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**TITTLE : Analysis of Audience and Gender stereotypes in Selected TV  
Commercial Adverts in Kenya: A Case Study of Citizen Television**

**SUB –THEME : Culture, Gender, and Social Inclusion for Sustainable Development**

## **Abstract**

This paper examines the profound influence of television advertising on the collective consciousness of societies, investigating the cross-gender effects of gender stereotypes in the historical context of television advertising. Focusing on selected Kenyan TV commercial adverts aired on Citizen TV the research utilizes a case study approach to explore inherent differences between men and women stereotypical images present in advertisements. Stereotyped representations of specific genders in main characters and voiceovers are conspicuously prevalent. These depictions contribute to reinforcing entrenched gender-related societal norms for both men and women, posing a challenge by perpetuating undesirable social ideals through television. The study delves into the cross-gender impacts of gender stereotypes in advertising through text and imagery, addressing the subject's scrutiny across various topics, given the criticism of advertising for perpetuating gender stereotypes. Recognizing nuanced distinctions between men and women, the paper contends that stereotypical representations not only mirror existing differences but also influence self-perception and societal treatment. Employing a content analysis research framework, the study systematically investigates textual communication by selecting eight television commercials and subjecting them to content analysis across eight non-variables. The sampling, undergoes data analysis using SPSS version 26 to extract meaning, percentages, frequencies, and standard deviation. Descriptive statistical analysis was applied to data, while numerical data from content analysis was scrutinized based on developed themes. The findings indicate that depictions of women and men in advertising have a presumed negative impact on viewers, leading to heightened advertising reactance. The observed TV advertisements oscillate between traditional and sexist portrayals of genders, reflecting instances of shifts in the representation of women and men in TV advertising. This phenomenon adversely affects brand-related outcomes across different genders and contributes to gender stereotypes related to physical characteristics and roles. In conclusion, the paper outlines future research directions for gender stereotypes in advertising, emphasizing the negative reactions of both women and men to stereotyped portrayals of other genders. The results underscore the necessity for marketers to adopt a more conscientious approach to gender portrayals in advertising, signaling a call for a paradigm shift within the industry. Thus, the study contributes valuable insights into the intersection of culture, gender, and social inclusion for sustainable development.

**Key words:** Advertising, Gender, Stereotypes, Themes