



Gender Stereotypes in Nigerian Advertising: A Critical Discourse

Uwem Asuquo Akpan¹, Philomena Umoren², Ifeanyi Martins Nwokeocha³,
Uchechukwu Gospel Amaefule⁴

¹Heritage Polytechnic, Eket

²Akwa Ibom State University

³Federal University Otuoke, Bayelsa State

Corresponding Author: Uwem Asuquo Akpan uwemakpan72@gmail.com

ARTICLE INFO

Keywords: Gender, Stereotype, Nigerian, Advertising, Critical Discourse

Received : 20, February

Revised : 15, March

Accepted: 23, April

©2024 Akpan, Umoren, Nwokeocha, Amaefule :
This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The study explores gender stereotypes in Nigerian advertising, focusing on their impact on societal perceptions, attitudes, and consumer buying behaviors. It uses feminist and social constructionism theory to provide a critical discourse on the issue. The study concludes that advertisers and marketers play a crucial role in influencing societal attitudes and perceptions through their campaigns. It suggests that advertisers should actively seek to represent a diverse range of gender identities, reflecting the complexity and diversity of Nigerian society. This can include showcasing individuals from different gender identities, backgrounds, and experiences, contributing to a more inclusive and representative portrayal of gender in advertising.

INTRODUCTION

Diverse viewpoints exist about the definition of advertising, covering its functions as a means of persuasion, public relations, marketing, economics, and social interaction. Advertising is essentially defined as a type of non-personal presentation or promotion that is paid for and carried out by a designated sponsor with the intention of promoting concepts, products, or services (Puranik, 2015). DiSalvatore (2010) underscores the importance of advertising in the marketing sector, stressing the large monetary outlays and inventive endeavors associated with creating advertising campaigns for periodicals, billboards, and television.

Advertising usually portrays gender stereotypes, which typically reinforces conventional behaviors in society. Gender stereotyping in advertising has been repeatedly detected in several content assessments over the past fifty years, such as those by Hovland et al. (2005), Plakoyiannaki and Zotos (2008), and Eisend (2010). Advertising continues to represent men and women in stereotyped ways, according to critics like Chan and Cheng (2012), and some even contend that these representations have gotten worse over time. According to these criticisms, how people see gender issues can have an impact on their attitudes, behaviors, and perceptions. On the other hand, some argue that media stereotypes are only a reflection of prevailing social standards. Advertising can perpetuate gender stereotypes even though it is an effective instrument for forming views and spreading knowledge. The continuous discussion over how gender is portrayed in advertisements highlights the intricate relationship that exists between how gender is portrayed in the media and how society views gender.

In Ajilore and Oyelade (2009), Rickson (2001) states that advertising has been widely criticized for its representation of men and women, which contributes to the creation and maintenance of gender stereotypes. Over the years, the representation of women in advertising has generated a great deal of scholarly and public discussion. Advertising has come under fire for perpetuating old stereotypes and failing to recognize the changing roles that women play in society.

This study project was motivated by the changing roles that men and women play in society, as well as by the seeming discrepancy between the representations of society in advertisements and the real world. Since advertising is so prevalent in most communities, it has important ramifications for both consumers and advertisers. Academics that have studied gender stereotyping in advertising in great detail include Chan and Cheng (2012), Zotos and Tschla (2014), and Grau and Zotos (2016). This indicates the continued interest in this topic.

According to Popova (2010), there were notable changes in women's roles and places in society throughout the 1970s, including higher levels of education and more engagement in the workforce, which coincided with the growth of research on gender stereotypes in advertising. Similar opinions are expressed by Belch and Belch (2009), who highlight the ongoing criticism of

advertising for how it represents women and for failing to change with the times.

Critics claim that advertisements frequently depict women as being primarily focused on their appearance, taking care of their homes and children, or as just ornamental elements or sexually suggestive characters. Advertising companies use these gender stereotypes to their advantage when creating ads in an effort to appeal to a wide audience and uphold societal norms around gender roles.

It is well accepted that advertising is a powerful socialization tool that shapes values, actions, and attitudes. Debates over how much advertising affects societal conceptions of gender roles have arisen throughout time. Advertisement-portrayed men and women are frequently seen as representing particular gender roles, which perpetuates societal prejudices.

According to Linder (2004), exposure to gender role stereotypes in advertising may have an impact on people's views regarding gender, which in turn may reinforce gender stereotyped behaviors and beliefs. Thus, echoing wider concerns about gender equality and representation in media and culture, the portrayal of gender in advertising remains a topic of scholarly investigation and public debate.

Gender stereotype advertising in Nigeria refers to the practice of presenting narrow and limiting portrayals of men and women in advertising campaigns. These stereotypes often reinforce traditional gender roles and expectations, and can have negative impacts on individuals and society as a whole. In Nigeria, gender stereotype advertising is widespread and often perpetuates harmful attitudes and behaviors towards women and men. Women are often depicted as passive, submissive, and solely focused on domestic responsibilities, while men are portrayed as dominant, aggressive, and the primary breadwinners. These stereotypes can contribute to the unequal treatment and opportunities for men and women in society.

Furthermore, gender stereotype advertising can also contribute to the reinforcement of harmful gender norms and expectations, leading to discrimination, gender-based violence, and limited opportunities for individuals to express themselves authentically. Addressing gender stereotype advertising in Nigeria requires a multi-faceted approach, including promoting gender-sensitive policies and regulations in the advertising industry, educating advertising professionals on the impact of gender stereotypes, and encouraging the representation of diverse and empowered portrayals of men and women in advertising. Overall, addressing gender stereotype advertising in Nigeria is essential for promoting gender equality, challenging harmful gender norms, and creating a more inclusive and equitable society for all. It is hence that this study sought to unpack gender stereotype in Nigeria advertising: A critical discourse.

Gender is one of the most important segmentation characteristics, and audience segmentation is becoming more and more in demand in advertising. Therefore, a thorough investigation of the role of gender in the consumption of advertisements is necessary. Nevertheless, current research frequently

concentrates on how men and women are portrayed in ads, ignoring important factors such as media consumption habits, engagement levels, message impacts, and exposure reasons.

Research on how men and women consume advertisements is scarce, particularly when it comes to the media channels used, the timing and duration of consumption, and the underlying motivations. It is widely known that media advertising has a significant impact on consumer attitudes toward advertisements and purchase intentions.

Research focuses mostly on how gender is portrayed in advertisements, ignoring the subtle differences in how men and women react to the messages they provide. Furthermore, little is known about how various genders choose to consume media, how they interact with advertisements differently, and how messages affect how people behave as consumers.

Advertisers must comprehend the differences in the ways that men and women view advertisements in order to properly customize their campaigns. Targeted advertising campaigns that resonate with a variety of audience categories may be developed with the use of insights regarding media consumption patterns, engagement levels, and exposure reasons.

Future studies should thus aim to close this disparity by looking at how gender is portrayed in advertising as well as how men and women consume and react to advertisements. By doing this, marketers may create more complex and successful marketing plans that cater to the wide range of tastes and habits of their target markets.

Therefore, the problems associated with gender stereotype advertising in Nigeria are numerous and have far-reaching implications for individuals and society as a whole. Some of the key issues include: Gender stereotype advertising reinforces traditional gender roles and expectations, portraying women as domestic caregivers and men as the primary breadwinners. This perpetuates gender inequality and limits opportunities for both men and women, contributing to disparities in education, employment, and leadership roles; Gender stereotype advertising can have a profound impact on individuals' self-perception and identity. Women may internalize the idea that they are only valued for their appearance or domestic roles, while men may feel pressure to conform to rigid notions of masculinity. This can lead to low self-esteem, body image issues, and mental health concerns; Stereotypical portrayals of men and women in advertising can reinforce harmful gender norms and expectations, contributing to discrimination, gender-based violence, and restrictive gender roles. This limits individuals' agency to express themselves authentically and contributes to a culture of inequality and oppression; Gender stereotype advertising often fails to represent the diverse experiences and identities of individuals. It perpetuates a narrow and limited view of gender, excluding those who do not fit traditional gender norms, and reinforcing societal biases and prejudices.

Overall, the problems associated with gender stereotype advertising in Nigeria are deeply rooted and have significant implications for individuals' well-being and societal progress. Addressing these issues requires a multi-

faceted approach, including policy changes, education, and efforts to promote more diverse and empowering portrayals of men and women in advertising. It is hence that this study sought to unpack gender stereotype in Nigeria advertising: A critical discourse.

LITERATURE REVIEW

Concept of Gender Stereotype

Gender stereotypes are commonly held views about the traits, actions, and social positions that are often associated with men and women. Often perpetuating preconceived notions about what characteristics and actions are proper or acceptable based on one's gender, these stereotypes support traditional gender standards. Gender stereotypes continue to reinforce in many cultures the idea that males should be strong, forceful, and primarily responsible for providing for the family, while women should be nurturing, emphasize providing care, and concentrate on household chores. These stereotypes have an influence on people's attitudes, opportunities, and self-perception in addition to having an impact on larger society expectations and roles (Abeda, 2011).

While some gender stereotypes can be positive and affirming, such as recognizing women as empathetic caregivers or men as strong and protective, they can also be harmful when they limit opportunities, reinforce inequality, and contribute to discrimination and prejudice.

Challenging gender stereotypes requires a concerted effort to promote gender equality, dismantle harmful cultural expectations, and create opportunities for individuals to express themselves free from restrictive norms. This can involve initiatives such as education and awareness campaigns, policy changes, advocacy for equal representation in various sectors, and fostering inclusive environments that value diversity and respect individuals' autonomy regardless of (Ale, 2020).

By addressing and challenging gender stereotypes, societies can work towards creating more inclusive, equitable, and supportive environments for individuals of all gender identities to thrive and contribute to their full potential.

Advertising and Advertisements

Different definitions of advertising have been offered by a large number of academics and researchers. Arens (2006) defines advertising as organized, impersonal communication that aims to persuade people about things (i.e., commodities, services, and ideas). It is usually funded by sponsors and distributed through a variety of media. Advertising's main objective is to encourage people to use a certain good, service, or concept. However, some commercials, like those for legal notices, may only seek to inform. According to Eggleton (2010), advertising is a kind of communication that aims to influence people or groups to do specified things, most often buying something or acting in a certain way.

Akrani (2012) combined concepts from several sources and developed multiple interpretations: First, Kotler in Kennedy (2011) compares advertising to "salesmanship in print." Second, advertising is any paid, non-personal presentation and promotion of concepts, products, or services by a designated sponsor, according to the American Marketing Association (AMA). Thirdly, advertising is defined as a subdued method of disseminating information in order to encourage, draw in, and convince people to do actions that will lead to the achievement of certain goals, which frequently materialize as more sales or other positive consequences.

Academically speaking, advertising is presented as a branch of business that teaches basic to sophisticated techniques for creating objective, impersonal communications. When these communications are carried out with originality and creativity, they have the power to positively impact and induce psychological shifts in the majority of the population, enticing people to try or buy marketed concepts, goods, services, and events. Broadly speaking, advertising includes all non-personal presentations made to prospective clients, as well as the approved advertising firms' promotion of concepts, products, services, and events in order to fulfill the demands of sponsors.

Pollay (1986), referenced by Hayko (2010), addresses the ubiquitous character of advertising, pointing out that it may be found anywhere, even in private and public areas. He notes that advertising not only molds our society but also has an impact on those who live in it. Popova (2010) highlights the deceptive nature of advertising, implying that it has the ability to transform people into compulsive buyers while they continue to believe they are free from its influence and have autonomy.

Moreover, advertising provides a way for people to find a variety of political and lifestyle alternatives and choose the ones that most closely suit their interests, especially in democratic nations (Morley, 2017).

Gender Stereotype and Advertisements

The 'mirror' and 'mold' schools of thought are two different viewpoints that have surfaced to explain gender stereotypes in ads. According to Zotos and Tsihla (2014), the "Mirror" school of thinking holds that advertising only serves as a reflection of the dominant values in a given cultural setting. This point of view is based on the understanding that the modern socioeconomic and political contexts have several interrelated components that influence society values. As a result, they believe that advertising has very little effect. Men and women shown in advertising typically adhere to deeply ingrained notions of gender roles within this framework. The 'mirror' theory contends that rather than actively trying to change public attitudes and perceptions about particular groups, ads simply reflect them. Advertisers are thought to have no intention of changing societal standards and instead use popular attitudes, ideas, and stereotypes to promote their products (Furnham, 2016).

Eisend (2010) goes on to say that although advertisements may deliberately highlight some parts of life over others, these changes in advertising content usually reflect societal changes rather than causing societal

change on their own. Advertising depictions of gender roles are subject to change in response to shifts in cultural views about them. According to Pollay (1986, 1987), referenced in Grau and Zotos (2016), advertising provides an enhanced representation of social phenomena by reflecting and magnifying prevalent society ideals. This is in line with the mirror perspective. On the other hand, the 'mold' hypothesis, as presented by Manstead and McCulloch (1981), Pollay (1986, 1987), and Grau and Zotos (2016), suggests that in order to market their products, advertisers deliberately try to sway the societal values and attitudes of their target audiences. This viewpoint is based on the social learning hypothesis, which contends that people have a tendency to imitate actions they believe will result in benefits. Customers of a certain product are frequently portrayed in advertising as receiving societal rewards, whereas non-consumers may be portrayed as suffering repercussions. Therefore, even if a stereotype is untrue or unfavorable, ads that strongly rely on it may cause viewers—especially kids—to internalize it as the standard and modify their own behavior (Furnham, 2016).

An Evaluation of Gender Stereotype in Nigeria Advertising

Gender stereotypes in Nigerian advertising have evolved over the years, with many companies working to eliminate traditional gender roles and portray a more balanced and progressive representation of men and women.

In the past, Nigerian advertising often reinforced traditional gender stereotypes, depicting women as homemakers, caregivers, and beautifying objects, while men were portrayed as breadwinners, decision-makers, and leaders. However, in recent years, there has been a shift towards more inclusive and diverse representations of gender roles in advertising.

Today, Nigerian advertising often features women in non-traditional roles, such as business professionals, entrepreneurs, and leaders in various industries. Men are also depicted taking on caregiving and nurturing roles, challenging the traditional stereotype of masculinity. Furthermore, LGBTQ+ representation is becoming more prevalent in Nigerian advertising, promoting diversity and inclusivity (Furnham, 2016).

Many brands are now using their platforms to challenge gender stereotypes and promote gender equality, by featuring diverse and empowering portrayals of men and women in their advertising campaigns. This reflects the evolving societal attitudes towards gender roles and the increasing demand for more inclusive and progressive representations in advertising (Furnham, 2016).

While there is still progress to be made, the evolution of gender stereotypes in Nigerian advertising reflects a growing awareness and commitment to promoting gender equality and breaking free from traditional gender roles. Advertisers are recognizing the importance of reflecting and shaping societal values, and are making efforts to showcase a more diverse and inclusive representation of gender in their campaigns.

Roles of Gender in Advertising Strategies

According to Grau and Zotos, (2016), gender plays a significant role in shaping advertising strategies. Advertisers often consider gender norms, stereotypes, and perceptions when developing campaigns to effectively target and resonate with specific gender segments. The roles of gender in advertising strategies include:

- 1. Audience Segmentation:** Advertisers often segment their audience based on gender to tailor their messaging, imagery, and products to suit the preferences and interests associated with each gender group.
- 2. Representation and Inclusivity:** Advertisers need to consider how they represent gender in their ads. Inclusive advertising that represents diverse gender identities and challenges traditional stereotypes can resonate with a broader range of consumers.
- 3. Product Positioning:** Advertisers consider how to position products and services to appeal to specific gender preferences. From color choices to language and visual cues, advertising strategies often reflect gendered product positioning (Grau and Zotos, 2016).
- 4. Messaging and Tone:** Advertisers tailor their messaging and tone to align with gender norms and expectations. This may include using language and themes that resonate with typical gender roles and behaviors.
- 5. Emphasizing Values:** Advertisers may align their brand messaging with values associated with specific gender demographics, such as emphasizing qualities deemed traditionally masculine or feminine to appeal to those audiences.
- 6. Cultural Sensitivity:** Advertisers need to be mindful of cultural perceptions of gender, ensuring that their advertising strategies are sensitive to diverse gender norms and traditions.
- 7. Breaking Stereotypes:** Some advertisers intentionally challenge traditional gender stereotypes in their strategies to convey progressive and inclusive brand values, recognizing the diversity within gender identities.
- 8. Social Responsiveness:** In light of societal shifts and changing gender dynamics, advertisers need to be responsive to evolving attitudes toward gender and reflect these changes in their strategies. Ultimately, as societal perspectives on gender continue to evolve, advertisers must carefully navigate the complexities of gender-based marketing, ensuring that their strategies are both relevant and respectful to diverse gender identities and representations (Grau and Zotos, 2016)

METHODOLOGY

The study included a critical examination of the effects of gender stereotypes in advertising on attitudes, society perceptions, and consumer purchasing patterns. The study emphasized one of its perspectives by utilizing the feminist and social constructionism theories. According to the study's findings, marketers and advertisers have a significant impact on public attitudes and views through their ads, and there is a chance to encourage more inclusive and representative gender representations. In order to accurately portray the complexity and diversity of Nigerian culture, the study advised

advertisers to deliberately attempt to represent a wide range of gender identities in their advertising campaigns.

RESULTS AND DISCUSSIONS

Efforts to Challenge Gender Stereotype in Nigeria

In recent years, according to Zotos (2016) there have been various efforts in Nigeria to challenge gender stereotypes and promote gender equality. Some of these efforts include:

1. Legal and Policy Changes: Nigeria has made legislative efforts to promote gender equality, such as the inclusion of the Gender and Equal Opportunities Bill, which seeks to eliminate discrimination based on gender. Additionally, Nigeria has also adopted the National Gender Policy, which aims to address gender disparities and promote women's rights.

2. Women's Empowerment Programs: Various organizations and government initiatives have been implemented to empower women and challenge traditional gender roles. These programs include skills training, access to education, and economic empowerment opportunities for women in Nigeria.

3. Media Campaigns and Advocacy: Civil society organizations, activists, and the media have been actively involved in raising awareness about gender stereotypes and working to change societal attitudes. They have conducted campaigns and advocacy efforts to challenge harmful gender norms and promote gender equality.

4. Corporate Initiatives: Many companies and organizations in Nigeria are taking steps to challenge traditional gender roles in the workplace and in their advertising. This includes promoting diversity and inclusion, implementing gender-sensitive policies, and actively seeking to address gender stereotypes in their marketing and communications.

5. Education and Awareness Programs: Efforts are being made to incorporate gender equality into the education system, including the inclusion of gender-sensitive curriculum and awareness programs aimed at challenging stereotypes and promoting gender equality from a young age (Zotos, 2016)

6. Support for Women in Leadership: Efforts to encourage and support women's participation in leadership roles across various sectors, including politics, business, and public service, are being promoted to challenge traditional gender roles and promote gender equality.

These efforts, among others, demonstrate a growing commitment to challenging gender stereotypes and promoting gender equality in Nigeria. While progress is being made, there is still work to be done to address systemic issues and achieve full gender equality in the country.

The Impact of Gender Stereotype in Nigeria

The impact of gender stereotypes in Nigerian society has been significant and has deeply influenced various aspects of individuals' lives, social dynamics, and opportunities. Lafky, Duffy & Berkowitz, (2012) identified Some of the impacts of gender stereotypes in Nigeria which include:

1. Limited Opportunities: Gender stereotypes have often resulted in limited opportunities for women in education, employment, and leadership roles. Traditional gender roles have led to the underrepresentation of women in decision-making positions and have hindered their access to equal opportunities in various sectors.

2. Gender-Based Violence: Gender stereotypes can contribute to the normalization of gender-based violence, as notions of masculinity and femininity can lead to the acceptance of harmful behaviors, such as domestic violence and discrimination against women.

3. Economic Disparities: Gender stereotypes have contributed to economic disparities, with women often facing unequal pay, limited access to resources, and barriers to entrepreneurial and economic empowerment opportunities.

4. Educational Attainment: Gender stereotypes can influence educational attainment, with traditional gender roles leading to disparities in access to education for girls and boys, impacting their future prospects and opportunities in adulthood.

5. Mental Health and Well-being: Gender stereotypes can impact individuals' mental health and well-being, as they may feel pressured to conform to societal expectations related to their gender, leading to issues such as stress, anxiety, and low self-esteem.

6. Societal Expectations: Gender stereotypes can reinforce rigid societal expectations, limiting individuals' freedom to express their gender identity and contribute to a lack of acceptance for those who do not conform to traditional gender norms. (Lafky, Duffy, & Berkowitz, 2012).

Addressing these impacts requires challenging and dismantling entrenched gender stereotypes through a combination of education, awareness campaigns, policy changes, and societal shifts to promote gender equality, inclusivity, and respect for diversity. Creating an environment that recognizes and supports individuals regardless of their gender identity is essential to mitigating the negative impacts of gender stereotypes in Nigerian society.

Notable Examples of Gender Stereotypes in Nigerian Advertising

Over the years, there has been an upsurge of gender stereotypes in Nigeria advertising, used by companies and industries to promote corporate brands, products and services. The upsurge of this menace is seen in the following examples:

1. The Peak Milk Commercials

Peak Milk, a popular brand in Nigeria, has been a prominent example of gender representation in advertising. Peak Milk commercials often portray traditional gender roles, with women depicted as the primary caregivers and nurturers, while men are shown as providers and decision-makers. The representation of women in domestic settings, such as cooking or caring for children, is a recurring theme in many Peak Milk advertisements. This perpetuates the stereotype that women's primary role is within the home, reinforcing traditional gender expectations.

In a study by Oduwole and Ogwezzy (2018), which analyzed gender stereotypes in Nigerian television advertising, instances of gender role reinforcement similar to those seen in Peak Milk commercials were identified. The study revealed that women were often depicted as passive and focused on domestic duties, while men were portrayed as assertive and dominant, aligning with traditional gender roles. Furthermore, the commercial "The Gift" by Peak Milk, which depicts a mother preparing a cup of milk for her son, demonstrates the reinforcement of traditional gender norms. The portrayal of a woman as the caretaker and nurturer, while the male figure is absent from the domestic setting, perpetuates the stereotype of women's primary role in domestic responsibilities.

2. MTN Nigeria Commercials

Gender stereotypes in advertising have been a subject of scholarly analysis, including in the context of commercials for telecommunications services such as MTN Nigeria. Research has shown that gender representation in MTN Nigeria commercials can sometimes perpetuate traditional gender roles and expectations. For example, Ameer (2020) in MTN Nigeria commercials, women are often portrayed in nurturing and domestic roles, such as caring for the family or using telecommunication services for household management. In contrast, men are frequently depicted in professional settings, using technology for business and leadership purposes. These portrayals align with traditional gender stereotypes of women as caregivers and men as providers and leaders. A study by Katamba and Ameer (2020) on gender portrayal in Nigerian telecommunications advertisements found similar trends in commercials for various telecommunication services, which likely includes MTN Nigeria. The study revealed that women were often presented in traditional roles, reinforcing gender stereotypes regarding household responsibilities and caregiving, while men were shown in roles associated with professional achievement and decision-making.

3. Indomie Noodles Commercials

Gender stereotypes in Nigeria advertising can be observed in commercials for popular products such as Indomie noodles. The portrayal of traditional gender roles and expectations is often evident in these commercials, which can perpetuate certain stereotypes about men and women. For example, in many Indomie noodles commercials, women and girls are frequently depicted as being responsible for meal preparation and serving food to their families. This aligns with the stereotype of women as the primary caretakers and providers of meals in a household. On the other hand, men and boys are seldom shown engaged in cooking or food preparation, reinforcing the traditional expectation that these tasks are primarily the responsibility of women.

Research by Oduwole and Ogwezzy (2018) on gender stereotyping in Nigerian television advertising has identified similar trends, with women often depicted in domestic roles and men portrayed as assertive and dominant. This

aligns with the gender stereotypes perpetuated in commercials for products like Indomie noodles, where traditional gender roles are reinforced. The prevalence of these gender stereotypes in advertising has the potential to influence societal expectations and attitudes towards gender roles, particularly among impressionable audiences. Hence, it is important for advertisers to consider the impact of their messaging on reinforcing or challenging these stereotypes.

4. CloseUp Toothpaste Commercial

Gender stereotypes in Nigeria advertising are often reflected in commercials for personal care products, including toothpaste. Closeup toothpaste commercials have been observed to perpetuate certain gender role expectations and portrayals, reflecting broader societal norms.

In several Closeup toothpaste commercials, according to Adebayo and Oyewo (2018), there is a common theme of associating attractiveness and romantic success with the use of the toothpaste, with a specific focus on how it impacts relationships. Women are often depicted as being highly concerned with their appearance and the attractiveness of their smiles, linking the use of the toothpaste to their ability to attract and maintain a romantic partner. This perpetuates the stereotype of women's primary focus on physical appearance and attractiveness to appeal to men. On the other hand, men in these commercials are often depicted as being attracted to women based on their appearance, particularly their smiles, reinforcing the stereotype of men as primarily visually-driven in their romantic pursuits.

Cultural and Social Influence of Gender Stereotype in Nigeria Advertising

In Nigeria, according to Kraljević, and Filipović, (2017) gender stereotypes in advertising are influenced by various cultural and societal factors, which shape perceptions of gender roles and expectations. Some of the key cultural and societal influences on gender stereotypes in Nigerian advertising include:

- 1. Traditional Gender Roles:** Nigerian culture often emphasizes traditional gender roles, with women expected to fulfill domestic responsibilities and men expected to be the primary providers. These traditional roles often influence depictions of men and women in advertising, reinforcing stereotypes related to caregiving, leadership, and domestic activities.
- 2. Patriarchal Norms:** Nigerian society has historically been patriarchal, with men traditionally holding positions of power and authority. This influences advertising by often portraying men as leaders, decision-makers, and the dominant figures, reinforcing gender stereotypes related to power and control.
- 3. Cultural Expectations:** Cultural values and expectations of femininity and masculinity influence advertising depictions of gender. These expectations may be rooted in cultural norms, religious beliefs, and societal traditions, shaping how men and women are portrayed in advertising campaigns.
- 4. Family Dynamics:** The importance of family in Nigerian culture can impact advertising, with portrayals of traditional family structures and gender roles perpetuating stereotypes related to parenting, caregiving, and familial duties.

5. Religious and Moral Values: Religious beliefs and moral values play a significant role in Nigerian society and can influence advertising content, often aligning with traditional gender roles and expectations based on religious teachings and cultural practices.

6. Changing Social Dynamics: While traditional gender roles have historically dominated advertising in Nigeria, changing social dynamics, increased awareness of gender equality, and evolving views on gender identities are also influencing advertising. Some campaigns aim to challenge traditional stereotypes and promote more inclusive and progressive representations of gender roles. (Kraljević & Filipović, 2017)

In navigating these cultural and societal influences, advertisers in Nigeria consider the complexities of gender dynamics and strive to promote diversity, inclusivity, and respect for all gender identities in their campaigns. Advertisers must remain attentive to shifting cultural and societal norms related to gender to ensure that their advertising strategies reflect and respect the diversity of gender identities and representations in Nigeria.

A Critical Discourse to Gender Stereotype Situations in Nigeria Advertising

Gender stereotypes in Nigeria are deeply ingrained in society and often perpetuated through various channels, including advertising, media, and cultural practices. These stereotypes contribute to the unequal treatment and opportunities for men and women, and can have a significant impact on individuals' lives and the overall development of the society. In this regard, a perspective is given to give the study a critical discourse in line with the study objectives. This is reframed in question form for adequate discussion.

How are gender roles and stereotypes portrayed in Nigerian advertising?

The portrayal of gender roles and stereotypes in Nigerian advertising is a complex and multifaceted issue that reflects societal norms and values. Research by Okorie, Eze, & Nwankwo (2020) found that Nigerian advertisements often reinforce traditional gender roles, depicting women primarily in domestic roles and men in positions of authority and power. This perpetuation of stereotypes can have detrimental effects on gender equality and social perceptions.

In Nigerian advertising, gender roles are typically portrayed in a manner that reinforces traditional views on masculinity and femininity. Men are often depicted as assertive, strong, and dominant, while women are shown as nurturing, caring, and submissive. These representations tend to uphold existing gender stereotypes and reinforce the idea of gender roles as fixed and unchanging.

Furthermore, a study conducted by Onwe et al. (2019) highlighted that Nigerian advertisements tend to depict women as passive and submissive, reinforcing patriarchal ideologies. However, there are also instances where advertisers challenge gender stereotypes by portraying women in non-traditional roles, although these instances are less common.

How does the portrayal of gender stereotypes in advertising influence societal perceptions, attitudes, and consumer buying behaviors?

The portrayal of gender stereotypes in advertising has a significant impact on societal perceptions, attitudes, and consumer behaviors in Nigeria. Studies have shown that exposure to gender-stereotypical advertisements can reinforce traditional gender roles and norms (Okorie et al., 2020). This can lead to the internalization of gender stereotypes, shaping individuals' beliefs and behaviors.

The portrayal of gender stereotypes in advertising can have a significant impact on societal perceptions, attitudes, and consumer buying behaviors. By perpetuating traditional gender norms, advertising can reinforce existing stereotypes and contribute to the marginalization of certain groups. Moreover, the unrealistic and narrow representations of gender in advertising can shape Q

Individuals' self-perception and influence their aspirations and behavior. Furthermore, research by Iwuagwu et al. (2018) demonstrated that the objectification of women in advertising can contribute to negative attitudes towards women and perpetuate gender inequality. Moreover, gender-stereotypical advertising can influence consumer buying behaviors by reinforcing gender-specific product preferences and consumption patterns.

What are The Common Themes and Patterns Used In Representing Gender In Advertisements?

The common themes and patterns used in representing gender in Nigerian advertisements often revolve around traditional gender roles, beauty standards, and power dynamics. Okoro (2018) noted that women are frequently portrayed in nurturing and caregiving roles, while men are depicted as breadwinners and decision-makers. These portrayals reinforce existing gender norms and hierarchies within Nigerian society.

Common themes and patterns used in representing gender in Nigerian advertisements include the use of gender-specific colors, language, and imagery to appeal to stereotypical notions of masculinity and femininity. For example, products targeted at women are often advertised using pastel colors, softer fonts, and imagery depicting domesticity or beauty, while products aimed at men are marketed with bold colors, strong imagery, and messages related to power and success.

Additionally, research by Oshodi (2017) identified beauty and physical appearance as central themes in advertisements targeting women, perpetuating unrealistic standards of beauty. Meanwhile, men are often portrayed as strong, assertive, and dominant, reflecting societal expectations of masculinity.

To What Extent does Nigerian Advertising Reinforce or Challenge Traditional Gender Norms?

Nigerian advertising predominantly reinforces traditional gender norms, albeit with some instances of challenging stereotypes. Studies have consistently shown that advertisements in Nigeria tend to perpetuate gender stereotypes by depicting men and women in traditional roles (Onwe et al., 2019). However,

there are exceptions where advertisers challenge gender norms by portraying unconventional gender roles or breaking stereotypes.

For instance, a study by Nwankwo & Okorie (2019) identified advertisements that featured women in positions of authority and depicted men engaging in caregiving activities. While these instances are relatively rare, they suggest a gradual shift towards more inclusive and diverse representations of gender in advertising.

Overall, it is crucial for advertisers in Nigeria to be mindful of the implications of their portrayals of gender roles and stereotypes in advertising. By promoting more diverse and inclusive representations of gender, advertisers can contribute to challenging traditional norms and fostering a more equitable society.

What Strategies Can Be Proposed to Promote More Gender-Inclusive and Socially Responsible Advertising Practices in Nigeria?

To promote more gender-inclusive and socially responsible advertising practices in Nigeria, several strategies can be proposed. Firstly, regulatory frameworks can be strengthened to monitor and enforce guidelines on gender representation in advertising (Okoro, 2018). This can include measures to eliminate gender stereotypes and promote diversity in advertising campaigns. Again, industry stakeholders such as advertising agencies and brands can be encouraged to adopt gender-sensitive advertising strategies (Oshodi, 2017). This may involve conducting gender impact assessments of advertising campaigns and actively seeking diverse representations of gender in marketing materials.

Inclusively, there is a need for greater collaboration between advertisers, civil society organizations, and government agencies to raise awareness about the importance of gender equality in advertising (Iwuagwu et al., 2018). By working together, stakeholders can advocate for more inclusive and socially responsible advertising practices that reflect the diversity of Nigerian society.

One of the most glaring examples of gender stereotypes in Nigeria is the prevalent portrayal of women in traditional gender roles, often depicted as homemakers and caregivers. This limits their opportunities for economic empowerment and leadership roles, and reinforces the notion that their primary role is to serve the needs of their families. On the other hand, men are often depicted as sole breadwinners and the primary decision-makers, leading to the neglect of their emotional needs and well-being.

These stereotypes as opined by Fatima & Lodhi (2015), not only limit individuals' choices and opportunities, but also perpetuate harmful gender norms and expectations. This can lead to discrimination, gender-based violence, and limited agency for individuals to express themselves authentically.

Moreover, gender stereotypes also impact individuals' perceptions of themselves and others. Women may internalize the idea that they should be submissive and accommodating, while men may feel pressured to conform to rigid notions of masculinity, which can have negative effects on mental health and self-esteem. It's important to note that these stereotypes not only affect

women and men individually, but also contribute to broader social issues such as gender inequality, limited access to education and employment, and hinder the overall development of the (Ampofo, 2014).

Addressing gender stereotypes in Nigeria requires a concerted effort at multiple levels. This includes policy changes to promote gender equality, increased representation of diverse and empowered portrayals of men and women in media and advertising, and educational initiatives to challenge and reframe harmful gender norms. In conclusion, the prevalence of gender stereotypes in Nigeria has far-reaching impacts on individuals and society as a whole. It is crucial to critically assess and challenge these stereotypes in order to create a more equitable and inclusive society for all.

Empirical Review

Adelabu O. And Sanusi B. O. (2020). Gender Portrayal in Nigerian Advertisements: A Content Analysis of Selected Adverts. Journal of Behavioural Studies, Vol. 2, No. 2

The criticism aimed at copywriters and advertising agencies has grown over time, especially in regards to the way that men and women are depicted in commercial content, which perpetuates gender stereotypes. Ads still harbor outdated prejudices against women despite advances in economic power, education, and role definitions. In order to highlight the need of gender inclusion, this study looked at the frequency of gender stereotypes in newspaper ads and how advertising contributes to the spread of these prejudices.

Social cognitive theory, which holds that people pick up and maintain particular behavioral patterns as a result of behavioral, social, educational, and environmental influences, served as the foundation for the research. 276 Nigerian newspaper ads from three major magazines (The Guardian, THE PUNCH, and Vanguard) between July and December 2016 were examined using content analysis as the study approach. The research was conducted using Erving Goffman's six coding categories as a framework.

The results showed that stereotypes such as Licensed Withdrawal, Feminine Touch, Function Ranking, Ritualization of Subordination, and Relative Size were still present in Nigerian ads. In addition, males were portrayed as having professional jobs, and women as having roles that focused on their families.

In order to bring advertising agencies' and copywriters' viewpoints into line with the modern cultural, social, and economic realities of gender roles in society, the study's conclusion called for reeducation. It underlined how important it is for copywriters to adjust to the changing roles of men and women in the twenty-first century and represent them in ways that fairly reflect the dynamics of society. The study also emphasizes how important it is to question and update long-standing gender preconceptions that are supported by Nigerian advertising practices.

Ohuh, M. U. And Nnanyelugo, O. (2022). Gender differentials in advertisement consumption patterns among residents of South-South Nigeria. Ianna Journal of Interdisciplinary Studies, Vol. 4 No. 1, 2022

The dynamic nature of communication poses difficulties in forecasting consumer patterns of advertisement consumption, which are exacerbated by research indicating that gender plays a substantial role in shaping human conduct. Using a survey research approach, this study sought to investigate gender differences in the intake of advertisements among South-South Nigerians. Questionnaires were the main tool used to gather data, and a total of 405 respondents were chosen using a multi-stage selection procedure.

Descriptive and inferential statistics were used in the research, which showed that gender has a significant influence on the timing, length, and attention-grabbing substance of advertisements. Men, for example, tended to watch ads early in the morning, while women said they preferred to watch them at night. Furthermore, it was found that women preferred ads with amusing and sexual components, while males preferred those with official tones. These results highlight the important influence of gender on consumer patterns of advertisement consumption, especially in emerging nations.

Based on the study's findings, the researcher advises advertisers to take target audience gender into account when planning and implementing their advertising campaigns. Advertisers may improve the efficacy of their campaigns and improve audience engagement by customizing their ads to appeal to the interests and consumption habits of particular gender groupings. This research adds to our understanding of the dynamics of gender-related advertisement consumption and provides insightful information for advertisers that operate in a variety of cultural and demographic contexts.

DISCUSSIONS

Feminist Theory

The Feminist theory was propounded by Mary Wollstonecraft (1759–1797). Feminist theory is a broad and interdisciplinary theoretical framework that focuses on critically examining the social, political, economic, and cultural inequalities and power dynamics that exist between genders. It seeks to understand and address issues related to gender-based discrimination, oppression, and inequality, with the goal of advocating for gender equality and promoting social justice.

Key components of feminist theory include:

1. **Gender as a Social Construct:** Feminist theory challenges the idea that gender is purely biological, instead emphasizing that gender is a social construct shaped by cultural, historical, and societal influences. It examines how gender roles and expectations are created, enforced, and perpetuated within different social contexts.
2. **Intersectionality:** Feminist theory acknowledges that gender intersects with other social categories such as race, class, sexuality, and ability. Intersectional feminism recognizes that individuals' experiences of oppression and privilege are shaped by multiple intersecting factors, not just gender alone.

3. Power and Patriarchy: Feminist theory critically analyzes power dynamics, particularly patriarchal structures and systems that have historically advantaged men and subordinated women. Understanding and challenging these power imbalances is central to feminist thought.

4. Agency and Empowerment: Feminist theory emphasizes the agency and empowerment of women and marginalized genders. It seeks to amplify the voices and experiences of those who have been historically marginalized and oppressed, while also advocating for inclusive and equitable social, political, and economic opportunities.

5. Social Change and Advocacy: Feminist theory is committed to fostering social change and advocating for gender equality, both within legal and institutional frameworks and at a grassroots level. It seeks to challenge and transform discriminatory practices and beliefs that perpetuate gender-based inequalities.

6. Critique of androcentrism: Feminist theory critiques the androcentric bias present in society, which tends to prioritize male perspectives and experiences, often at the expense of women's voices and perspectives.

Feminist theory encompasses a diverse range of perspectives and approaches, including liberal feminism, radical feminism, socialist feminism, intersectional feminism, and postcolonial feminism, among others. Each feminist perspective offers unique insights into the complexities of gender inequality and strategies for challenging and transforming existing power structures. Overall, feminist theory offers a critical lens through which to analyze and address gender-based inequalities, emphasizing the importance of social, political, and economic equity for people of all genders.

Feminist theory and gender stereotype advertising are closely interconnected, as feminist theory critiques and analyzes the ways in which advertising perpetuates and reinforces gender stereotypes.

Feminist theory highlights how advertising often depicts women and men in narrowly defined roles and characteristics, which can contribute to inequality and discrimination. For example, women are often portrayed as passive, nurturing, and dependent on men, while men are depicted as assertive, independent, and dominant. These stereotypes limit the representation and opportunities of both women and men, as well as reinforce harmful power dynamics and expectations.

Furthermore, feminist theory also emphasizes how advertising often objectifies women by focusing on their appearance and sexual attractiveness, which can devalue their worth and perpetuate harmful beauty standards. On the other hand, men are often depicted as dominant and successful, which can create pressure to conform to traditional, rigid masculinity. In this context, feminist theory calls for a critical examination of gender stereotype advertising and advocates for more diverse and inclusive representations of gender in advertising. This can be achieved by challenging traditional gender roles and norms, promoting intersectionality, and supporting the empowerment of all genders. Feminist theory aims to challenge and dismantle the unequal power dynamics that are perpetuated by gender stereotype advertising, and promote a more equitable and just society for all individuals, regardless of their gender.

Social Constructionism Theory

Social constructionism is a theoretical perspective that has emerged from various social sciences and humanities disciplines and does not have a single founder or a specific year of origin. Instead, it has developed over time through the work of multiple scholars and researchers in fields such as sociology, psychology, anthropology, and communication studies. One of the key figures associated with the development of social constructionism is sociologist Peter L. Berger and his collaborator Thomas Luckmann. In their influential book "The Social Construction of Reality: A Treatise in the Sociology of Knowledge," published in 1966, Berger and Luckmann explore how reality is socially constructed through everyday interactions and institutional practices.

Other scholars who have contributed to the development of social constructionist ideas include Harold Garfinkel with his work on ethnomethodology, Erving Goffman with his studies on symbolic interactionism and dramaturgy, Michel Foucault with his analyses of power and discourse, and Judith Butler with her work on gender performativity. While these scholars have played a significant role in shaping social constructionist theory, it is important to note that the concept of social constructionism is a broad and interdisciplinary perspective that has evolved over time and continues to be developed by scholars across various fields.

Social constructionism is a sociological theory that proposes that individuals and groups construct their understanding of the world and reality through social interactions, language, and shared meanings within a particular culture or society. This theory suggests that societal beliefs, norms, and attitudes are not inherent or objective truths, but are rather products of human interpretation and negotiation within a given social context.

When it comes to stereotype advertising, social constructionism can be applied to understand how stereotypes are created and perpetuated through cultural and social processes. Stereotypes are oversimplified, generalized beliefs about a particular group of people, often based on characteristics such as gender, race, ethnicity, age, or other social categories. Social constructionism would argue that these stereotypes are not natural or predetermined, but are constructed and reinforced through social interactions, historical contexts, and cultural representations.

In the context of advertising, social constructionism would suggest that stereotypes are perpetuated and reinforced through the use of language, imagery, and symbols that align with prevailing cultural beliefs and social norms. Advertisements can reflect and perpetuate existing stereotypes by presenting exaggerated or one-dimensional portrayals of certain groups, contributing to the reinforcement of societal prejudices and preconceptions. Moreover, social constructionism would suggest that advertising has the potential to both perpetuate and challenge stereotypes by contributing to the ongoing negotiation and construction of social meanings and representations. Advertisements that challenge traditional stereotypes and present more diverse, inclusive, and representative depictions of different social groups can

contribute to the deconstruction and transformation of existing stereotypes within society.

Overall, social constructionism provides a valuable framework for understanding the ways in which stereotypes are constructed, maintained, and potentially challenged within the context of advertising and broader cultural representation. It emphasizes the role of social and cultural processes in shaping our understanding of stereotypes, and it highlights the potential for cultural products like advertising to influence and transform societal perceptions and attitudes toward stereotyped groups.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, gender stereotypes in Nigerian advertising reflect deeply ingrained cultural and societal norms, often portraying men and women in traditional and limited roles. However, there is an increasing awareness of the need to challenge and change these stereotypes to reflect the diversity and complexity of gender identities in Nigerian society. Advertisers and marketers have a crucial role in influencing societal attitudes and perceptions through their campaigns, and there is an opportunity to promote more inclusive and representative portrayals of gender.

Moving forward, it is essential for advertisers to strive for greater diversity and cultural sensitivity in their campaigns, recognizing the importance of challenging traditional gender norms and providing more accurate and inclusive representations of gender identities. By doing so, advertisers can contribute to a more equitable, inclusive, and respectful portrayal of gender in Nigerian advertising, ultimately fostering positive societal attitudes and promoting gender equality.

1. Advertisers should actively seek to represent a diverse range of gender identities in their advertising campaigns, reflecting the complexity and diversity of Nigerian society. This can include showcasing individuals from different gender identities, backgrounds, and experiences, contributing to a more inclusive and representative portrayal of gender in advertising.
2. Advertisers should utilize their opportunity to challenge and redefine traditional gender stereotypes by featuring individuals in non-traditional roles and breaking away from limiting societal expectations. This can help to broaden the representation of gender in advertising and contribute to shifting societal perceptions.
3. Working with gender advocacy groups and organizations focused on equality and representation can provide valuable insights and guidance on creating more inclusive and respectful advertising content. Collaboration can also contribute to raising awareness about the impact of gender stereotypes in advertising and promoting positive change within the industry.
4. Advertisers can use their platforms to disseminate empowering and positive messaging that promotes gender equality and challenges stereotypes. By creating content that uplifts and affirms individuals of all gender identities, advertisers can contribute to shaping more positive and inclusive societal attitudes.

5. Providing training and resources to advertising professionals on gender sensitivity and representation can help create a more informed and mindful approach to advertising content. This can lead to more thoughtful and respectful portrayals of gender in advertising campaigns.
6. Advertisers should conduct research to understand the impact of their advertising on societal perceptions of gender, as well as to gain insights into the diverse perspectives and experiences of different gender identities within the Nigerian context. This ongoing research can inform more inclusive and representative advertising strategies.

REFERENCES

- Abeda, S. (2011). Patriarchy and women's subordination: A theoretical analysis. *The Art Faculty Journal*, 1-18.
- Adelabu, O., & Sanusi, B. O. (2020). Gender portrayal in Nigerian advertisements: A content analysis of selected adverts. *Journal of Behavioural Studies*, 2(2).
- Ajilore, K., & Ojelade, O. (2009). Television advertising. *Babcock Journal of Mass Communication*, 2(1), 89-101.
- Ale, V. (2020). A library-based model for explaining information exchange on Coronavirus disease in Nigeria. *Ianna Journal of Interdisciplinary Studies*, 1, 1-10.
- Ampofo, A. (2014). Effects of advertising on consumer buying behaviour: With reference to demand for cosmetic products in Bangalore, India. *New Media and Mass Communication*, 27, 48-67.
- Belch, G. E., & Belch, M. A. (2009). *Advertising and promotion: An integrated marketing communication perspective (8th ed.)*. Boston: McGraw Hill.
- Chan, K., & Cheng, Y. (2012). Portrayal of females in magazine advertisements in Hong Kong. *Journal of Asian Pacific Communication*, 22(1), 78-96.
- Disalvatore, E. (2010). Portrayal of women in advertising. Retrieved from www.researchmethod.com/portrayal-of-women-in-advertising/.
- Eisend, M. (2010). Meta-analysis of gender roles in advertising. *Journal of the Academy of Marketing Science*, 38(4), 418-440.
- Fatima, S., & Lodhi, S. (2015). Impact of advertisement on buying behaviors of the consumers: Study of cosmetic industry in Karachi City. *International Journal of Management Sciences and Business Research*, 4(10), 125-137.
- Grau, S. L., & Zotos, Y. C. (2016). Gender stereotypes in advertising: A review of current research. *International Journal of Advertising*, 35(5), 761-770.
- Hovland, R., McMahan, C., Lee, G., Hwang, J., & Kim, J. (2005). Gender role portrayals in American and Korean advertisements. *Sex Roles*, 53(11/12), 887-899.
- Iwuagwu, A. O., et al. (2018). Gender portrayal in Nigerian advertising: A comparative study of two selected advertisements. *Journal of Advertising and Public Relations*, 2(1), 1-17.
- Katamba, D., & Ameer, A. (2020). Gender portrayal in Nigerian telecommunications advertisements. *International Journal of Language and Linguistics*, 7(2), 45-58.

- Kraljević, R., & Filipović, Z. (2017). Gender differences and consumer behavior of millennials. Retrieved from file:///C:/Users/Gender_Differences_and_Consumer_Behavior_of_Millenn.pdf
- Lafky, S., Duffy, M., & Berkowitz, D. (2012). Looking through gendered lenses: Female stereotyping in advertisements and gender role expectations. *Journalism and Mass Communication Quarterly*, 72(1), 397-409.
- Linder, K. (2004). Images of women in general interest and fashion magazines from 1955 to 2002. *Sex Roles*, 51(7/8), 409-421.
- Nwankwo, A., & Okorie, N. U. (2019). Gender representation in Nigerian television advertisements: An empirical assessment. *European Journal of Humanities and Social Sciences*, 1(2), 1-16.
- Oduwole, Y., & Ogwezy, D. (2018). A content analysis of gender stereotyping in television advertising in Nigeria. *Journal of Gender Studies*, 5(2), 148-163.
- Ohuh, M. U., & Nnanyelugo, O. (2022). Gender differentials in advertisement consumption patterns among residents of South-South Nigeria. *Ianna Journal of Interdisciplinary Studies*, 4(1).
- Okorie, N. U., Eze, C. H., & Nwankwo, A. (2020). Gender representations in Nigerian advertising. *International Journal of Humanities and Social Science Research*, 6(6), 23-33.
- Okoro, E. A. (2018). Gender portrayal in Nigerian television advertisements. *Gender & Behavior*, 16(4), 12210-12221.
- Onwe, D. E., et al. (2019). Gender stereotyping in Nigerian television advertisements: A content analysis of selected television advertisements in Enugu metropolis. *Global Media Journal*, 17(33), 1-14.
- Oshodi, B. (2017). The portrayal of women in Nigerian advertisements: An appraisal of Bournvita television commercials. *International Journal of Social Sciences and Humanities Reviews*, 7(1), 49-62.
- Plakoyiannaki, E., & Zotos, Y. (2009). Female stereotypes in print advertising. *European Journal of Marketing*, 43(11/12), 1411-1434.
- Popova, D. (2010). Gender stereotypes in advertising. Retrieved from www.research.bfu.bg.
- Puranik, A. (2015). Meaning, definition, objective and functions of advertising. Retrieved from www.publishyourarticle.net/knowledge-hub/business-studies/advertising/1028.
- Ultius. (2013). Essay on advertising and gender stereotyping. Retrieved from www.ultius.com/ultius.com/ultius/blog/entry/eassy-on-advertising-and-genderstereotyping.html.
- Zotos, Y., & Tsihla, E. (2014). Female portrayals in advertising: Past research, new directions. *International Journal on Strategic Innovative Marketing*.