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THE PORTRAYAL OF ADULT SEX ROLES: A CONTENT ANALYSIS  
OF ADVERTISING PICTURES IN SIX WOMEN'S MAGAZINES

by

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## CHAPTER I

### INTRODUCTION

Much has been written--particularly since the growth of the women's liberation movement--about the relationship between sex roles and self-images.

It has been said, for instance, that personality characteristics traditionally associated with femininity and manliness are arbitrarily assigned to each sex without regard to individual differences. There are men who find it very difficult to be strong, independent, and aggressive, just as there are women who develop such attributes with comparative ease.<sup>1</sup> Both sexes are unjustly stereotyped. However, studies--particularly in the area of mental illness--indicate women have more problems than men in coping with their roles in society.<sup>2</sup>

Some writers have commented on sex roles in relation to the media. They contend that the media play a big part in reinforcing traditional sex roles.<sup>3</sup> Few researchers, however, have systematically analyzed communication content in reference to sex roles.

#### Purpose

This study is an analysis of the portrayals of men and women in advertisements carried in six national women's magazines.

Answers to several questions are sought in the study: (1) In what roles are women pictured in advertisements in women's magazines? (2) To



what extent do advertisements in women's magazines picture males and females in the traditionally-stereotyped conceptualization of sex roles? (3) To what extent do the career roles of men and women pictured in women's magazines reflect the roles indicated in U. S. Census data? (4) What is the sex of the person pictured in women's magazine advertisements who is "selling the product" to the consumer?

### Justification for the Study

Wilbur Schramm said journalists have an obligation to study mass communication as a social institution--its organization, its place in social structure and function, its content, its audience, its responsibilities and performance.<sup>4</sup> This thought expresses the basis for this thesis.

Although journalists and advertisers did not create the "traditional" image of women, it is necessary for them to understand how, if at all, they have contributed to this image.

The typical consumer is said to pay some attention to an average of 76 advertisements a day, although he or she is exposed to many more messages.<sup>5</sup> It would seem that the most effective forms of communication would best be remembered.

The effectiveness of pictures has been discussed by many, including Robert Taft, who believed the effectiveness of the photograph may be even greater than that of the printed word. He said:

A photograph, or its reproduction, can tell in a moment what might require many moments, or even hours, to describe in writing. Not only can it describe more rapidly but it can fix mentally more vividly, completely and indelibly than can the printed word.<sup>6</sup>

Similarly, Stephen Baker said:

Picture communication functions on a subconscious level. It happens fast. We comprehend messages without much effort. We hardly know what has hit us.<sup>7</sup> The subtleness of pictures increases their power.

Not only does readership go up if there is a picture in the advertisement but so does the believability.<sup>8</sup>

"In this age," one photographer said, "we have a tendency to believe more strongly in what we can see, even at second hand."<sup>9</sup>

Martineau agreed, saying:

Words can't even communicate anything unless they create images in our minds. Otherwise we can't conceive of the object or idea. But in so many instances other symbols, such as a gesture or pic, a tone or a mood, will create these images much faster and more adequately than words.<sup>10</sup>

It seems, then, that effectiveness and high believability of pictures indicate the importance of portraying people correctly. For these reasons, only advertisements with men or women pictured are analyzed in this study.

This study should be of particular interest to advertisers who certainly do not want to alienate any market segment of society, but want to sell products as effectively as possible. This discussion might encourage them to evaluate their marketing appeals.

#### Limitations of the Study

This study is limited to sex women's magazines for January, February, and March and to pictures of adults. Since the study is limited to women's magazines, overall conclusions and perhaps suggestions for future advertising must be limited to those magazines.

## FOOTNOTES

1  
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Robert E. Girvin, "Photography as Social Documentation," Journalism Quarterly, XXIV, No. 3, (September, 1947), p. 207.

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## CHAPTER II

### REVIEW OF LITERATURE

In December 1969, a group of women staged what may have been the first protest demonstration against the image of women presented by advertising.

A Mattel Toys advertisement, which ignited the demonstration, read in part:

Because girls dream about being a ballerina, Mattel makes Dancerina...a pink confection in a silken blouse and ruffled tutu....Wishing you were older is part of growing up...Barbie, a young fashion model, and her friends do the "in" things girls should do--talk about new places to visit, new clothes to wear and new friends to meet...

The advertisement added:

Because boys were born to build and learn, Mattel makes Tog'l (a set of building blocks for creative play).

An illustration depicted a boy playing with:

....imaginative and fantastic creatures that challenge young minds to think as they build...Because boys are curious about things big and small, Mattel makes Super-Eyes, a telescope that boys can have in one ingenious set of optically engineered lenses and scopes...that...create 1 dozens of viewing devices--all for science or all for fun.

Komisar stated that such advertising begins stereotyping male and female very early in life and that the little girl who was taught to want to be a model or a ballerina grows up to be a thirty-year-old Barbie Doll with advertising still providing the cues.<sup>2</sup> She explained:

Madison Avenue Woman is a combination sex object and wife and mother who achieves fulfillment by looking beautiful and alluring for boy friends and lovers and cooking, cleaning, washing, or polishing for her husband and family. She is not very bright; she is submissive and subservient to men; if she has a job, it is probably that of secretary or an airline hostess. What she does is not very important anyway since the chief interest in her life is the "male reward" advertisers dangle enticingly in front of her. ("Male reward" is, in fact, the argot used in the trade.)<sup>3</sup>

Women's liberationists are not angry only with the media. Grant reported in 1970, however, that "they do charge that advertising has done the most harm by supporting and reinforcing the 'sexist status quo.'"<sup>4</sup> Liberationists have let their complaints be known with demonstrations,<sup>5</sup> stickers and "awards." Stickers with the message "this advertisement insults women" have been printed and used by the thousands as an effective means of protest. "Barefoot and Pregnant Awards" and "Old Hat Awards", representative of "advertising degrading to women," have been given to many advertisers and their agencies in recent years.<sup>6</sup>

Franchellie Cadwell, president of Cadwell/Compton, a division of Compton Advertising in New York, agreed with Grant in 1970, saying that "no force demeaned women more than advertising." Her agency published a manifesto, which read in part:

When over 55 per cent of the women in the country are high school graduates and 25 per cent have attended college, when women have achieved sexual freedom, aren't they beyond 'house-i-tosis'? At the very least women deserve recognition as being in full possession of their faculties....<sup>7</sup>

A year later she discussed changes that suppliers and marketers would have to make:

They'll understand that they can no longer dictate demand to women-at-large. They'll stop looking for the mass common denominator and start making the product to fit the individual need....Marketers will give up their obsession with numbers and become preoccupied with "people." And, instead of looking down, they'll start seeing women at eye level.<sup>8</sup>

Such demands and complaints regarding advertising are not new. Ten years ago psychologist Marya Mannes, wrote about "the destructive anxieties" of women. She said they were:

....not the growth of women's minds and powers, but quite the contrary: the pressures of society and the mass media to make women conform to the classic and traditional image in men's eyes.

She continued:

They must be not only the perfect wife, mother, and home-maker, but the ever-young, ever-slim, ever-alluring object of their desires. Every woman is deluged daily with urges to attain this impossible state.<sup>9</sup>

Some argue that the inability of women to reach this perfect state has a direct relationship to the high rate of mental illness among married women in comparison to married men.<sup>10</sup> Many authors believe difficulties exist as a result of recent changes in the woman's role in industrial societies.

According to this argument, women previously had a more meaningful role. Housework took more time and skill and the skill was highly valued. However, with the development of industrialization and the small nuclear family, the woman's child-rearing years were shortened and her domestic skills were largely replaced by modern conveniences.<sup>11</sup>

These changes in women's roles were accompanied by changes in this legal and ideological structure, which held that the same standards should apply to men and women.<sup>12</sup> However, women remained in their traditional positions. Gove determined that there are ample grounds for assuming that women find their positions in society more frustrating and less rewarding than men do and that this may be a relatively recent development.

Strong arguments support Gove's theory that the married woman's roles are more fragile, frustrating, unsatisfactory, unstructured and invisible, and less inner-oriented and goal-oriented than the married man's roles. For instance, a married woman's role may be more fragile if she occupies only one social role, that of housewife, while her husband occupies two major roles of household head and worker. If a woman finds her family role unsatisfactory, she has no major alternative source of gratification.<sup>13</sup>

Housewives may find their housekeeping role frustrating. It is a position of low status and more often than not it is not consistent with the educational and intellectual attainment of women in our society.<sup>14</sup> The housewife role also is rather invisible. It is easy to perform work poorly while brooding over problems rather than consistently meeting the demands of work.<sup>15</sup> If a married woman works, she also is typically in a less satisfactory position than the married male. Working women are under greater strain in that they usually perform most of the household chores and, therefore, put in considerably more hours of work per day than the working husband. Finally, Gove determined that expectations confronting women are unclear as they tend to perceive their career in terms of what men will do, whereas men perceive their career in terms of their own needs.<sup>16</sup>

In another study of sex roles, Broverman concluded that women tend to have more negative self-concepts than do men.<sup>17</sup> He determined that such self-concepts are a result of powerful social pressures to conform to sex-role standards of society. Stereotypically masculine traits are more often perceived to be desirable than are stereotypically feminine characteristics, and characteristics that are considered positive adult attributes are more often labeled "masculine." Women are clearly put in a double bind in that different standards exist for women than for adults. If women adopt the behaviors specified as desirable for adults, they risk censure for their failure to be appropriately feminine; but if they adopt the behaviors that are designated as feminine, they are necessarily deficient with respect to the general standards for adult behavior.<sup>18</sup>

Steinmann et al. determined another possible conflict among women in that women perceive man's ideal woman as significantly more passive and



accepting of a subordinate role. At the same time, women perceive themselves and their ideal woman as having equal components of passive and active orientations.<sup>19</sup> Such feelings, the authors concluded, could easily lead to a confusion of self-identity described by E. H. Erikson as "ego-diffusion," a serious personality disturbance.<sup>20</sup> A later study conducted by Steinmann and Fox suggested that both men and women are rejecting each one's desires as to what roles they should assume.<sup>21</sup>

Myrdal and Klein declared in Women's Two Roles: Home and Work that as a group, housewives today suffer more from isolation and loss of purpose than any other social group, except, perhaps, the old.<sup>22</sup>

Similarly, psychiatrist Natalie Shainess said:

Women and men...are losing purpose in life, in terms of meaningful affective ties, and sharing the life of the young. Another way of putting this is that women are increasingly losing contact with their inner selves--their sentience--and as a result, become further alienated from meaningful living.<sup>23</sup>

Pointing a disapproving finger at the television medium, psychologist Mannes charged, "Television says your identity is to be found in the products you buy--the cosmetics, clothes, cars and home you 'wear'".<sup>24</sup>

A similar note was struck by Jules Henry when he asserted in Culture Against Man that "industry spends billions exploiting the capacity of American women to lead themselves to unreality."<sup>25</sup> He claimed that women are given an erotic role surrounded with ambiguities because they fit readily into any kind of commercial fantasy.

In Problems of Women's Liberation, Evelyn Reed spoke of women and advertising fantasies. "The great American dream comes true," she declared, "for beautiful women who can purchase streamlined cars, television sets, and even it seems, a dreamy sex life and an ideal family."<sup>26</sup> She explained:



**THIS BOOK  
CONTAINS  
NUMEROUS PAGES  
WITH MULTIPLE  
PENCIL AND/OR  
PEN MARKS  
THROUGHOUT THE  
TEXT.**

**THIS IS THE BEST  
IMAGE AVAILABLE.**

Women's weaknesses are carefully studied and ruthlessly exploited by the most unscrupulous members of the Madison Avenue brainwashers, who take advantage of the knowledge that most housewives are restless, unhappy and bored. They come up with formulas promising "feminine fulfillment" through the purchase of things.<sup>27</sup>

Germaine Greer, author of The Female Eunuch, discussed the effectiveness of these beautiful women in advertisements:

Because she (the woman) is the emblem of spending ability and the chief spender, she is also the most effective seller of this world's goods. Every survey has shown that the image of an attractive woman is the most effective advertising gimmick. She may sit astride the mudguard of a new car, or step into it ablaze with jewels; she may lie at a man's feet stroking his new socks; she may hold the petrol pump in a challenging pose, or dance through the woodland glades in slow motion in all the glory of a new shampoos; whatever she does her image sells.<sup>28</sup>

According to Henry,<sup>29</sup> sales clerks, routine office workers, lower-middle-class housewives can identify with females pictured in advertisements "in fancy costumes floating on a Saturday night cloud." The advertisement, he says, "zeroes in on a deprived target who started life with a Self but lost it somewhere along the way."<sup>30</sup>

Winick believed that one effect of advertising is to encourage sexual fantasies. He cites "before and after" advertising as illustrative of the fantasy component for products related to sex appeal. The implication, he explained, is that the product contains a magic that transforms users into remarkably seductive persons.<sup>31</sup>

Winick added that sexual themes tend to be shown in courtship or nonmarital situations. Marital sexual feelings, if shown, are in travel advertisements since "what takes place in an exotic locale seems less threatening."<sup>32</sup>

Cadwell agrees with Winick about advertising fantasies, particularly in reference to soap advertisements. She believes the "White Knight and Giant-in-the-Washing-Machine images are sex symbols that help housewives

assuage their own guilts and imagined inadequacies by acting out a cleanliness neurosis."<sup>33</sup>

A possible relationship between negative self-images and advertising is hinted at as Winick reminded, "The housewife is generally shown as an unglamorous and frequently unappetizing woman whose peak experiences seem to center on finding a laundry soap or detergent or floor cleaner with magical properties."<sup>34</sup>

While advertising did not create these images about women, Komisar contends that it "legitimizes the idealized, stereotyped roles of woman as temptress, wife, mother, and sex object."<sup>35</sup> She explains:

It (advertising) makes women feel unfeminine if they are not pretty enough and guilty if they do not spend most of their time in desperate attempts to imitate gourmet cooks and 18th century maids. It makes women believe that their own lives, talents, and interests ought to be secondary to the needs of their husbands and families and that they are almost totally defined by these relationships.<sup>36</sup>

An obvious inference is made, then, by many authors of a relationship between negative self-images of women and the images they see of themselves in advertising.

Complaints regarding advertising are not limited to representatives of women's liberation organizations. A study completed in 1970, for instance, found little difference between attitudes of those organizations and those representing a cross-section of women. Advertising that both groups of women found offensive were narrowed into two categories: those that "either blatantly exploit and insult women" and those that "reinforce sex role stereotypes."<sup>37</sup> Interviewees in the study said that ads showing sexy or seductive women "created unconscious associations between merchandise and sexual desires to induce people to buy products in search of gratification" and that these advertisements tend "to create guilt within the minds of many women who don't feel sexy enough and therefore, think they lack

femininity."<sup>38</sup> Finally, participants also decried the attitude of a woman's place being in the home as being overemphasized in much advertising.<sup>39</sup>

Writers have claimed the same. Komisar, for instance, declared, "Nearly half the women in the country work, but you wouldn't think so to look at American advertising."<sup>40</sup>

Census Bureau data show more women work today in the United States. In 1970, women represented 40 per cent of the total work force. Their positions are of increasingly higher status.<sup>41</sup>

An April, 1972 Bureau of Advertising market research report indicated a similar growth in the number of working women. At that time, the number of women in the labor force stood at an all-time high of 42 per cent, and among women in the key age group of 18 to 64, 50 per cent were in the work force. The Bureau predicted the number of working women will increase. Significantly, of the full-time housewives, one-third (and nearly two-thirds of those under the age of 35) intend to go to work in the near future.<sup>42</sup> The study concluded that advertisements should be directed to the working woman because there are a lot more women and they spend a lot more money.<sup>43</sup>

Since the Bureau of Advertising study was completed, John M. Coulter, manpower director for the Chicago Association of Commerce and Industry, has predicted that 60 per cent of the American women will be working by 1985.<sup>44</sup>

Content analyses have been done concerning women and advertising. One such study, an unpublished University of Illinois thesis, "Working Women as a Market Segment: A study of Trends in Advertising to Women Utilizing a Content Analysis, 1948-1968," dealt more with trends in advertising. It concluded that advertisers were moving from specific targeting to a general format that features the product alone and allows readers to fill in the necessary empathy-identification. It also was determined that advertisers failed to advertise specifically to the

increasing affluent and influential segment of working women in the United States.<sup>45</sup>

Another study was reported in the February, 1971, issue of the Journal of Marketing Research. The study, conducted by Courtney and Lockeretz, included a content analysis of seven news magazines published the week of April 18, 1970.<sup>46</sup> Advertisements were coded by categories, including product type, the number and sexes of all adults, and their occupations or activities. This researcher had hoped the role categories and occupational categories utilized in the Courtney and Lockeretz study might be used in the present study as a point for comparison. However, the study's lack of definitions and obvious contradictions made this impossible.\* Overall, the study indicated that while there were "few individual advertisements that could be considered deprecatory to women, the picture as a whole does fail to show the true range of women's roles within our society."<sup>47</sup>

Wagner and Banos<sup>48</sup> studied the same magazines as Courtney and Lockeretz (although they replaced the defunct Look magazine) in a follow-up study twenty months later. This study, also published in Journal of Marketing Research, did not define categories so that it might be used in this study. In comparison to the original study, these researchers determined a shift in the type of roles of nonworking females. A larger proportion were shown in "decorative" (nonactive) roles. They were portrayed less often in a family or recreational situation. A higher ratio of working women were depicted in advertisements in the follow-up study as 21 per cent were shown in working roles compared to 1970's 9 per cent.

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\*

Career categories were not clearly defined and efforts to match percentages with how this reader understood the categories were unsuccessful.

Courtney and Lockeretz' study also indicated that there are divisions of male and female "worlds" by product category. In the advertising they examined, women were limited in household decision making. They reported:

Women appear to operate independently only for relatively inexpensive purchases--food, cosmetics, and cleaning products. For more expensive household purchases, men were brought into the ads, presumably because they share in buying decisions. Important business and societal institutions--banks, industrial firms, and the mass media--apparently did not consider women sufficiently significant to their businesses to feature them often in advertising.<sup>49</sup>

In a September 1972 Freedom of Information Center report, Muriel Akamatsu reviewed recent literature and happenings regarding women and advertising. She discussed classified and display advertising and noted a trend "toward positive action rather than negative" in both categories.<sup>50</sup> She said groups such as the Media Women who are trying to make changes from inside the advertising profession are the main cause for the improvement. She also endorsed a need for more women in the advertising profession.

Tina Santi, deputy director of corporate public relations at the Colgate-Palmolive Company, said in a March, 1974 issue of Advertising Age that she believes advertising is changing and the world of the White Knights is over. Advertisers, she explained, are finding they must not take a woman into a world of fantasy, but rather must give her facts that will help her use the product properly. She continued:

Fantasy advertising is inappropriate to the times, however effective it was ten years ago. Instead, we must tell today's woman that this floor wax is easy to use and here's how to use it; that the interior of this automobile was styled by Pierre Cardin with her in mind; that this pre-soak won't remove all stains, but here is what it will remove: that this packaged dinner not only is convenient, it's nutritious.<sup>51</sup>

Although Akamatsu, Santi, and others have recognized "positive" action in advertising, some--such as Franchellie Cadwell--don't believe advertising has changed with the advent of the women's liberation movement.<sup>52</sup>

The advertising business "is way overdue in revolutionizing how they communicate with women," Cadwell said in 1973. Cadwell gave several reasons for this. First, she said, the "most demeaning and offensive" commercials are the best sellers. Secondly, advertisers do not feel pressure from the women's movement since movement leaders are not united and do not have support from a sizeable segment of the female population. She cited "lousy timing" as a third reason. The movement peaked just as the economic recession did, Cadwell said, and advertisers weren't in the mood for taking chances.<sup>53</sup>

Others, such as Caroline Bird, have noted similar hesitation from marketers. She reported that after she spoke at the International Congress of the American Marketing Association in 1970 about the marketing implications of women's changing role, marketing men laughed at her, saying what she said was ridiculous. "They are so convinced they are right," she said, "they don't see any point in investing money to do research on how women react to stereotypes."<sup>54</sup>

In regard to marketing research, Diana Gartner, vice-president for research at Daniel and Charles, reported that the copy-testing techniques that are used have bias built into them. "They assume that anything showing a woman getting a man's praise or attention is automatically motivating," she explained. "It's a firmly established principle."<sup>55</sup>

Henry, perhaps realizing the inadequacies of marketing research offered a challenge in Culture Against Man to other organizations to study the content of advertising. He suggested:

In view of the increasing competition and the expanding operations of advertising, greatly increased budgets of the FDA, FTC and FCC should be countermoves against advertising's strong inherent tendency to misrepresent.

He continued:

If such a unit were to take a project a year or a subject matter a year--toys, women's magazines, cosmetics--and publish its findings, it would have a tremendous effect on advertising through exercising a moral force, bringing the attention of the public to the nature of the corrosive influence.<sup>56</sup>

Henry and others, then, appear to believe that studies such as this one should be done.



## FOOTNOTES

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33 Komisar, op. cit., p. 209.

34 Winick, op. cit., p. 164.

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"Libs Have Had Little Effect on Ads to Women," Advertising Age, XLIV, (March 19, 1973), p. 44.

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## CHAPTER III

### METHODOLOGY

#### The Study Design

Content analysis is utilized in this study. Merton provided the justification for the analysis of communication content from the point of view of communication behavior when he said, "We can hardly hope to interpret the effects of the stimulus pattern unless the stimulus pattern itself is adequately known."<sup>1</sup>

Sargent and Saenger added that study of communication content, if properly done, throws some light on the intent of originators and forecasts the responses of recipients.<sup>2</sup>

Berelson defined content analysis as a research technique for the objective, systematic, and quantitative description of the manifest content of communication.<sup>3</sup> A more recent definition by Budd, Thorp, and Donohew suggests, "Content analysis is a systematic technique for analyzing message content and message handling -- it is a tool for observing and analyzing the overt communication behavior of selected communicators."<sup>4</sup>

Content analysis has been used many times to examine the extent to which the mass media perpetuate the stereotypes of our society.<sup>5</sup> One such study, "Stereotyping of Negroes and Whites: An Analysis of Magazine Pictures," was valuable in determining the method for this content analysis.<sup>6</sup>

#### The Sample

Women's magazines were chosen for the study because of the writer's

interest in determining how women are portrayed to women in advertising. Women's magazines are geared to women's interests. Therefore, it would seem that these magazines more than others should be geared to portraying the "true" woman rather than the stereotyped one.

Six magazines--Family Circle, Good Housekeeping, Ladies' Home Journal, McCalls, Ms., and Redbook--were studied. With the exceptions of Ms. and Redbook, the magazines in this study were chosen because they were the highest in circulation in the category of women's magazines in Ayer's Directory. Ms. was selected because of its unique interest in women's liberation. Redbook was selected because it is geared to the younger woman more than the others. It was selected instead of Woman's Day, a magazine with a slightly higher circulation, because Woman's Day is similar to Family Circle, and Redbook, therefore, adds breadth to the study.

January, February, and March 1974 issues were studied since they were the most recent issues available.

Other analyses--such as the Courtney and Lockeretz study--analyzed only one issue of each of the magazines in their sample.<sup>7</sup> However, one issue of each magazine was not considered an adequate sample. A preliminary study indicated that more than three issues of each magazine in the sample would not change the results.

Each issue of the designated magazines was examined for advertisements one-fourth page or larger that contained one or more adult men or women. The sample was limited to advertisements where adults were pictured.

### Categories

Advertisements were analyzed and placed in one of seven content categories. The following categories were labeled and defined for the study:

1. Parenthood

The primary activity of the man or woman in this advertisement would be their interaction with children.

2. Home Care

Any activity dealing with home maintenance--whether it is cleaning, cooking, repairing, painting, or some other home care-related activity--would be included in this category.

3. Glamour

This category includes advertisements where the man or woman is pictured simply because of their attractiveness. This would tend to include the "typical" eye makeup and after shave advertisements as well as advertisements of products with an attractive person included merely to add glamour.

4. Leisure/Recreation-1

The man or woman in this advertisement is engaged in a relaxing or "sporty" activity. They must be pictured alone. This category does not include someone who is involved in professional sports; they would be listed under the "career" category.

5. Leisure/Recreation-2

Same as Leisure/Recreation-1, except the subject is pictured with one or more other persons.

6. Career

This advertisement depicts persons working in positions in which they earn money.

7. Miscellaneous

This category was included in case an advertisement would not fit into one of the categories. (During the pre-test, however, this category was not necessary).

If an advertisement was coded as "career," it was then coded according to the occupation of the person pictured. Originally, the writer planned to use the occupational categories that were used by Courtney and Lockeretz. A pre-test indicated, however, that more rigid terms were needed than the "blue collar," "nonprofessional white collar" and "sales, middle-level business, semi-professional" terms used in that study. Coder reliability with the Courtney and Lockeretz categories was low.

This section of this study was then changed to a much more rigid and defined method of categorization. Occupations depicted in advertisements were placed instead on a 7-position scale based on a midwestern adaptation of the North-Hatt occupational prestige ratings.<sup>8</sup>

The prestige scale provided an objective procedure for rating occupations that obviously was needed.

The midwestern version of the scale includes scores for 155 occupational titles or brief job descriptions. A copy of the occupational listing is in Appendix A.

The scores and occupations in this midwest scale are divided into seven positions.<sup>9</sup> Occupations in advertisements that could not be located in this list were placed after consultation with the thesis chairman and are listed in Appendix B.

### Product Categories

The product categories utilized in the Courtney and Lockeretz study<sup>10</sup>--with the addition of infant and pet products categories--were used in this study.

The product categories are as follows: alcoholic beverages, beauty products, cars, charity, cigarettes, cleaning products, clothing, drugs, entertainment-media, food products, furniture, home appliances, industrial



products, institutional ads, travel, infant products and pet products.

#### Advertising Content Analysis Form

An advertising content analysis form was used to collect data. (An example is presented in Appendix C). As an advertisement was studied, all relevant data were marked on the collection sheet.

The collection form used for marking information for male and female subjects are the same in content. The forms were color coded to differentiate between the men and women to facilitate the analysis of the data.

The form included room for comments. Information that was helpful in a descriptive analysis and discussion was placed there.

#### The Pre-Test

As a check on the categories and definitions to be used, a pre-test was given to two persons who were unfamiliar with the writer's thesis interests. This was done because of the writer's concern that categories would be useful in future studies done by others. The coders went through two magazines and coded 78 advertisements, using definitions given them by the researcher.

Several categories--all in the occupational categorization--were deemed inadequate in the first pre-test. Other than the occupation category, the coders varied only once in their coding of the 78 advertisements. A second pre-test was given using the Occupational Prestige Scale, rather than the Courtney and Lockeretz occupational designations, for categorization of careers. Results of the second pre-test indicated that the Occupational Prestige Scale would be workable.

The writer re-coded advertisements at random two weeks after the second pre-test. Identical coding was replicated, indicating the categories are well-defined.

## FOOTNOTES

- 1  
Dorwin Cartwright, "Analysis of Qualitative Material," Research Methods in the Behavioral Sciences eds. Leon Festinger and Daniel Katz (New York: Rienhart and Winston, 1953), p. 428.
- 2  
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Ralph O. Nafziger and David Manning White (eds.), Introduction to Mass Communications Research (Baton Rouge, La.: Louisiana State University Press, 1968), p. 181.
- 4  
Richard Budd, Robert Thorp and Lewis Donohew, Content Analysis of Communications (New York: The Macmillan Company, 1967), p. 2.
- 5  
Nafziger and White, op. cit., p. 94.
- 6  
A. Shuey, "Stereotyping of Negroes and Whites: An Analysis of Magazine Pictures," Public Opinion Quarterly, XVII, 1953, pp. 281-287.
- 7  
Alice E. Courtney and Sarah Wernick Lockeretz, "A Woman's Place: An Analysis of the Roles Portrayed by Women in Magazine Advertisements," Journal of Marketing Research, VIII, No. 2, (February, 1971), p. 93 and Louis G. Wagner and Janis B. Banos, "A Woman's Place: A Follow-Up Analysis of the Roles Portrayed by Women in Magazine Advertisements," Journal of Marketing Research, X, No. 5, (May, 1972), pp. 213-4.
- 8  
Malcolm S. MacLean Jr. and Albert D. Talbott, "North-Hatt Study," Communication Research Center Project 067, Michigan State University, 1961, cited by Carol E. Oukrop, "Time-Use and Interests of Homemakers Low and High in Knowledge of Public Affairs" (unpublished Ph.D. dissertation, University of Iowa, 1969).
- 9  
The cut-off points for the seven positions were taken from the Oukrop dissertation.
- 10  
Courtney and Lockeretz, op. cit., p. 94.

## CHAPTER IV

### THE FINDINGS

A total of 519 advertisements were categorized in this study. Of the 519 advertisements, 226 were repeats.\* Therefore, there were only 293 different advertisements. The 519 advertisements pictured 793 persons, including 609 women and 184 men. Such figures were not surprising since it would be expected that advertisers would believe women readers could identify with women better than with men in advertisements.

Role categories in the study were well defined as only nine persons from three advertisements were placed in the miscellaneous category. Two product categories, however, were added during the coding that had not been necessary during the pre-test. Infant products were shown in 19 advertisements and 13 advertisements represented pet products. The writer believed these numbers warranted additions to the product category list.

#### Tabulations

Table I indicates the role categories utilized in the study and the percentage of time the categories were depicted by men and women in advertisements. Percentages are based on the total number of men or women depicted, not on the number of advertisements in the study.

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Throughout the study, tabulations are made using the total number of advertisements, including the repeats.

TABLE 1  
PERCENTAGE AND FREQUENCY OF MEN AND WOMEN  
IN WOMEN'S MAGAZINE ADVERTISEMENTS, BY ROLE

Role	Women		Men	
	Per Cent	Number	Per Cent	Number
Parenthood	10.4	(63)	10.3	(19)
Home Care	8.9	(54)	6.5	(12)
Glamour	48.4	(295)	10.9	(20)
Leisure/Recreation-1	6.9	(42)	1.1	(2)
Leisure/Recreation-2	14.9	(91)	42.4	(78)
Career	10.2	(62)	25.0	(46)
Miscellaneous	.3	(2)	3.8	(7)
Total	100.0	609	100.00	184

Similar percentages were found among women and men in the parenthood category. However, of the 19 advertisements depicting men in parenthood roles, only 5 pictured the father alone with his children. The remaining 14 were family pictures that included the woman, too. Only one advertisement (which was repeated once) showed a father with an infant. Fathers were more often pictured with middle-aged children than with infants and more often they were with sons instead of daughters.

Conversely, women in the parenthood category were shown in advertisements as the only adult or with other women in 49 or 63 advertisements. Husbands were pictured with these women and their children in 14 of the 63 advertisements. Women weren't shown more often with any particular age group of children. They were pictured with infants more often than men were as they were shown with infants in 21 of the 63 advertisements.

The percentages of men and women in the home care category also were similar. A large number (31 of 54) of the women in this category were washing clothes or cleaning floors or dishes whereas men were often paying bills (5 of 12 advertisements).

The glamour category contained the largest difference in percentages between men and women, with 48.4 per cent (295 of 609) of the women in this category while only 10.9 per cent (20 of 184) of the men were in it.

The reverse was true for the leisure/recreation-2 category as 42.4 per cent of the men were in this category and only 14.9 per cent of the women were.

The career category also differs according to sex. Of the 609 advertisements picturing women, 62, or 10.2 per cent, depicted a career role. Of the 164 men, 46 or 25 per cent, portrayed a career role. The occupations portrayed by women and men in the advertisements will be discussed later.

#### Role Categories By Magazine

Role categories were also tabulated by magazines to determine any differences in advertising. (See Tables II and III.) The writer was interested especially in comparing advertising content of Ms., a magazine with a unique interest in women's liberation, to that of the other high-circulation women's magazines.

It must be noted that there are few advertisements in Ms. in comparison to the other magazines. Only 14 advertisements in Ms. during the three-month period depicted women. Likewise, only 14 depicted men. Other magazines utilized as many as 139 pictures. Therefore, one advertisement in Ms. affects the percentages more radically than the same advertisement in another magazine.

TABLE 2  
PERCENTAGE AND FREQUENCY OF WOMEN PICTURED  
IN SIX WOMEN'S MAGAZINES, BY ROLE

Role	FC % - #	GH % - #	LHJ % - #	McC % - #	Ms. % - #	RE % - #
Parenthood	11.5 (16)	10.3 (10)	9.6 (11)	9.0 (10)	7.2 (1)	10.6 (14)
Home Care	12.2 (17)	14.4 (14)	8.7 (10)	6.3 (7)	0	4.6 (6)
Glamour	41.0 (57)	50.5 (49)	47.8 (55)	50.5 (56)	35.7 (5)	55.3 (73)
Leisure/Recreation-1	3.6 (5)	5.2 (5)	8.7 (10)	7.2 (8)	21.4 (3)	8.3 (11)
Leisure/Recreation-2	18.0 (25)	9.3 (9)	13.9 (16)	18.0 (20)	14.3 (2)	14.4 (19)
Career	13.7 (19)	10.3 (10)	9.6 (11)	9.0 (10)	21.4 (3)	6.8 (9)
Miscellaneous	0	0	1.7 (2)	0	0	0
Total	100. (139)	100. (97)	100. (115)	100. (111)	100. (14)	100. (132)

TABLE 3

PERCENTAGE AND FREQUENCY OF MEN PICTURED  
IN SIX WOMEN'S MAGAZINES, BY ROLE

Role	FC % - #	GH % - #	LHJ % - #	McC % - #	Ms. % - #	RE % - #
Parenthood	13.0 (6)	17.65 (6)	6.9 (2)	11.1 (3)	0	5.9 (2)
Home Care	8.7 (4)	11.8 (4)	6.9 (2)	3.7 (1)	0	2.9 (1)
Glamour	15.2 (7)	8.8 (3)	6.9 (2)	11.1 (3)	0	14.7 (5)
Leisure/Recreation-1	2.2 (1)	0	0	0	0	2.9 (1)
Leisure/Recreation-2	45.7 (21)	23.5 (8)	51.7 (15)	55.6 (15)	14.3 (2)	50.0 (17)
Career	13.0 (6)	35.3 (12)	17.3 (5)	14.8 (4)	85.7 (12)	20.6 (7)
Miscellaneous	2.2 (1)	2.95 (1)	10.3 (3)	3.7 (1)	0	2.9 (1)
Total	100. (46)	100. (34)	100. (29)	100. (27)	100. (14)	100. (34)

As Tables 2 and 3 show, the percentages of men and women in the parenthood category are quite similar for Family Circle, Ladies Home Journal and McCalls. Good Housekeeping's percentage of men in this position was much higher (17.65 per cent) than that of the women (10.3 per cent). However, women were depicted more often (10.6 per cent) than men (5.9 per cent) in Redbook. Ms.--a magazine devoted to erasing traditional sex roles--depicts women in the parental role in 7.2 per cent of its advertisements while men are not depicted in this position in any of the 14 ads.

Women received a slightly higher percentage in the home care role than men did for all magazines except Ms. Ms. did not portray women or men in home care roles in any of its advertisements.

Women were pictured higher percentages of time in glamour roles than men were in all magazines. Redbook, "a magazine for young women," had the highest percentage of 55.3. Family Circle and Ms. had considerably lower percentages of 41.0 and 35.7, respectively. It should be noted that while Ms. was lowest in this glamour category for women, it was also the lowest for men as none of the advertisements depicted men in the glamour position.

Findings showed that more persons in leisure/recreation categories were with others than alone. Only once--in the categorization of the women pictured in Ms.--were people in ads shown in leisure activities by themselves more often than with others.

Men were most often pictured in the leisure/recreation category. McCalls' advertisements pictured men in this category 55.6 per cent of the time. Men in Good Housekeeping and Ms. advertisements were in this category the least--23.5 and 14.3 per cent of the time, respectively.

Instead, the men in Good Housekeeping and Ms. were most often pictured in career roles. Ms. showed men in this role 85.7 per cent of the time and Good Housekeeping, 35.3 per cent. Men were shown in the career role more



often than women in all magazines except Family Circle. Women were slightly higher than men in this category with 13.7 per cent as compared to the men's 13.0 per cent.

Women were shown in the career role most often in Ms. magazine. Ms. pictured them in this category in 21.4 per cent of its advertisements. Family Circle's 13.7 per cent was second highest. While Ms. depicted women more often in career roles than other magazines, it must also be observed that Ms. depicted men much more often in the career category, too. Of the 14 advertisements that showed men in Ms., 12 pictured men in career roles while none of the advertisements depicted men in parenthood, home care, glamour or leisure/recreation roles.

#### Occupational Positions

In the tabulation of career roles, it is obvious that men are pictured in positions of higher prestige than women (see Table IV). Of the 46 advertisements that pictured men in career roles, 9 advertisements (19.6 per cent) showed them in the highest position, Position I. None of the 62 women in the career category represented Position I. Similar results were formed for Position II as 21.7 per cent of the men pictured were in this category while only 3.2 per cent of the women were.

Higher percentages of women in career roles were pictured in Positions III and IV than men. Half of the career women occupied Position III while 17.4 per cent of the men did. Most women in this category were teachers. Women and men were portrayed in Position IV occupations 25.8 and 10.9 per cent of the time, respectively.

Many advertisements portrayed career men and women in Position V. Men were shown in this low position a higher percentage of time, 30.4 per cent, compared to women, 21.0 per cent. Positions VI and VII of the

Occupational Prestige Scale were not found in any of the study's advertisements.

TABLE 4  
PERCENTAGE AND FREQUENCY OF MEN AND WOMEN IN WOMEN'S MAGAZINE  
ADVERTISEMENTS, BY OCCUPATIONAL PRESTIGE POSITION\*

Occupational Position	Women		Men	
	Per Cent	Number	Per Cent	Number
I (Scores 88-99)	0	0	19.6	(9)
II (Scores 84-87)	3.2	(2)	21.7	(10)
III (Scores 74-83)	50.0	(31)	17.4	(8)
IV (Scores 66-73)	25.8	(16)	10.9	(5)
V (Scores 54-65)	21.0	(13)	30.4	(14)
VI (Scores 44-53)	0	0	0	0
VII (Scores 33-43)	0	0	0	0
Total	100.0	(62)	100.0	(46)

\*Position I indicates highest prestige.

It is difficult to compare this information precisely to Census Bureau data. Census data are given in terms of "white collar workers," "blue collar workers," and so on, while Occupational Prestige Scale positions do not fall neatly into such categories. However, some very general comparisons can be made. According to the United States Bureau of the Census, 43.6 per cent of the United States women who are 16 and over are employed and of these, a higher percentage (60.8 per cent) have white collar positions than do men (39.7 per cent).<sup>1</sup> Clearly, the men dominate the two highest positions in this study. Granted, men do fill these positions more in number since a higher percentage of men than women are employed, but such

dominance in advertising does not completely reflect the Census data. Similarly, Census data show that almost one-half of the working men are "blue collar workers," i.e. craftsmen, operatives and non-farm laborers. Yet, the percentage of such workers pictured in these roles in this study's advertisements is below that figure and, therefore, also does not reflect Census data.

Tables V and VI, which indicate the occupational positions occupied by women and men in each magazine, show more precisely how the portrayal of men and women in careers differs. It should be noted that the tabulations for men pictured in Ms. are high on Position II because one advertisement depicted nine male members of a board of directors.

TABLE 5  
NUMBER OF WOMEN PORTRAYED IN ADVERTISEMENTS  
IN SIX WOMEN'S MAGAZINES, BY OCCUPATIONAL POSITION

Occupational Position	FC	GH	LHJ	McC	Ms.	RE
I						
II	1					
III	10	5	4	6	2	4
IV	5	1	4	3		3
V	3	4	3	1		2
VI						
VII						

TABLE 6  
NUMBER OF MEN PORTRAYED IN ADVERTISEMENTS  
IN SIX WOMEN'S MAGAZINES, BY OCCUPATIONAL POSITION

Occupational Position	FC	GH	LHJ	McC	Ms.	RE
I	2	3	1			3
II	1				9	
III		4	1	1	2	
IV	2	1		1		
V	1	4	3	2	1	
VI						
VII						

### Products

Products advertised in these magazines were also studied for relationships between the sex of the person in the advertisement and the product being advertised (see Table VII).

Women were portrayed in advertisements for beauty products, cleaning products and clothing a higher percentage of the time than men, although advertisements for beauty products claimed the highest percentage of ads for both men and women. Out of all of the women pictured, 41.7 per cent of the time they were pictured in beauty product ads. Men were in beauty product advertisements 23.9 per cent of the time.

Men were shown in cigarette and food advertisements a higher percentage of time than women.

While women were most often pictured purchasing smaller household products, men were brought into the advertisements for purchases of more

TABLE 7

PERCENTAGE AND FREQUENCY OF MEN AND WOMEN IN ADVERTISEMENTS  
IN SIX WOMEN'S MAGAZINES, BY PRODUCT CATEGORY

Product	WOMEN		MEN	
	Per Cent	- Number	Per Cent	- Number
Alcoholic Beverages	.3	2	1.1	2
Beauty Products	41.7	254	23.9	44
Cars	.8	5	.5	1
Charity	0.0	0	.5	1
Cigarettes	8.7	53	14.7	27
Cleaning Products	9.2	56	5.4	10
Clothing	11.3	69	4.4	8
Drugs	5.9	36	6.0	11
Entertainment, Media	2.5	15	3.8	7
Food Products	5.8	35	8.7	16
Furniture	2.0	12	3.3	6
Home Appliances	1.2	7	2.7	5
Industrial Products	3.1	19	3.3	6
Infant Products	1.6	10	4.9	9
Institutional Ads	3.6	22	9.2	17
Pet Products	1.0	6	3.8	7
Travel	1.3	8	3.8	7
Total	100.0	609	100.0	184

expensive household items. The copy for a typical such advertisement, printed in several of the magazines, read, in part:

My wife wanted a washing machine with all the latest stuff on it.

But I wanted one that was heavy-duty.

We got a Westinghouse LA570P.

Women were pictured in advertisements for furniture and home appliances 3.2 per cent of the time while men were pictured in such advertisements 6.0 per cent of the time.

Men also clearly dominated institutional advertisements as they were pictured in these ads 9.2 per cent of the time compared to women's 3.6 per cent.

The apparent inconsistency between the few fathers shown with infants in the role analysis and the number of men selling infant products is due to seven advertisements that picture a male physician with a newborn baby. The other two infant product advertisements represented men in the parent-hood role.

Generally, the six women's magazines produced similar results in terms of percentages of advertisements falling into each of the 17 product categories.

## FOOTNOTES

<sup>1</sup>  
United States Bureau of the Census, Statistical Abstract of the United States: 1973 (Washington, D. C.: United States Department of Commerce, 1973), p. 222.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND DISCUSSION

The purpose of this study was to determine how women are presented in advertising pictures of women's magazines. It is hoped that the study will be beneficial to advertisers and magazine editors who have the responsibility of continually evaluating their work. And, certainly it should be helpful in ascertaining whether recent complaints concerning advertising and sex roles have much basis.

#### Summary

The data in this study suggest that advertising critics are justified to a degree when they say advertisements do not present a full view of the roles United States women play in today's society. The fact that not one of the 64 working women pictured in the magazine ads was shown as a high-level business executive is an example of this.

Only 10.2 per cent of the women were shown in career roles in this study. This can be compared to a 1972 study of advertising by Wagner and Banos and a 1970 study by Courtney and Lockeretz in which women were pictured in career roles 21 per cent and 9 per cent of the time, respectively. A major reason for the difference is that the 1970 and 1972 studies were of general interest magazines. In this study, men also were not shown in as many career roles as in the two previous studies. They were shown in career roles 25 per cent of the time in this present study as compared to 45 per cent in the 1970 study. One can only speculate that advertisers believe showing people in career roles is not effective in selling products to women.



It was also noted that men dominated high-status occupations in advertisements while members of neither sex were pictured in low-status occupations.

Advertisers chose most often to show women in glamour roles and portrayed men most often in the leisure/recreation role. Women were portrayed in glamour roles 48.4 per cent of the time and most of these advertisements were for beauty products or clothing. Men, who were portrayed in the leisure/recreation-2 with others category 42.4 per cent of the time, most often were selling beauty products and cigarettes. It seemed to the writer that these portrayals in both categories were unrealistic and perhaps give some grounds for the "fantasy" complaints that have been lodged against advertisers.<sup>1</sup>

Women were rarely shown with other women. Of the advertisements showing women only, a meager 18 per cent showed more than one. Only one advertisement--which was used in three magazines--portrayed women together as co-workers. Men were pictured with other men less often than with women as the ads with men only showed more than one man only 11 per cent of the time.

Of the advertisements showing men and women, 73 per cent showed only one man and one woman. None of these advertisements portrayed men and women as co-workers.

Similar percentages of men and women were portrayed in the parenthood role. It was surprising to the writer that such family-oriented and home-oriented magazines seldom portrayed men or women in their advertisements in parental or home care roles. While men were portrayed in parental roles a similar percentage of time as women were, most of the men were pictured with their wives and children while many women were pictured with only their children. Men also were seldom shown with infants and more often were with

sons instead of daughters while women were not shown with children of one particular sex or age group. However, most advertisements containing women--with the exception of several three-generation pictures--showed younger parents and, therefore, younger children.

Advertisers more often used women in their ads in the women's magazines used in this study. Women were portrayed more often by themselves when purchasing smaller items, such as beauty products, cleaning products and clothing. When larger household purchases were made, men were brought into the advertisements. And, men dominated industrial and institutional product advertisements.

### Conclusions

Few of the advertisements analyzed in this study could be considered offensive to women or men. However, some of the roles were not particularly flattering or realistic. In comparison to complaints regarding advertising found in the literature review, it would seem that some changes have been made in recent years in advertising. For example, it was noted that "White Knight" and similar advertising that was mentioned by several authors was not found. Advertisements were more realistic in that women and men were dressed in normal attire. For instance, women no longer are shown mopping floors in dresses and high heels or washing dishes in their wedding gowns. Both men and women are dressed more casually. It would seem to indicate that advertisers have made changes and are attuned to some degree to readers' wants and needs.

Four questions to be answered were posed in the introduction. Based on the data presented in the previous chapter, the questions can be answered as follows:

1. In what roles are women pictured in women's magazines?

Almost one-half of the advertisements picturing women in this study portrayed them in "glamour" roles. They were least often pictured in home care and career roles.

2. To what extent do advertisements in women's magazines picture males and females in the traditionally-stereotyped conceptualization of sex roles?

Traditional sex roles would place the woman in the home and show her as much more family-oriented. She would take a more passive role than the man. Men, meanwhile, would be more concerned with their career and making important financial decisions. The data collected in this study indicated that men and women are portrayed in parental roles an equal percentage of the time in advertisements. Women were depicted in home care roles slightly more than men. Men, in turn, were pictured in career roles much more of the time than women.

The percentages of men and women in parenthood and home care roles certainly do not indicate a traditional orientation of sex roles in advertising. However, there were certain things within ads, such as fathers not taking care of babies, and mothers cleaning house while dad moves furniture and balances the checkbook, that hinted toward a traditional outlook.

3. To what extent do the career roles of men and women pictured in women's magazines reflect the roles indicated in U. S. Census data?

In this study, neither men nor women were pictured accurately in career roles. According to Census Bureau statistics, 43.6 per cent of the United States women work. Yet, only 10.2 per cent of the women pictured in magazines are shown in career roles. The statistics

also are not reflected in advertisements in individual occupations as no women are shown in high-status occupations. Men clearly dominated in high-status occupations. Granted, U. S. Census data indicate men fill these positions in greater number since a higher percentage of men than women work, but the dominance in advertising does not completely reflect reality. Advertisements also did not reflect Census data in that neither men nor women were shown in lower-status occupations.

4. What is the sex of the person pictured in women's magazine advertisements who is "selling the product" to the consumer?

More women than men clearly are shown selling products in women's magazines. In the sample of advertisements studied, 609 women were pictured as compared to 184 men. Women were shown a higher percentage of time in advertisements for beauty products, cleaning products and clothing. Men were pictured in ads for cigarettes and food products a higher percentage of the time than women. Men were also portrayed much more in advertisements for large household items such as appliances and furniture, and were definitely pictured more in institutional advertising.

The data suggested that those who complain about sex roles in advertising are at least partially justified in saying that advertisements do not present a full view of the roles played by women. Men, too, were not portrayed accurately.

### Discussion

More studies need to be done regarding advertising content. The portrayal of women should be studied in more depth, and the portrayal of men should be studied, too. Such studies would help advertisers and editors

understand more clearly how they are communicating with readers and might indicate ways in which they might communicate more clearly.

Readers' attitudes concerning advertising and the effectiveness of various types of advertising appeals also should be studied. Researchers should attempt to discover what kinds of portraits of themselves women and men perceive as offensive. Studies on the roles of advertising and of advertisers and what they believe readers want to see might also be revealing. Additional studies of the effectiveness of pictures also would be beneficial.

Finally, additional content analyses of other magazine categories--men's, business and financial, and others--would be interesting comparisons and beneficial. Other areas of the media--television, radio and newspapers--should also be studied.

## FOOTNOTES

1

Jules Henry, Culture Against Man (New York: Random House, 1963), pp. 58-61; Evelyn Reed, Problems of Women's Liberation (New York: Pathfinder Press, Inc., 1970), p. 85; and Charles Winick, "Sex and Advertising," Mass Media: The Invisible Environment, ed. Robert J. Glessing and William P. White (Chicago, Palo Alto, Toronto, Henley-on-Thames, Sydney, Paris: Science Research Associates, Inc., 1973), pp. 163-4.

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## APPENDICES

## APPENDIX A

## LIST OF POSITIONS FOR OCCUPATIONAL PRESTIGE SCALE\*

## POSITION 1 (Scores 88 to 99)

<u>Score</u>	<u>Occupation</u>
99	President of the United States
96	U.S. Supreme Court Justice
94	Psychiatrist
92	Physician
	State Governor
91	Cabinet Member in Federal Government
	Diplomat in U.S. Foreign Service
89	U.S. Representative in Congress
88	College Professor
	Mayor of a Large City
	Scientist

## POSITION 2 (Scores 84 to 87)

87	Banker
	Government Scientist
	Lawyer
86	Architect
	Dentist
	Head of a Department in State Government
	Lay Analyst
	Mathematician
	Minister
	Nuclear Physicist
85	Chemist
	County Judge
	Member of the Board of Directors of a Large Corporation
	Veterinarian
84	Priest
	Psychologist

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 \*

The scores and occupations are taken from Malcolm S. MacLean and Albert D. Talbott, Communication Research Center Project 067, 1961. The position cut-off points were taken from Carol E. Oukrop, "Time-Use and Interests of Homemakers Low and High in Knowledge of Public Affairs," a University of Iowa dissertation, 1969.

## POSITION 3 (Scores 74 to 83)

<u>Score</u>	<u>Occupation</u>
83	Civil Engineer
	All Engineers
82	Airline Pilot
	Archeologist
	Captain of a Ship
	High Executive of a Medium Sized Company
	Owner of a Factory Employing about 100 People
	Professional Athlete
	Sociologist
	United Nations' Interpreter
81	Accountant for a Large Business
	Artist Who Paints Pictures that are Exhibited in Galleries
	Biologist
	Minor Company Executives
	Pharmacist
80	Actress
	Dancer (female)
	High School Guidance and Counseling
	Nun
79	Captain in the Regular Army
	Military Officer (any branch)
	Musician in a Symphony Orchestra
	Musician (any kind)
78	Author of Novels
	Building Contractor
	Instructor in the Public Schools
	Nurse
	Scientific Research Technician
77	Airline Stewardess
	Clothes or Fashion Designer (female)
	Dietician
	Economist
	Farm Owner and Operator
	Public School Instructor
	TV Announcer
76	Minor Civil Servant (Federal)
	Optometrist
	Railroad Engineer
	Small Business Owner-Operator
75	County Agricultural Agent
	Radio Announcer
74	Draftsman
	Newspaper Columnist
	Official of an International Labor Union
	Owner-operator of a Printing Shop
	Undertaker

## POSITION 4 (Scores 66 to 73)

<u>Score</u>	<u>Occupation</u>
73	Dental Hygienist Electronics Technician Hospital Lab Technician Outboard Motor Boat Test Driver Photographer, Commercial Physical Therapist Welfare Worker for a City Government
72	Electrician Trained Machinist
70	Manager of a Small Store in a City Reporter on a Daily Newspaper
68	Cosmetology Teacher Insurance Agent Interior Decorator (female) Model (female) Real Estate Agent Store Window Designer and Dresser (male) Tenant Farmer -- one who owns livestock and machinery and manages the farm Traveling Salesman for a Wholesale Concern
67	Bookkeeper (male) Business Clerical Help (male) Fireman Policeman Railroad Conductor Railroad Station Agent
66	Baker Brick-layer Carpenter House Painter Mail Carrier Post Office Clerk Roofer

## POSITION 5 (Scores 54 to 65)

65	Nurses' Aide Playground Director
63	Plumber
62	Automobile Repairman City Worker or Employee (semi-skilled) Factory Line Supervisor or Foreman Owner-operator of a Lunch Stand
61	Construction Worker (semi-skilled) Factory Line Worker (non-supervisory) Garage Mechanic Machine Operator in a Factory Seamstress

<u>Score</u>	<u>Occupation</u>
60	Bus Driver Cashier (female) Local Official of a Labor Union
59	Barber Beauty Operator Corporal in the Regular Army Typist, Secretarial, Office Clerical (female)
58	Clerk in a Store Streetcar Motorman
56	Fisherman Who Owns his Own Boat
55	Laundry Routeman Milk Routeman Shipping Clerk in a Warehouse
54	Truck Driver Matre de

POSITION 6 (Scores 44 to 53)

53	Lumberjack Restaurant Cook
52	Filling Station Attendant Restaurant Waiter
50	Farm Hand Singer in a Night Club
49	Taxi Driver
48	General Laborer Night Watchman
47	Coal Miner
46	Clothes Presser in a Laundry Dock Worker Janitor Railroad Section Hand
44	Soda Fountain Clerk

POSITION 7 (Scores 33 to 43)

42	Bartender
40	Parking Lot Attendant
38	Share-cropper -- one who owns no livestock or equipment and does not manage the farm
34	Street Sweeper
33	Busboy Garbage Collector Shoe Shiner

## APPENDIX B

## ADDITIONS TO THE OCCUPATIONAL PRESTIGE SCALE\*

## POSITION 3 (Scores 74 to 83)

<u>Score</u>	<u>Occupation</u>
83	Jockey
74	Radio Commentator (Paul Harvey)
73	Public Relations Person Typing a Daily Track Summary

## POSITION 5 (Scores 54 to 65)

63	Dishwasher Repairman
62	Shipping Dock Foreman
62	Hotel Rooms Manager
59	Television Copy Writer
55	Sidewalk Vendor

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\*

These occupations were depicted in advertisements and could not be located in the prestige scale. They were placed after consultation with the thesis chairman.

## APPENDIX C

## ADVERTISING PICTURE CONTENT ANALYSIS FORM

Mag:      FC    GH    LHJ    McC    Ms    RE      Month\_\_\_\_\_ Page\_\_\_\_\_

Depicted role:

I. Parenthood	( )	If career:
II. Home Care	( )	Position 1 2 3 4 5 6 7
III. Glamour	( )	Score_____
IV. Leisure/Recreation-1	( )	Occupation_____
V. Leisure/Recreation-2	( )	_____
VI. Career	( )	Comments:
VII. Miscellaneous	( )	

Product advertised

Alcoholic Beverages	( )	Institutional Ads	( )
Beauty Products	( )	Pet Products	( )
Cars	( )	Travel	( )
Charity	( )		
Cigarettes	( )		
Cleaning Products	( )		
Clothing	( )		
Drugs	( )		
Entertainment, Media	( )		
Food Products	( )		
Furniture	( )		
Home Appliances	( )		
Industrial Products	( )		
Infant Products	( )		



THE PORTRAYAL OF ADULT SEX ROLES: A CONTENT ANALYSIS  
OF ADVERTISING PICTURES IN SIX WOMEN'S MAGAZINES

by

MARCIA KAY SIMMONS

B. S. Kansas State University, 1972

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AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Journalism and Mass Communications

KANSAS STATE UNIVERSITY  
Manhattan, Kansas

1974

## THE ABSTRACT

The media have been criticized in recent years by some who claim they have played a big part in reinforcing traditional sex roles. This study, a content analysis of advertising pictures in six women's magazines, should be of value to communicators who have the responsibility of continually evaluating their work.

A pictorial content analysis form was developed and completed on each advertising picture appearing in the first three 1974 issues of Family Circle, Good Housekeeping, Ladies Home Journal, McCalls, Ms. and Redbook magazines. The role of each person and the product they represented were recorded on the form. The role categories included parenthood, home care, glamour, leisure/recreation-1 (person alone), leisure/recreation-2 (with others) and career.

A total of 519 advertisements, including 793 persons, were categorized in this study.

The study indicated that similar percentages of men and women were portrayed in the parenthood role. Men, however, were seldom pictured with their children alone and were most often shown with middle-aged sons.

The glamour category differed most between the men and women. Women were placed in this category 48.4 per cent of the time and men, 10.9 per cent. Men were most often shown in the leisure/recreation-2 category (42.4 per cent) in which women were found only 14.9 per cent of the time.

The data suggest that advertising critics are justified to a degree in saying advertisements do not present a full view of women's roles today.

While 43.6 per cent of the United States women work today, only 10.2 per cent of the advertisements with women portrayed them in working roles. Men were shown in working roles in 25 per cent of the advertisements. Men dominated the high-status occupations while members of neither sex were pictured in low-status occupations.

Women were portrayed in advertisements for beauty products, cleaning products and clothing a higher percentage of time than men. Men were depicted in ads for cigarettes and food products more often than women.

While women were shown more often than men making small everyday purchases, men were brought into the advertisements for more expensive household purchases. Men clearly dominated institutional advertisements.

It was concluded that while few of the advertisements studied could be considered offensive to women or men, some of the roles portrayed were not particularly flattering or realistic.