

Gender and Advertisements Across Cultures

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In the United States, many advertisements try to depict their target audience when using models for their product. Advertisers will also try to pick people they believe will appeal to their target audience. For this reason, there can be gendered differences in the depiction of men and women in advertisements. Many makeup advertisements will feature women, and many outdoorsy products will feature men. Additionally, there can be a poor representation of minorities of both genders. However, regardless of the product, most models will be happy, attractive, and youthful with blemishes photoshopped out.

The North American advertisements I found showing women were for conditioner, mask-wearing, and the army. The women in the conditioner ad and mask ad were depicted as friendly and happy, while the woman in the army ad looked stern and serious. The first two ads are of women, who appear to be white, with long dark hair in light-colored clothing. These ads show friendly-looking women to get the consumers to purchase their products or subscribe to their ideas. The army ad shows a black woman in uniform saluting. She looks powerful and commanding.

The North American advertisements I found showing men were for the army, intel, and a portfolio review event. The men in all three ads look commanding and powerful, and all appear to be white. In the army ad, the man looks stern and is standing at ease. In the Intel ad, there are six other men as background characters. They are standing at a running start pose with their heads down around the main man. These other men in the picture appear to be men of color. Interpretation of this representation can be negative because it looks like the white man is more important than the other men. The third ad for the portfolio review event shows a man riding a bear looking out through a spyglass showing him as adventurous.

The second culture I looked at was Chinese culture. Many of the ads I found were for food or products. In the advertisements I saw, there were none for events or beliefs. There was about an equal number of ads that showed either men or women, and there were a few I saw that depicted both genders. The pictures that depicted both genders together were for food.

The Chinese ads with women in them were for makeup, toothpaste, and Coca-Cola. The makeup ad depicted the woman as seductive and gentle. The women in the toothpaste ad and the Coca-Cola ad have big toothy grins and appear happy and friendly. In all three ads, the women were fair skinned with dark hair that is primarily short. All the women in the ads appear to be Chinese or of Asian descent.

The Chinese ads with men in them were for Nike, a phone, and tea. In the Nike ad, the man looks tough and serious. He appears to be holding a powerful pose. In the phone and tea ads, the men look gentle and friendly. Their stance is inviting and personable. They all have short dark hair and appear to be Chinese or of Asian descent.

Some similarities between the two cultures' advertisements were the types of people in the ads and the kinds of things the genders were promoting. In both cultures, there were men promoting tech products and women promoting beauty products. Both cultures primarily depicted skinny, flawless models in their advertisements. Also, both cultures had male models in their tech ads and female models in their beauty ads. Additionally, most ads did not feature minorities in each culture.

Some differences between the ads were the subject of the advertisements and who modeled in the ad. In the ads that I found, no ads promoted the Chinese military, but there was an abundance of them looking up advertisements in the United States. Another difference is that

many of the people in the Chinese advertisements I used are celebrities, while those in the American ads were everyday people.

There are negative and positive consequences for the way advertisements depict men and women. These ads can have a negative influence on people because they perpetuate beauty standards. Underrepresentation of minorities and varying body types can hurt people from those groups because ads ignore their beauty. Ads perpetuating beauty standards can also lower their self-esteem because they feel they cannot live up to these standards. However, a possible positive consequence of these ads is they can motivate some people to change their actions. The Go Army ads can encourage people to join the army. The female ad could motivate more women of color to join the army and diversify it.

Advertisements can shape culture. By influencing the people partaking in culture, it can shape culture. Certain depictions can be adopted into norms and values and change aspects of the culture. For example, the mask up ad can influence people to wear masks. The habit of donning a mask in public can become a norm and has been important in the pandemic. Advertisements can shape culture by reinforcing it. Depicting men and women in stereotypical roles reinforces the beliefs. Showing primarily men in sports or tech ads reinforces many people's beliefs that those subjects are more masculine. This depiction is similar for women and beauty advertisements.

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Appendix


North American Advertisements



LED A PLATOON IN AFGHANISTAN.

GRADUATED FROM COLLEGE WHILE SERVING HIS COUNTRY.

INSPIRES SOLDIERS TO BECOME BETTER INDIVIDUALS.

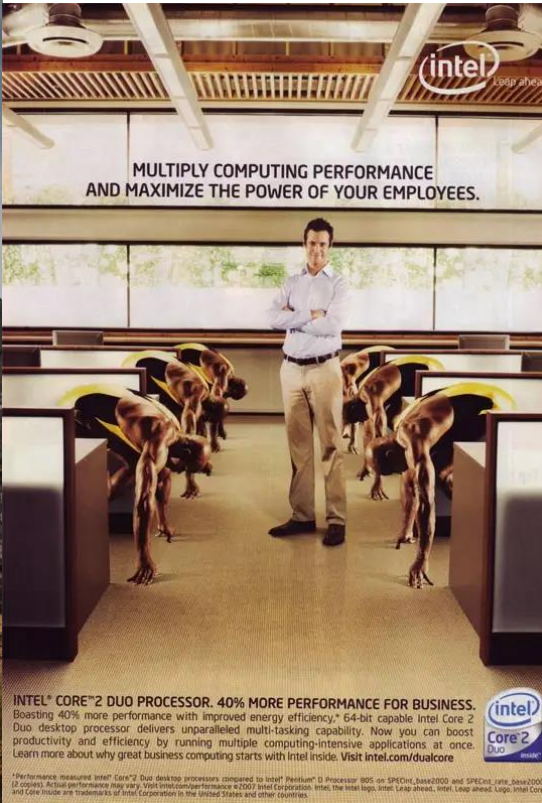


Leadership is one word the U.S. Army Officers take very seriously, like Captain Francisco Martinez. Growing up with his grandfather's example as an officer inspired him, and now at 28, he is living his dream in the Army as a Signal Officer in charge of tactical communications. There's strong. Then there's Army Strong. See more at goarmy.com/officer.

Stop by the Army booth or contact Major Will Griffin at (215) 204-4453 or wgriffin@temple.edu, or stop by Ritter Hall, lower level today! Stop by the Army booth or contact Major Will Griffin at (215) 204-4453 or wgriffin@temple.edu.

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*Performance measured: Intel® Core™2 Duo desktop processors compared to Intel® Pentium® D Processor 960S on SPECint*_rate2000 and SPECint*_rate_base2000. © 2007 Intel Corporation. Intel, the Intel logo, Intel Leap ahead, Intel Leap ahead Logo, Intel Core and Core Inside are trademarks of Intel Corporation in the United States and other countries.

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