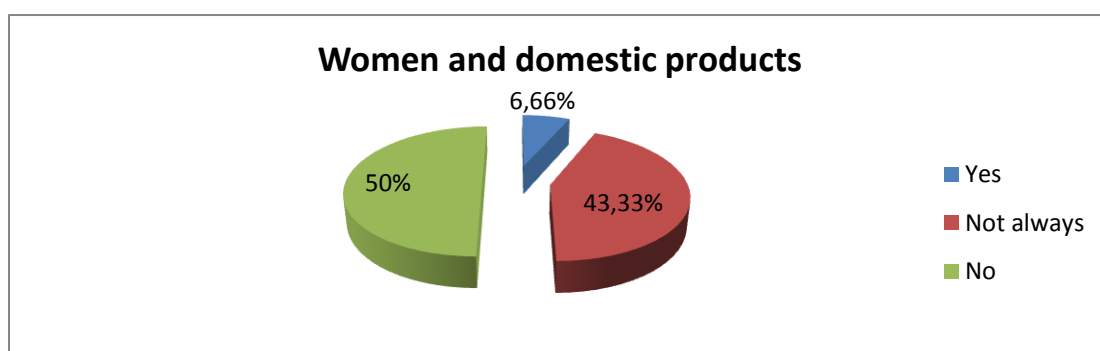
Figure2.8: Respondents' opinions towards women and domestic products

In the figure above, 50% of women are not agreed that women in advertisements are more associated with domestic products. 36.67% said that they are associated with domestic products but not always.6.66% said that women are more associated with domestic products.

Question 06: Do you think that women in the advertisements of Arab magazines are depictedthe same as in the western ones?If no, how do you find the representation of women in the Arab Magazines' advertisements?

This question aims to know the respondents' opinion on whether the representation of women in the Arab magazines is the same as the western ones or not.

Table 2.9:

	yes	To some extent	no
Number	00	04	26
percentage	00%	13.33%	86.67%
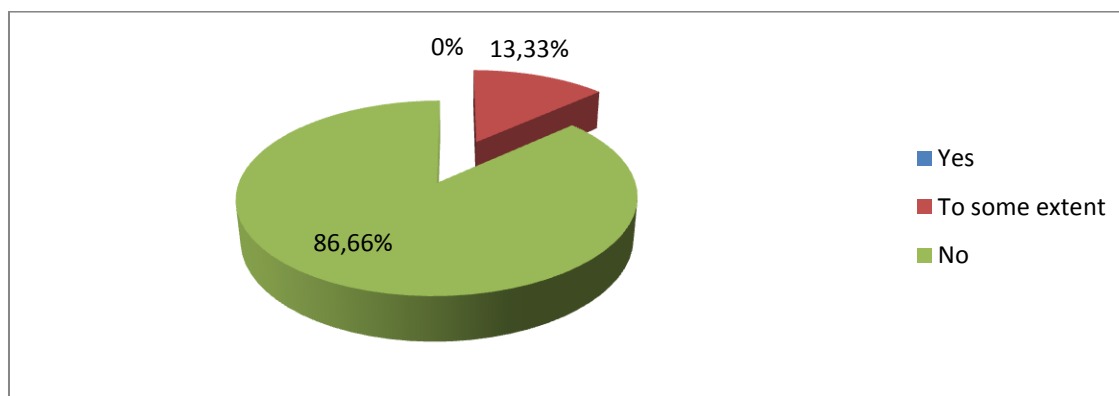
Figure2.9: Respondent's opinions on the representation of women in Arab magazines

 As mentioned in the figure 2.9, the majority of women (86.66%) said that the representation of women in the Arab magazines is not the same in the western ones. While 13.33% of women said that it is the same to some extent.

How women are represented in the Arab magazines' advertisements?

The majority of woman said that women in the Arab magazines' advertisements are conservative and wear decent dresses. Others said that in Arab magazines we can find veiled women unlike the western magazines. In the Arab magazine women are never portrayed naked in advertisements.

Question 07: Do you think that women are attractive in Arab magazines?

Table 2.10:

	Yes	To some extent	No
Number	19	11	00
percentage	63.33%	36.67%	00%
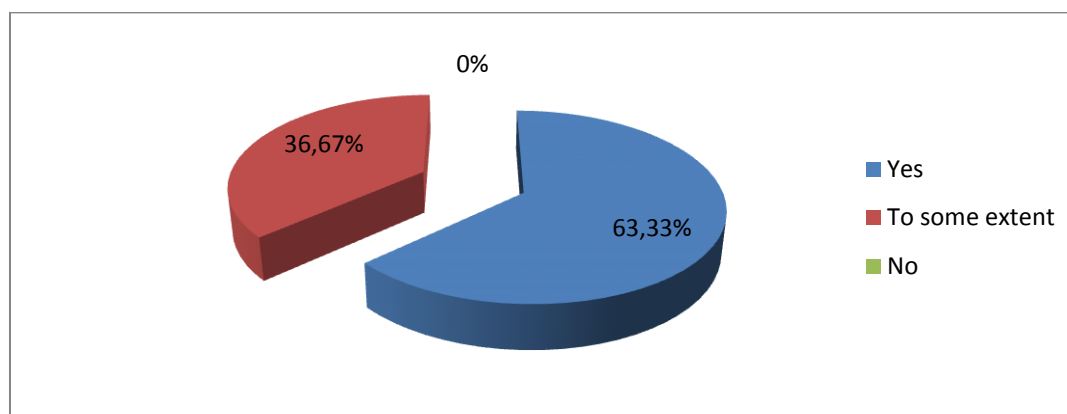
Figure2.10: Respondent's opinion towards the attractiveness of women

From the above table, we notice that 63.33% of the participants said that women are attractive in the Arab magazine and 36.67% see them attractive to some extent.

Why?

The majority of women said that women are attractive because of their beauty, their way of dressing, their elegance, style, makeup and fashion.

Question 08: Do you think that magazines have an influence on the reader's thoughts and views?

The purpose of this question is to see if people who read magazines are influenced by the articles, images, stories published in magazines.

Table 2.11:

	yes	Maybe	no
Number	11	13	06
percentage	36.67%	43.33%	20%
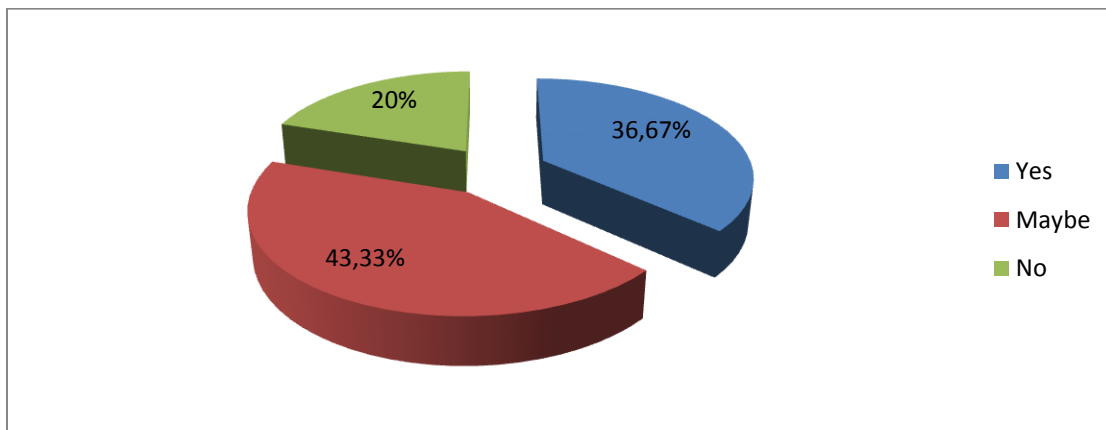
Figure2.11: magazines' influence on readers' views and thoughts

Figure 2.11 shows that 36.67% of the participant's see that magazines have an influence on the reader's thoughts and views , 43.33%   Are not totally agree but they said that maybe magazines' can influence the readers. However, 20% see that there is no influence on the reader's views.

Question 09: How do you think the representation of women is affecting the younger generation of women in our society?

Table 2.12:

	positively	Negatively	No effect
Number	11	14	05
percentage	36.67%	46.66%	16.67%
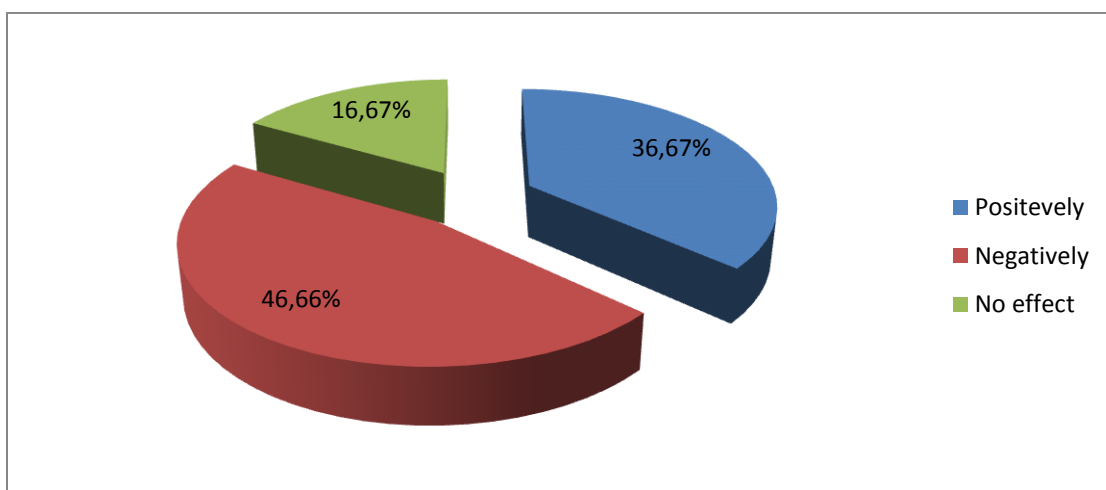
Figure2.12: The effect of women's representation on younger generation

As it is mentioned in the figure 2.12,   46.66 % of women see that the representation of women is affecting the younger generation negatively whereas 36.67% of women see that it has a positive influence on them. 16.67% say that it has no effect on the younger generation of women in our society.

Why?

Some

women said that the representation of women in the Arab magazine affect the young generation negatively because it makes them busy with celebrities, gossip, fashion, and makeup and that Arab magazines sometimes give a bad image on Arab women .

Another point of view reveals that younger women become too sensitive to fashion and addicted to the luxury world.

On the other hand, some women said that it has a positive effect on the younger generation Since it make them get up to date with the outside world, get news about stars and follow fashion.

 Few women said that it has no effect on the younger generation because they read magazines just for entertainment and pleasure.

2.3.2. Analysis of the images

I selected images that include advertisements of women randomly from Sayidaty magazine, I describe them, and analyze them basedon the categories which are: gaze direction, distance, body display, and space.

Picture 2.1: Coco Mademoiselle Chanel, Sayidaty magazine.N˚1882.Page178

The advertisement of Coco Mademoiselle Chanel, in (**picture 2.1**) shows a brunette woman looking straight at the camera with a piercing gaze; she makes a direct eye contact with the viewer. It seems like a sexy gaze with a satisfied smiling. The image is realized by a close-up camera shot where her head and shoulders are seen as kress and van Leeuwen state. The color of the suede jacket that she is wearing is very close to the perfume's color. She is holding a necklace in her hands close to her lips in order to attract the viewer's attention. In this picture the woman seems like a decorative model.

Picture 2.2: Carolina Herrera, Sayidaty magazine, N˚1882.Page13

The advertisement of the new Carolina Herrera perfume, in (**picture 2.2**) shows a woman wearing a red dress, sitting in front of a man. She seems lovely when looking to him. The woman gazes away from the viewer. The color of the dress seems the same as the perfume's color. The picture is picked from a long-shot camera (Kress and Van Leeuwen 2006) because the two figures are shown with a space around them as state.

Picture 2.3: Patek Phillipe, Sayidaty magazine, N˚1882.page02, 03

The Patek Phillipe advertisement, in (**picture2.3**) places the image of the represented woman and her daughter to the left of the image, as objects to be considered by the viewer. The product, meanwhile, is placed in the right of the image. The picture represents a woman looking with an intensive gaze and a big smiling and her daughter who is looking to her. The picture is realized by a long shot, in other words, we are shown the two figures with a plenty space around them (Kress and Van Leeuwen 2006). The woman is putting a watch in her hand. The watch is the principal object in this advertisement .it seems like demanding the attention of the viewer to displaying a passion for expensive accessories.

Picture 2.4: Sayidaty magazine, N˚1882.Page 86

The (**picture 2.4**) is portraying a woman lying down on her shoulders, her eyes are closed and she seems like she is naked. The apparent clothing of the female in the picture is valued under which consists of sparsely clothed. (Kress and Van Leeuwen2006).The picture is picked from a close-up camera where her head and shoulders are seen. The woman is relaxed and shows her beautiful face in order to persuade the readers to buy the different creams, soaps, masks that are on the left of the image for the skin care.
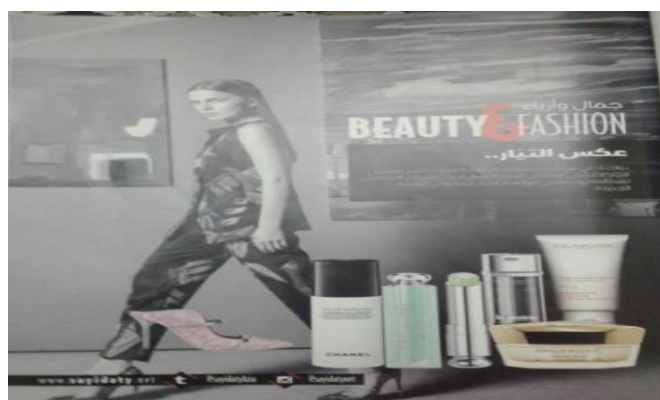
Picture 2.5: Sayidaty magazine, N˚1882. Page 49

The (**picture 2.5**) shows a woman wearing black trousers, a black shirt, and high black heels. Her makeup is light. She is looking at the observer with a mysterious gaze. The picture is

realized by a medium-shot camera, in other words, we are shown the whole figure with space around her (Kress and Van Leeuwen 2006). The woman here is shownjust like a model to represent products which are concerned with beauty and fashion.

Picture 2.6: Sayidaty magazine, N°1882. Page 09

The (**picture 2.6**) shows two slender mannequins, seem discussing with each other. They are wearing white clothes and carry bags of the same color. One of them carry a white poodle in her arms; positioned at the same angle as the bag (Michael Kors).The picture seems taken in the street. It shows women looking away from the viewer, they seem like they are not aware of the picture taken. The picture is realized by a long-shot camera.

Picture 2.7: Sayidaty magazine, N°1882.Page 144

The (**picture 2.7**) shows a woman wearing a grey t-shirt. This woman is looking up with a malicious smile. The picture is picked   away from the viewer or that woman doesn't gaze directly at the viewer (Kress and Van Leeuwen2006). It is picked from a medium-close camera shot. In the left of the picture; there is a woody spoon and grams scattered of Shea seeds, it is one of the suppressant natural appetite .the woman appears to be saying that Shea seeds can help in maintaining fitness.

Picture 2.8: Sayidaty magazine, N˚1882.Page 156

The (**picture 2.8**) shows a woman wearing summer clothes. She is putting a cap that covers her head and sunglasses that hide her eyes. She is viewed in a leisure area. The woman is gazing at the camera with a big smile. She has been captured with a medium-close camera shot because she is shown from the waist up (Kress and Van Leeuwen2006). She seems happy and holds in her hands a plane ticket. She seems like supporting tourism and she wants to persuade the reader that traveling is enjoyable and fun even if he is alone.

Picture 2.9: Sayidaty magazine, N˚1882.Page 80

The**Picture 2.9** shows a woman with Blue eyes with a full makeup. There is a white flower close to her lips and she is looking directly at the observer with a determined gaze. Her face only is seen, so according to Kress and van Leeuwen; the picture is realized by a close-up camera shot. In this picture, the woman seems like she is showing a style of makeup.

Picture 2.10: Sayidaty magazine, N˚1882.Page 70

The advertisement in **picture 2.10** shows a stylish woman. She is looking away from the viewer (Kress and Van Leeuwen).She is putting lots of jewelery. The picture is realized from a medium camera shot. The woman here wants to pay the viewer's attention and persuade him to sell jewelery. (rings,bracelets,chains).

Fashion

Most of the time, women seem to advertise fashionable clothes and this can seem in the following advertisement in **picture 2.11**.

Picture 2.11: Sayidaty magazine, N˚1882.Page 59

The **picture 2.11** shows a woman reclining on the wall, wearing a black and red dress, a mauve jacket and a high heel (Lightly clothed according to Kress and Van Leeuwen 2006). Her makeup is light. The woman has been captured from a long camera shot where the whole figure of the woman is seen with some space around. (Kress and Van Leeuwen2006).she is looking directly at the observer with a mysterious gaze. The woman here is making an advertisement to clothes, in the right of the image below; there are theprices and the brands.

Picture 2.12: Sayidaty magazine, N°1882.Page 19

The advertisement of Flexform in **picture 2.12** shows a woman wearing a black shirt, a canvas trousers and a black shoe(Lightly clothed according to Kress and Van Leeuwen 2006), laying down in the living room. She is smiling and seems happy. Her husband looks at her with a satisfied smile. The woman is facing away from the camera. She has been captured from a long camera shot where her whole figure is seen with some place around it (Kress and van Leeuwen 2006). She is at home. The woman here wants to advertise the ground piece of Flexform and that it is comfortable to sit on.

Picture 2.13: Sayidaty magazine, N°1882.Page 07

The **picture 2.13** shows a woman with a full makeup wearing a white dress and carrying her daughter in her arms. The daughter is wearing the same as her mother. The woman is looking directly at the camera with a beautiful smile. The daughter also seems to look at the camera with an innocent smile. The picture is realized by a long camera shot where the whole figure is seen (Kress and Van Leeuwen 2006). The picture here advertises how it is beautiful when the mother wears the same as her daughter.

Picture 2.14: Sayidaty magazine, N°1882.Page101

The advertisement of "Fairy" in **picture 2.14** shows a woman with a soft smile and a light makeup. She is wearing a jellaba and a veil (fully clothed according to Kress and van Leeuwen 2006).The veil is a very important issue in the Arab world especially in the Muslim world where women have used it as a sign of their religious beliefs. The portrayal of women with a veil is not used in the full advertisements of Sayidaty magazine. The picture is realized by a medium camera shot. The woman shows her soft hands in order to advertise that when washing dishes with fairy, it helps keeping the beauty of the hands.

2.4. Conclusion

This chapter was devoted for the practical part of the research work, it dealt with methodology and the tools employed to process this study. The main focus of this study was to explore how women are represented in Sayidaty magazine advertisements and the perception of people towards their representation, so to confirm or disconfirm my hypotheses, and in order to test my objectives above; I have chosen two different tools to gather the required data; a questionnaire and a social semiotic analysis of images.

After the questionnaire was distributed, the data was collected from the participants' answers and was analyzed .Then; the pictures were selected randomly from Sayidaty magazine and described based on four categories of the Kress and Van Leeuwen framework (gaze direction, distance, body display and space) and theimage analysis.

CHAPTER THREE :

DISCUSSIONS AND RECOMMENDATIONS

3.1. Introduction

This chapter is designed to analyze and discuss the findings of this research in order to obtain the full understanding as well as provide the explanation and the reasons behind the respondents' answers and the analysis of images of womenselected fromSayidaty magazine advertisements. It also gives the recommendations for further research.Furthermore, the difficulties that I have encountered and have limited my research are also involved in this chapter.

3.2. Analysis of the findings

3.2.1. The analysis of the questionnaire

The results of the questionnaire were analysed firstly in the second chapter through tables and charts. After collecting the data from the respondents who read Sayidaty magazine, I found in the first section that the average age of women loyal to the magazine is between 20 and 24 years old. The majority of them are single students.

Furthermore, in the second section which aims to know the respondents' opinions towards the representation of women in Sayidaty magazine advertisements , I have encountered the following findings:

Firstly, they are not women who read Sayidaty regularly but from time to time. From the second question, I noticed that the majority of the respondents think that advertising images do not reflect reality. The true reality is that luxurious products are not within the reach of the modest citizen. At first glance, 90% of the readers noted that women play a very important role in the pages of Sayidaty, as long as they represent world-renowned products. On the other hand, domestic products occupy almost no place in the magazine. Feminine beauty is partly dominant.

The sixth question was "Do you think that women in the advertisements of Arab magazines are depicted the same as in the western ones?''. Most of them said that it is not the same. Respondents said that it is because women in the Arab magazines' advertisements are conservative and wear decent dresses. While others said that in Arab magazines we can find veiled women unlike the western magazines. In the Arab magazine, women are never portrayed naked in advertisements unlike the western magazine.

Despite all this, the images of women in Sayidaty magazine's advertisements are attractive. Her femininity is present in her elegance, her beauty and her photographic poses.Nevertheless, in the eighth question "Do you think that magazines have an influence on the readers' aspirations and views?" Most of the readers are not sure that the magazine can influence the personality of the readers.

Finally, the final question "How do you think the representation of women is affecting the younger generation of women in our society?" This question aims to notice the respondents' opinions about the influence on the young generation either it has a positive effect, negative effect or no effect.Some of them said that the representation of women in the Arab magazine affect the young generation negatively because it makes them busy with celebrities, gossip, fashion, and makeup and that Arab magazines sometimes give a bad image on Arab women .

Others said that younger women become too sensitive to fashion and addicted to the luxury world.On the other hand, some women said that it has a positive effect on the younger generation since it make them get news about stars and follow fashion ,get up to date with the outside world. Few women said that there is no effect on the younger generation because they read magazines just for entertainment and pleasure.

3.2.2 Analysis of images

The images were described and analyzed in the second chapter using the image analysis, andthe social semiotic analysis of Kress and van Leeuwen (2006) which is based on four categories: gaze direction, distance, space and body display (clothing). After analyzing the images, from the first to the last picture chosen randomly from Sayidaty magazine, I noticed that woman is shown playing an important role in advertising pages. Most of the advertisements in Sayidaty magazine have relation with female and their needs; such as perfumes, creams for the skin care, domestic products, jewelry, luxury and fashion. I have also found that most of women presented in the magazine are beautiful, elegant and perfect. That is sure that they are all chosen after reflection, casting and tests and each one of them is represented for the imposed advertising.

Concerning the analysis of images based on the four categories, it is shown that female in most advertisements werelooking away from the viewer. The women were represented mostly in long-shot frame which enlarge the social distance between them and the viewers. In terms of clothing, female were shown lightly clothed in almost all the pictures. They were rarely depicted in fully clothed or even sparsely clothed. The pictures are taken in street, at home and in leisure areas.

3.3. Discussion and interpretation of the results

As I mentioned in the beginning, this study sought to examine how women are represented visually in Sayidaty magazine, what are their roles and how readers think about their representation. In order to obtain the required data, two main tools were used: the questionnaire and the social semiotic analysis of images. The data were analyzed before and now we start discussing the questionnaire and the analysis of images results.

The first question of the second section of the study was a question to know how often do women read Sayidaty magazine, the results are set out below and help to explain

subsequent attitudes towards the use of magazine as an advertising tool. As can be seen from the responses, 46.67% of respondents sometimes read Sayidaty.

The examination of Sayidaty magazine advertisements and the answers of the readers collected via the questionnaire revealed that women play an important role in advertising pages, and that they are so attractive. It is immediately apparent from the analysis of the images selected from Sayidaty magazine, that the most advertising pages are related to cosmetics, perfumes, accessories, dressing closely followed by domestic products. They are portrayed in different places. Women in the advertisements are not chosen arbitrarily, but that each position and dressing they wear serves a function, which affects the overall meaning behind the image. They are all beautiful, elegant and graceful.

The fifth question of the second section is concerned with the women and domestic products, the majority said: "not always". Women are rarely found advertising domestic products. They are most often featured in decorative roles. Most of the readers agreed with. They also advertise beauty products including skin care and makeup. Women are portrayed most commonly as sex objects; physically beautiful women. (Courtney and Lockeretz by Venkatesan and Losco 1975).So, in the images I have analyzed, it is shown that woman have presented just products which concern her face, her beauty, and her style.

Advertisements help society shape its perceptions of the world and the ways in which it views appropriate gender roles and behaviors. But the images are not always shaping and reflecting reality. In Sayidaty magazine, most of the advertisements use women to evoke consumer's awareness of physical beauty. The images of women in Sayidaty magazine advertisements didn't reflect their real life or their thinking. Komisar.L (1971) states that the audience of advertising could never know the reality of women's lives by looking at advertising ,which means that advertising does not really reflect the real life of women.

The first research question tends to explore how women are represented visually in the advertisements of the Arab magazine Sayidaty and what are their roles in advertisements. Accordingly, I hypothesize that women in the Arab magazine Sayidaty are beautiful, elegant and stylish and that they will occupy positions as entertainers, decorative roles, mothers, or models. Thus, according to the data analyzed previously, the first hypothesis is confirmed. For example, in picture 13, the woman is shown beautiful and seems as a mother who takes care of her daughter.

The second research question tends to examine what messages are being sent through the advertisements in Sayidaty magazine, I hypothesize that advertisements are used for

selling products. The second hypothesis is confirmed. The woman in Sayidaty advertisements tells about the product and convinces the readers to buy the commodities which will be accomplished simply through making sense and value out of it. In the majority of the images I have analyzed, the woman is represented as a decorative model to attract the attention of the readers in order to sell products.

The third research question, on the other hand, puts forward the audience's perception about the representation of women in Sayidaty magazine, and whether it has an impact on the younger generation or not. To answer this question, a questionnaire was designed to know about the audience's opinions and views about women representation; the third hypothesis assumes that the representation of women has an impact on the younger generation. After the analysis of the questionnaire, it is clearly proved that great proportion of the women state that the representation of women has an effect on the younger generation. There is who said that their representation has a positive effect and others said that it has a negative effect. On the others hand, the minority said that it has no effect.

3.4. Recommendations and suggestions

Since the present study was confined to analyze how women are represented in Sayidaty magazine advertisements , we need to recommend for conducting more researches dealing with other aspects; such as analyzing the advertisements through a linguistic aspect because in this study ,we have focused just on the social semiotic analysis or on the visual aspect.

Firstly, the corpus of images used in this study was extremely small. If the true representation of women in Sayidaty magazine advertisements is to be accurately determined, then a much bigger corpus of data would be necessary.The researchers should before have an idea about the models or the coding categories that will help them in analyzing images.

Secondly,future studies could also use the data gathered from this study to provide a base of knowledge to determine if the representations in the advertisements are accurate "mirrors of society". Specifically, if the representation within the advertisements is true reflections of society at that time.

Thirdly, The role of image in depicting women in advertisements show different or various representations, whether positive or negative.By using semiotic as a tool of analysis.

Future research must work towards creating a more balanced account of bothmale and female. Because in this study, we focused just on the representation of women, and the questionnaire also was distributed for just women who read Sayidaty.

Further studies are recommended to use other coding categories for analyzing advertisements because in this study we have focused on just four categories of the Kress and Van Leeuwen framework (gaze direction, distance, clothing, and space).

Suggestions

•   It is suggested for other researchers to study about the linguistic and semiotic aspects used in other advertisements to reveal the hidden messages.

- It is suggested for anyone who read this research, especially the female readers, to be more mature and aware in realizing how women are represented and whether there is a particular stereotype.
- It is suggested for other researchers who want to conduct a research by using social semiotic analysis in other research fields.

3.5. Limitations

- Results of this study cannot be generalized beyond the selected sample, which is composed only of 30 women who read Sayidaty magazine in Tiaret.
- The impossibility to generalize our findings of the questionnaire, because of the low sample size of the population. This sample could not represent all the readers.
- Since the informants in this study are just female readers from Tiaret, it was worthy to include more readers from different regions and also male readers.
- The time factor was also the biggest issue.
- The resources restriction and the difficulties when collecting data.It focuses on restricted and limited data.
- The impossibility to generalize our findings, because of the small number of the advertisements selected. The corpus of images used in this study was extremely small.
- It is limited to analyze only 14 advertisements of women selected from Sayidaty magazine. These were the main focus.

- Delayed of collecting the data, which took a long time either for the questionnaire or for thesocial semiotic analysis of images.

- It was not possible to apply all the categories of Kress and van Leeuwen Framework in this study;we focused just on four categories.

- In this connection, further research needs to take into consideration what has beenmissed in the current study. It is suggested to look for other numbersof Sayidaty magazine because I have selected advertisements from just two numbers of Sayidatymagazines, which I have found because it is rare these days in Algeria.

3.6. Conclusion

Overall, it should be noted that the women play an important role in advertising specifically in Sayidaty magazine advertisements. Their aim is to attract the attention of the reader. Hence, the chapter in hand discusses the relevant findings of the study. Data are collected from Sayidaty magazine, they are described then analysed and interpreted, in addition to the results obtained through the respondents' answers of the questionnaire. In this connection, the findings show a vivid picture on how women are represented in Sayidaty magazine, how the audience thinks about their representation and how it affects the younger generation. With regard to the objectives of this study and after an objective analysis of the data collected, it becomes obvious that the findings encounter the study's objectives, answer the research questions and confirm the suggested hypotheses. This chapter also suggested solutions and recommendations for further studies.

GENERAL CONCLUSION

The representation of females in advertising has received considerable academic attention, powered by the feminist movement and the evolution of women's roles in society.With regardto women's representation in media, in the Arab media and particularly in magazine advertisements, past researches indicate that women are portrayed in domestic environment, for cleaning products, food products, and beauty products and as sex objects.

This dissertation has focused on women's representation in "Sayidaty" magazine advertisements, on how they are represented in terms of images, what messages are being sent through these advertisements and if their representation has an impact on the younger generation or not. We have hypothesized that women in "Sayidaty" magazine are beautiful, elegant and stylish and that they occupy positions as decorative objects or models. We have suggested that these advertisements are used for selling products, giving news about celebrities and educating society and this may have an impact on the younger generation.The main purpose of the study was to explore the ways women are represented in Sayidaty magazine.

A social semiotic analysis of Kress and Van Leeuwen (2006) was used as an investigative tool in order to analyze images, different representations of women are examined in 14 advertisements of "Sayidaty" magazine. The analysis was focused on four categories: the gaze direction, distance, clothing and the space. Data were collected through describing and analyzing the images picked from Sayidaty magazine,based on the four categories mentioned previously. Data indicated that the pictures of women in Sayidaty magazine advertisements showed that female in most advertisements were looking away from the viewer. The women were represented mostly in long-shot frame which enlarge the social distance between them and the viewers. In terms of clothing, female were shown lightly clothed in almost all the

pictures. They were rarely depicted in fully clothed or even sparsely clothed. The pictures are taken in different places: in street, at home and in leisure areas. Women were looked beautiful, elegant and graceful,attractive and play an important role in advertising.Especially in advertising what concerns women such as perfumes, creams for the skin care, domestic products, jewelry, luxury and fashion.According to the data analyzed previously, the first hypothesis was confirmed.

The second objective was about examining the opinions and views of women who read "Sayidaty" of the representation of women in the advertisements and if it has an impact on the younger generation or not. From the analysis of women's answers about the questionnaire, it has also shown through their answers that they agreed that women played an important role in advertising and that their representation can affect the younger generation either positively or negatively and sometimes, it had no effect. So, the third hypothesis was confirmed.

These findings proved that every woman is presented in a different representation model in advertisements and; all advertisements present a different worksby using the images of women, to attract the attention of their consumers.Women seem to have strong influence and role in informing and persuading viewers.Advertisements in "Sayidaty" magazine tend to use women as product representative.Many people believe that women are the beautiful creation.

As a result, such images shape our ideas on how we should look and what is acceptable. This means that the audiences hope to look like the representation in the advertisements, by buying the advertised products.

Furthermore, future studies are recommended to use other coding categories for analyzing advertisements because in this study we have focused on just four categories of the Kress and Van Leeuwen framework (2006). It is suggested for other researchers to study about the linguistic and semiotic aspects used in other advertisements to reveal the hidden messages.Further researches in the field of gender and representation can extended to cover other issues.

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APPENDICES

The Appendices:

Appendix 01: The questionnaire

Dear Woman

 I am undertaking an academic research project in order to complete my dissertation of graduation this year entitled'' the representation of women in Sayidaty magazineadvertisements''. This questionnaire may be beneficial for me to achieve my goal in the research.

Please, read the questions carefully, then answer by ticking the appropriate response and make full statements whenever necessary.

Section 01: Personal information

1) Age

20-24☐ 25-29☐ 30-34☐Above 35☐

2)What is your marital status?

Single☐

Married ☐

Divorced☐

Widowed ☐

3) What is your occupation?

Housewife ☐

Student ☐

Worker ☐

Unemployed ☐

Other ☐

Section 2

1) How often do you read ''Sayidaty'' magazine?

Frequently ☐

Sometimes ☐

Rarely ☐

2) Images are powerful tools that shape and reflect the reality.

Strongly agree ☐

Agree ☐

Disagree ☐

Strongly disagree ☐

3) Do you think that women play an important role in advertising pages?

Yes ☐

Not really ☐

No ☐

4) Advertisements use women only as decorative objects.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

5) Are women more associated with domestic products?

Yes ☐ Not always ☐ No ☐

6) Do you think that women in the advertisements of Arab magazines are similar to those in the western ones?

Yes ☐ Rarely ☐ No ☐

If no, how do you find the representation of women in the Arab Magazines' advertisements?

……………………………………………………………………………………………………

………………………………………………………………………………………………

7) Do you think that women are attractive inSayidaty magazines?

Yes ☐ To some extent ☐ No ☐

Why?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

…………………………………………………………………………………………

8)Do you think that magazineshave an influence on the reader's aspirations and views?

Yes ☐ Maybe ☐ No ☐

9) How do you think the representation of women is affecting the younger generation of women in our society?
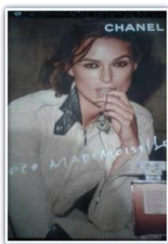
Negatively ☐ Positively ☐ No effect ☐

Why?

……………………………………………………………………………………………………

…………………………………………………………………………………………

Thank you for your time and your cooperation in completing this questionnaire

Appendix 02:

The following is the list of advertisements picked from Sayidaty magazineaccompanied by the date of the publications, the number and the page.

(1)   (2)   (3)   (4)   (5)

(6)   (7)   (8)   (9)

(10)(11)(12) (13)   (14)

Advertisement 1:COCO MADEMOISELLE CHANEL, April2017, N°1882.Page178

Advertisement 2: CAROLINA HERRERA, April 2017, N˚1882.Page13

Advertisement 3:PATEK PHILLIPE GENEVE, April 2017, N˚1882.Page02, 03

Advertisement 4: Creams, soaps, masks for skin care,April 2017, N˚1882.Page86

Advertisement 5: Beauty products, April 2017; N˚1882.Page49

Advertisement 6: MICHAEL KORS,April 2017; N˚1882.Page09

Advertisement 7: The suppressant natural appetite, April 2017; N˚1882.Page144

Advertisement 8: Tourism, April 2017;N˚1882.Page156

Advertisement 9: Dior Showcream, April 2017;N˚1882.Page80

Advertisement 10: Piaget Possession**,** April2017.N˚1882.Page70

Advertisement 11: Fashion (dressing),April 2017; N˚1882.Page59

Advertisement 12:FLEXFORM GROUNDPIECE, April 2017; N˚1882.Page19

Advertisement 13: Dressing, April 2017;N˚1882.Page07

Advertisement 14:FAIRY, April 2017;N˚1882.Page101