



GENDER PORTRAYAL IN NIGERIAN ADVERTISEMENTS: A CONTENT ANALYSIS OF SELECTED ADVERTS

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Abstract

Over the years criticism against advertising agencies and copy writers has been loudest over issue of gender stereotype which centered on how men and women are portrayed in advertising copy. Despite changes in role definitions, education and economy power, old prejudices against women still persist in advertising copy. The study interrogated the prevalence of gender stereotype in newspaper advertisements and how advertising perpetuate gender stereotype when what is needed is gender inclusiveness. The study was anchored on social cognitive theory which stated that people acquire and maintain certain behavioural patterns based on social factors like environment, people, education and behaviour. Content analysis was adopted as the research methodology and 276 Nigerian newspaper advertisements were selected from 3 Nigerian newspapers; The Guardian, THE PUNCH and Vanguard from July to December, 2016. Erving Goffman's six coding categories were adopted for the research work. Findings showed that there are still stereotypical elements in Nigerian advertisements such as Relative Size, Function Ranking, Feminine Touch, Ritualization of Subordination and Licensed Withdrawal. It was also discovered that men were portrayed in more professional roles while women were seen in more family oriented roles. The study concluded that there is a need for re-education on the part of advertising agencies and copy writers who need to retool their thinking to reflect current cultural, social and economy reality of gender role in our society. The study recommends that the roles of both men and women in the 21st century is changing and as such copywriters must come in terms with the change and portray men and women more in ways that reflect realities.

Key words: Gender Stereotype, Advertisements, Newspaper, Advertising Agencies, Copy Writers

Introduction

The definitions of advertising are many and varied; it may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process depending on the point of view. Advertising, in summary, can be defined as a paid form of non personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service (Puranik, 2015). As noted by DiSalvatore (2010) “advertising is a well known and important part of the marketing world for any business. Advertising companies raise and spend in millions of dollars each year from creating new ideas and selling campaigns. Many hours are put into creativity and developing each print adverts we see every day in magazines, billboards, television adverts etc”.

Advertising frequently use gender roles to promote products and services, therefore exposing people to stereotypical behaviour in the society. Several content analyses have been conducted by several researchers to investigate gender role portrayals in advertising over the past five decades. Hovland, McMahan, Lee, Hwang and Kim (2005); Plakoyiannaki and Zotos (2008); Eisend (2010), generally agreed that advertising uses stereotypical gender roles. Again, while critics like Chan and Cheng (2012) are of the opinion that men and women are still being portrayed in stereotypical ways, other researchers are of the opinion that stereotyping is even worse in our present time. These critics are of the opinion that what people see or hear from the mass media often time can influence their perceptions, attitudes and behaviour to gender issues. Although some are of the opinion that the stereotypes portrayed by the mass media are currently present in the society and that the mass media is only showing what is already inherent in the society.

According to Rickson (2001) in Ajilore and Oyelade (2009), Advertising is often accused of creating and perpetuating stereotype through its portrayal of men and women. The portrayal of women in advertising is an issue that has received a great deal of academic and social attention through the years. Advertising has received much criticism for stereotyping women and failing to recognise the changing role of women in our society. The changing role of women and men in

our society motivated this research work, although advertising agencies do not seem to recognise these significant changes.

Advertising is an all pervasive facet of most growing communities. It has important consequences for the advertisers who use it and for consumers. Different scholars, like Chan and Cheng (2012), Zotos and Tsihla (2014) and Grau and Zotos (2016), over time, have conducted researches on gender stereotyping in advertising. Popova (2010) posits that “advertising gender stereotype has been a much researched and discussed area since 1970 when women’s role and positions in society started changing significantly with the burgeoning number of women getting college degrees and employment”. Belch and Belch, (2009) are also of the opinion that “the portrayal of women in advertising has received a great deal of attention through the years. Advertising has received much criticism for stereotyping women and failing to recognise the changing role of women in our society”.

According to Ultius (2013), while critics have argued that advertising often depicts women as preoccupied with beauty, household duties, and motherhood or shows them as decorative objects or sexually provocative figures, advertising companies ride on gender stereotypes in the design of advertisements with the hope of appealing to the population at large, thus, creating a cultural expectation for the population to follow that mirror how a gender should act or appear. It is believed that advertising serves as socializing agent which does not only influence attitudes but also influences values and behaviour. Overtime, debates have come up to know if advertising shapes idea of what it means to be a male or female in a society. Men and women in advertising are often perceived to represent a particular gender role thereby validating the stereotyped roles ascribed to them. Linder (2004) suggests that exposure to gender role stereotypes in advertising often influences gender stereotyped attitudes.

In view of the above background this study seeks to examine the portrayal of male and female in Nigerian advertisements and to achieve this aim, four research questions were raised; what types of stereotypical elements use in the selected advertisements, what roles were ascribed to men and women in the selected advertisements, how often does stereotypical advertisements appeared in

the selected newspapers, and does the nature of products advertised influence gender stereotype in the selected advertisements?.

Conceptual Review

Advertising and Advertisements: A lot of researchers and scholars have defined advertising from different perspectives. According to Arens (2006), advertising is:

a structured and composed non-personal communication of information usually paid for and usually persuasive in nature, about product (goods, services, and ideas) by identified sponsors through various media. Advertising is intended to be persuasive- to win converts to a product, service, or idea. Some ads such as legal announcements are intended merely to inform, not to persuade (p.7).

Eggleton (2010) defined advertising “as a process of communication whereby a person or group of people is persuaded to take some form of action, usually to make a purchase or participate in a particular behaviour”. Akrani (2012) synthesized definitions of advertising from different people and came up with the following definitions:

1. According to Kennedy, “Advertising is salesmanship in print”
2. American Marketing Association (AMA) defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
3. In terms of business, Akrani (2012) defines advertising as a subtle strategy of communicating information for promoting, alluring and convincing people to act accordingly and as expectedly to achieve satisfying results in form of generation of sale of ideas, goods, services and/or events. Generally, its consideration is realised in form of cash earned because of increasing sales as a result of its positive impact (persuasion) on potential customers.
4. In an academic perspective, Advertising as a function of marketing is an academic discipline (subject) that teaches basic to advance skills of creating a result-oriented non-personal communication of information. It is done by making systematic plans which when applied correctly with blend of creativity and innovation, has a remarkable ability

to make a positive mental impact, and bringing in a psychological change in the majority of masses (people) by appealing and impressing them on their conscious level to try or buy an advertised idea, product, service and/or event.

5. And in general sense, advertising covers all kinds of non-personal presentation of ideas, goods, services, events, etc., conveyed to people (who are potential customers being targeted) at large. It includes promotion of ideas, goods, services and/or events executed by an authorized advertising agency to fulfil the expectations of an identified sponsoring entity.

Pollay (1986) quoted by Hayko (2010) while discussing the unintended consequences of advertising, confirms that advertising pops up everywhere, on the street, in our communication, and even in the most intimate of spaces. He however, notes that advertising influences our culture, which in turn influences us. According to Pollay, 1986; Martin and Gentry, 1997) in (Plakoyiannaki and Zotos, 2008), “Advertising can basically be said to be a major way of establishing communication between manufacturers and its prospective consumers. although some advocates, in certain cases see images in advertising act as an agent in reinforcing and reshaping society’s norms and beliefs, appreciation of good life and depiction of sexuality”.

Popova (2010) emphasised that “advertising has the power to manipulate people and turn them into obsessed consumers while they continue to believe that they can never be affected by the advertising messages and can preserve their right to freedom of choice” . In addition to encouraging consumers to choose the products that are best for them, advertising, at least in democratic nations, allows individual to learn about the wide variety of lifestyle and political choices available to them and choose the ones that they find best (Morley, 2017).

Gender Stereotype and Advertisements: Two schools of thought have emerged to explain gender stereotypes in advertisements i.e. the ‘mirror’ and ‘mold’ school of thought. According to “Mirror” school of thought by Zotos and Tsihla (2014a):

Advertising reflects values that already prevail in a cultural context. The rationale behind this lies in the existence of multiple interrelated factors in the contemporary socioeconomic and political environment that influence the value system of a society.

Therefore the impact of advertising seems insignificant. In this light, men and women featured in advertisements generally have been typecast to adhere to the dominant concepts held regarding gender roles (p.25).

The mirror explanation proposes that advertisements reflect values inherent in society and that any stereotypes present merely represent existing attitudes towards, and beliefs about, certain groups. The 'mirror effect' of advertisements alone would therefore have little effect on social norms, as advertisers are not seen to be trying to influence society on how certain groups are viewed, but are instead using prevalent attitudes, beliefs and stereotypes to promote a product (Furnham, 2016). Eisend (2010) explained that although advertising systematically under-represents several aspects in life while making other aspects more important, changes in advertising content are more likely to correspond to changes in society than vice versa. As changes regularly occur in the cultural climate (e.g., a society's view of gender roles alters), advertisers adapt the images they portray to that which is more widely accepted. According to Pollay (1986, 1987) in Grau and Zotos (2016), following the mirror point of view, advertising reflects values that exist and are dominant in society. Furthermore, this view suggests that the best that advertising can succeed to do is to act as a magnified lens, which offers an extrapolated picture of a social phenomenon.

The 'mold' explanation views advertising according to Manstead and Mccolloch (1981); Pollay (1986, 1987) in Grau and Zoto (2016, p.762) as:

a reflection of society and its prevailing values. The 'mold explanation' proposes that advertisers are in fact trying to influence social values and opinions in a target audience in order to promote their product. This theory draws on social learning theory that suggests individuals are highly likely to imitate observed behaviour if it is perceived to increase the likelihood of gaining a reward. This is especially relevant in terms of advertising, as consumers of a certain product are usually portrayed as being socially rewarded, whilst non-consumers may be punished.

Therefore, if an advertisement draws heavily upon stereotypes- that may be in accurate or negative representations- then observers (especially children) may be more likely to view these

stereotypes as social norms, and behave accordingly (Furnham, 2016). Also the cultivation theory address the ‘mold’ explanation, according to Zotos and Tsihla (2014a), explains that:

People’s view of social reality is shaped by the media. They tend to incorporate stereotypes presented by the media in their own concepts of reality so as to match the particular promoted images. Ultimately, this process contours individual behaviours in a way that even the relationships of human beings with themselves, their bodies and their partners are influenced by advertising. Other scholars also maintain that media has the power to mold culture (p.25)

That is, people learn appropriate roles and beliefs by observing how people are portrayed in advertisements (Social Psychonline, 2015). Eisend (2010) is also of the opinion that changes in attitudes and behaviour can be brought as a result of exposure to media and advertising and that people learn from media.

Taking all the above into consideration, according to Zotos and Tsihla (2014a), it could be suggested that the truth lies somewhere in the continuum between the “mirror” and the “mold” argument. “Since advertising, as a system of visual representation, creates meaning with the “circuit” of culture, it seems that it both reflects and contributes to culture, although an empirical investigation of both views is still lacking” according to Eisend (2010). This study intends to investigate and contribute to existing body of knowledge by adding Nigerian perspectives to the ongoing debate on gender stereotypes in advertisements.

Empirical Review

Grau and Zotos (2016) examined the changing role of gender representations in advertising. They emphasised that the role of feminism in the 1960s challenged equal opportunities for men and women and initiated a gradual change in occupational opportunities and domestic structures especially for women. Secondly, changes in the labour force brought significant variation in both male and female roles and subsequently how they are reflected in advertising and thirdly, the changing role structure in the family has created significant variations in the female roles. They noted that the changing portrayal of men is perhaps one of the greatest interests in the past few

years. Men have recently been attributed with softer roles and interacting with their children. They however noted that the depiction of men in advertising depends on the product advertised.

Grau and Zotos concluded that most of the current research on gender stereotypes has been examined in print and television advertising however; they concluded that researchers should also examine the role of gender stereotypes in digital advertising, native advertising and social media advertising formats.

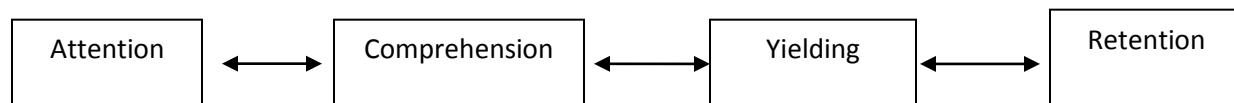
Hovland, McMahan, Lee, Hwang and Kim (2005) conducted a research on gender role portrayals in American and Korean advertisements which is based on the work of Erving Goffman (1979). Their study was based on the assumption that media portrayals affect how people (i.e., audiences or readers) think, feel, and behave. Albert Bandura's Social Learning Theory and Goffman's Framing Analysis were used to garner empirical evidence. Analyses of a random sample of American magazines advertisements are compared to Korean magazines advertisements. A total number of 320 advertisements was analysed, 20 advertisements were drawn from each magazine which are Women's Donga and Ceci (Korean magazines), Good Housekeeping and Glamour (American magazines).

According to Hovland et al (2005), It was discovered that the use of ritualization of subordination appeared to be more prevalent in U.S advertisements (67.5%) than in Korean advertisements (42.5%), feminine touch was also more prevalent in U.S advertisements than in Korean advertisements(46.9 and 35.6%) respectively. U.S. advertisements showed female models using fingers or hands to cradle or caress objects almost twice as frequently as female models in Korean advertisements (20.6% and 11.3%, respectively) while U.S advertisements also employed a height relationship more frequently than Korean advertisements. The results suggest that stereotypic depictions of women in American magazine advertisements are becoming less prevalent while Korean advertisements offered fewer stereotypic images of women. However, sexist images still appear more frequently in some American magazine advertisements than Korean magazine advertisements.

THEORETICAL FRAMEWORK

Learning Theory

Hovland's message Learning Theory describes how attitude formation and attitude change works. This theory had, and still has, applications to advertising and how advertising influences behaviour. The message learning approach works through a "chain of persuasion" with stages of: Exposure, Attention, Comprehension, Yielding, Retention and Action (Tan, 2012)



Source: www.web.stanford.edu

According to Anaeto, Onabajo, and Osifeso, (2008), the key assumptions of the learning theory are:

1. Persuasive communication becomes more effective with the use of positive or negative reinforcement. Positive reinforcement involves rewarding the receiver for making an appropriate or desired response. Negative reinforcement involves, not punishment (at least not initially), but the provision of an opportunity to respond in an appropriate way- an opportunity to make corrections.
2. Greater persuasive effect will be assured if specific reinforcements are tied to specific desired responses.
3. Reinforcement provided immediately following the desired responses is likely to be more effective than delayed reinforcements.
4. Timely feedback on evaluation of prior response can serve as positive or negative reinforcement in shaping subsequent behaviour.

The Learning Theory by Carl Hovland can be referred to as behavioural theories of attitude change. The theory posits that repetition of advertising messages increases learning. It explains how advertising influence people's behaviour. The learning theory works through 5 steps which

explain attitude formation and change process. These steps according to Nugent (2013) are exposure, attention, comprehension, yielding and retention.

This means that once a person is exposed to an advertisement and it captures his or her attention, there is greater chance of learning whatever he or she might have seen or heard from such advertisement. This means that people can or may learn stereotypical behaviour from advertising messages that they have been exposed to one time or the other. Most people retain knowledge from what they have seen or heard from the media thereby forming their opinion on how they should behave in their immediate environment. This knowledge may be negative or positive.

Social Cognitive Theory

Social Cognitive Theory (SCT) started as Social Learning Theory in the 1960s by Albert Bandura and Richard Walters. It developed into SCT in 1986 and posits that learning occurs in a social context with a dynamic and reciprocal interaction of the person, environment and behaviour. The unique feature of SCT is the emphasis on social influence and its emphasis on external and internal social reinforcement. SCT considers the unique way in which individuals acquire and maintain behaviour (LaMorte, 2016).

The key assumptions of the Social Cognitive Theory according to Anaeto, et al (2008) are:

- The theory explains how people acquire and maintain certain behavioural patterns
- The theory also provides a basis for intervention strategies.
- It states that behavioural change depends much on the factors- environment, people and behaviour.
- Specifically, environment (social and physical) refers to factors that can affect a person's behaviour. "Environment and situation provide the framework for understanding behaviour". And as Glanz et al (2002) in Anaeto et al (2008), puts it "the situation refers to the cognitive or mental representations of the environment that may affect a person's behaviour".
- In practice, therefore, these three factors: environment, people and behaviour, are constantly influencing each other.

Methodology

The Content Analysis was adopted for the research. According to Prasad (2008), “it is the study of the content with reference to the meanings, contexts and intentions contained in a message”. Prasad (2008) further explained that, “content analysis falls in the interface of observation and document analysis.

The research population consists of all products and services advertisements that appeared in the publications of *The Guardian*, *The Punch* and *Vanguard* newspapers over the periods of six months (July to December, 2016). The choice of these newspapers was based on the fact that they were rated as top leading newspapers in Nigeria. The sample size for this study was 276 editions of the selected newspapers. The sample size was derived using the Simple Random Sampling technique where the table of random numbers was used to select adverts that appear on every other date.

The coding sheet was adopted as instrument for collecting data, while the unit of analysis was images and words that appeared in the three newspapers. For proper definition of the contents, Goffman’s six coding categories were adopted; relative size, function ranking, feminine touch, family scene, ritualisation of subordination and licensed withdrawal.

Content categories for products include; educational institutions, household products, real estate, media and entertainments, sport, telecommunications, and others. While for content categories for roles; professionals, family oriented, shopaholic, sport, media personnel, scholars, unskilled labour and social media addict, were analysed. For data analysis, descriptive statistics was adopted.

Data Analysis and Discussion

Table 1: Frequency of Newspaper Advertisements Analyzed.

ADVERTS PAGE	THE GUARDIAN	THE PUNCH	VANGUARD
FULL PAGE	67	45	60
HALF PAGE	15	27	19
QUARTER PAGE	10	20	13
TOTAL	92	92	92

Source: content analysis, 2018

Table 1 showed that most (172) of the advertisements analysed were full pages. This means most advertisers prefer to advertise their products and services on full pages of newspaper rather than half page or quarter page. This enables readers to clearly see information about the product or services.

Table 2: Frequency of Male and Female in the Advertisements Analyzed.

GENDER	THE GUARDIAN	THE PUNCH	VANGUARD
MEN	60	53	61
WOMEN	51	62	47
TOTAL	111	115	108

Source: content analysis, 2018

The total number of male (174) and female (160) cross the newspapers varied. This is first evidenced of disparity in the use of gender for advertisements in selected newspapers. Two out of the three newspapers had more men than women which show that there was no equal representation of both gender. It was discovered that *The Punch* had more women than men in the selected newspaper.

Table 3: Frequency of Stereotypical Elements Found in the Sselected Advertisements.

Stereotypical elements	Newspapers					
	The Guardian		The Punch		Vanguard	
	Men	Women	Men	Women	Men	Women
Relative size	6(10%)	-	10(18.9%)	-	15(24.5%)	-
Function ranking	29(48.3%)	13(25.5%)	16(30.2%)	5(8.1%)	17(27.9%)	4(8.5%)
Feminine touch	-	3(5.9%)	-	7(11.3%)	-	2(4.3%)
Family scene	4(6.7%)	5(9.8%)	6(11.3%)	10(16.1%)	6(9.8%)	10(21.3%)
Ritualization of subordination	2(3.3%)	7(13.7%)	6(11.3%)	15(24.2%)	5(8.2%)	7(14.9%)
Licensed withdrawal	19(31.7%)	23(45.1%)	15(28.3%)	25(40.3%)	18(29.5%)	24(51.1%)
Total	60(100%)	51(100%)	53(100%)	62(100%)	61(100%)	47(100%)

Table 3 showed that element of relative size in the advertisements revealed that men were shown to be bigger and occupied more space than women. For element of function ranking, more men were seen performing executive roles than women in the selected Nigerian newspaper advertisements. Men were portrayed as Doctors, Engineers, Technologists, Bankers and others more than women. Although women were also portrayed as such but with less representation compared to men in advertisements.

For element of feminine touch, women were seen in the newspaper advertisements analysed touching objects with hands or holding it. *The Punch* had the highest number of element of feminine touch while it was discovered that women were still been portrayed as ‘object of sex’. The researcher observed from the data gathered that element of feminine touch was mostly prominent in products advert. Element of family scene i.e. parents and their children or child were seen bonding together. It was discovered that women were mostly seen in the selected

newspaper in family scene than men. Women were mostly seen bonding with their children more than men. Although men were also seen with element of family scene in the analysed newspaper but it was very few.

The Element of ritualization of subordination was also discovered; *The Punch* had the highest number of women with element of ritualization of subordination. Ritualization of subordination means men or women were seen lying on the floor, bed or sofa or lying on one another for support. The researchers observed that ritualization of subordination was not only prominent to women but men were also seen lying on the floor, bed and sofa.

The researchers also observed that Element of licensed withdrawal i.e. making a phone conversation, covering mouth or face and smiling, were still prominent in Nigerian newspaper advertisements. *The Guardian* had the highest number of element of licensed withdrawal for men while *the Punch* had the highest number for women. It is very evident that most adverts had element of licensed withdrawal. It was discovered that more women were seen making phone conversation, covering mouth, face or smiling. The researchers also observed that men were not left out in being portrayed with element of licensed withdrawal.

Table 4: The Frequency of roles ascribed to Men and Women in the Guardian, the Punch And Vanguard Newspaper.

Roles	Newspapers					
	<i>The Guardian</i>		THE PUNCH		<i>Vanguard</i>	
	Men	Women	Men	Women	Men	Women
Professional roles	25(41.7%)	9(17.6%)	16(30%)	10(16.1%)	17(27.9%)	4(8.5%)
Family oriented roles	6(10%)	7(13.7%)	8(15.1%)	13(20.9%)	5(8.2%)	8(17.02%)
Shopaholic	3(5%)	9(17.6)	-	7(11.3%)	3(4.9%)	3(6.4%)
footballer	3(5%)	2(3.9%)	2(3.8%)	-	3(4.9%)	-
Media personnel	1(1.7%)	3(5.9%)	1(1.9%)	3(4.8%)	6(9.8%)	4(8.5%)
Students	5(8.3%)	7(13.7%)	14(26.4%)	5(8.1%)	7(11.5%)	3(6.4%)
Models	13(21.7%)	12(23.5%)	9(16.9%)	14(22.6%)	12(19.7%)	15(31.9%)
Social media addict	4(6.7%)	2(3.9%)	3(6.7%)	10(16.1%)	8(13.1%)	10(21.3%)
Total	60(100%)	51(100%)	53(100%)	62(100%)	61(100%)	47(100%)

Table 4 shows the frequency of roles ascribed to men and women in the advertisements. It was discovered that men were mostly seen with professional roles in the analysed newspapers i.e. *The Guardian*, the Punch and *Vanguard*. The researcher observed that women were less portrayed with professional roles unlike men who were highly represented in all the three newspapers that were analysed. It was also discovered that women were seen with family oriented roles than men in the table above.

It was also discovered that women were more portrayed as shopaholic than men i.e. women were more addicted to shopping. *The Guardian* had the highest number of women who were portrayed as shopaholic while for The Punch; men were not portrayed as shopaholic. The roles of

a footballer were more attributed to men than women. Only *The Guardian* had women portrayed as footballer while *The Punch* and *Vanguard* had no women.

Table 5: Frequency of Stereotypical Elements that appeared in the Selected Newspaper Advertisements

STEREOTYPICAL ELEMENTS	THE GUARDIAN	THE PUNCH	VANGUARD
RELATIVE SIZE	6	10	15
FUNCTION RANKING	42	21	21
FEMININE TOUCH	3	7	2
FAMILY SCENE	9	16	12
RITUALIZATION OF SUBORDINATION	9	21	16
LICENSED WITHDRAWAL	42	40	42
TOTAL	111	108	115

Table 5 showed the frequency of stereotypical elements that appeared in the selected newspaper advertisements. Function ranking appeared the most (84). This means many advertisements still portrayed gender along traditional functions. Despite the fact that functions ranking is increasingly been blurred with modernization, changing economy landscape and technology.

Arising from the above data analysis, the following are the major findings of this research study:

- There are still stereotypical elements in Nigerian advertisements, elements such as Relative Size (that is men were bigger and taller than women); Function Ranking (men having more professional roles such as business executive, doctors, bankers, engineers among others.); Feminine Touch (women touching themselves, caressing objects);

Ritualization of Subordination (women lowering themselves, leaning against a man's shoulder or holding their arm); and Licensed Withdrawal (being involved in phone conversation, covering face and smiling).

- Men were portrayed in more professional roles while women were seen in more family oriented roles. Although both men and women were seen as models for some products and service. Women were seen mostly as shopaholic than seen in professional roles.
- It was also revealed that the nature of products and services advertised influence the portrayal of gender stereotypes. Household products were mostly advertised by women and sport activities by men.

Conclusion and Recommendations

Conclusion

The advertising industry had been faced with the challenge of portraying men and women realistically without alienating any segment of both genders. Despite the level of gender awareness across the world, it seems that many copywriters and advertisers are still rooted in gender stereotypes. Results of the research show that gender stereotype is still prevalent in Nigerian newspaper advertisements. The advertising industry has not stopped engaging in depicting both gender in a stereotypical way despite the changing role of men and women in the society. Men have been seen performing more fatherly role to their children while women have been seen in this present century as business executives, engineers, doctors and in other professional roles.

Advertisements of products targeting households were more gender stereotyped than advertisements targeting services. Women were seen more as models for products than men.

Recommendations

The researches made the following recommendations:

1. Advertisers should produce more of non stereotypical messages due to the emancipation of women in the era of globalization and the changing role of both genders in the society.

2. Copywriters should portray men and women with professional roles, family oriented roles, models and other important roles.
3. Online newspaper adverts should also be examine for further study to know if gender stereotypes are also prevalent.
4. It should be noted copywriters must come in terms with the change and portray men and women more in ways that reflect realities

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