**Presentation Outline: Gender Differences in Television Advertising between Countries**

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**Outline**

Introduction:

1. I am doing Persuasion in Television Advertising in other countries with a focus on Sex and Gender
2. I have taken an interest in this topic because I have always had a fascination with the cultures of other countries. The nuances, architecture, customs, and food of countries like Japan, India, Turkey, and Germany have always fascinated.
3. I would like to cover the basic stereotypes of each country, and how this may been seen in ads or clips from ads when available using examples from the Larson text to dissect the examples. I would also like to cover the similarities noticed and the major differences and to make conjectures about the reason for these similarities and differences.
4. Thesis: What differences can be seen in these stereotypes when examining Asian, European, and Continental American television advertising and how does it affect persuasion?

Summary of Larson to use:

I would like to use Larson’s chapter 9, 10, and 12.

I will use chapter 9 for dissecting cultural archetypes and myths and how they may relate to a culture’s view of its men and women. I can use things like cultural changes and types of clothing to derive information about ads.

I will use chapter 10 to analyze the non-verbal content for meaning or information about the way men and women may have been positioned or hold themselves in ads. Position, appearance, and vocal features can be used to determine the social location of each actor or person within the ad. This can help determine differences in position of men versus women.

I will use chapter 12 to analyze the speaking patterns of characters within ads and determine how they position each character. I will also use their position as a speaker (public, narrator, conversationalist) to determine their standing with an ad. For the papers,

Supplemental Source 1: Gender Stereotypes in Japanese Television Advertisements

1. Main Points
   1. Ads tend to be more directed at women and feature more women doing household chores, using products for women, and services related to women.
   2. Men tend to be seen with electronics more often than women
   3. Women often seen wearing Kimono, swim/underwear, or aprons
   4. Men wear suits more frequently than other forms of clothing
   5. General groups of ads and characters discovered describing general outfits, age, emphasis of features and how those characters relate to a product
2. Relation to Larson
   1. Cultural concepts relating to how Japanese view their genders can be seen regarding dress, Kimono are typically worn by women while both genders can wear Yukata. Japan has a strong business culture, so it common to wear suits and see men wearing suits.
   2. Linguistic issues will not be related entirely to this text, but to an example of a Japanese ad that will be used during the presentation. Linguistic issues will also be examined in how groups are portrayed and the content of their language and their position as a speaker.
   3. Nonverbals will not be examined heavily, since nonverbals are difficult to dissect in texts, however, clothing can be examined to glean information from descriptions of the ads. Most of the nonverbal examination will come from an ad. An example of nonverbals would be the business suits that men wear, this indicates a heavy sense of professionalism regarding men.

Supplemental Source 2: Gender Role Portrayals in Indian Television Ads

1. Main Points
   1. Women are homebound and appear in ads for domestic products
   2. Men appear in ads more than women
   3. Women appear more as credible through role as users of a product than expertise.
   4. Ads tend to produce and proliferate roles of women as subordinate house keepers.
   5. Indian women are shown in positions such as doctors and engineers equally to men, but they displayed as sex objects far less than in other countries.
2. Relation to Larson
   1. Cultural concepts relating to Indian ad content isn’t as applicable however cultural differences can explain the nature of certain ads. Indians are required to fill familial roles and this could explain usage of relationships in some ads.
   2. Nonverbals can be examined through an Indian ad that will dissect during the presentation, however little in nonverbals is explained in this paper.
   3. Language can’t be dissected in the paper; however, language and tones of voice will be examined through an Indian ad dissected during presentation. However, position of speakers can be used to glean information from this text, like how narrators tend to be men indicates a level of authority in Indian culture relating to men.

Supplemental Source 3: Gender Stereotypes in Spanish Television

1. Main Points
   1. Cultural changes have led to alterations in how Spanish television is developed.
   2. Men are most likely to be a narrator than women.
   3. Women are more likely to be attributed to domestic products than men.
   4. Women appear more in younger groups than men do, the opposite is true for older groups.
2. Relation to Larson
   1. Cultural changes in Spanish society as well as economic changes are resulting in changes to ad content. This is to be examined as well as other culturally significant traits of Spain and how they might relate to advertising. Culture can help identify instances of sexual representations such as the Kimono example for the Japanese source.
   2. Vocal features, appearance, artifacts, etc. will be examined in both paper’s content and through an ad dissected during presentation. These vocal features are intended to show relational structures and help convey messages. Examples could include a women saying something breathily to convey some message that may be attractive to men.
   3. Bodily position, imagery, and other content can be examined through an ad from Spanish TV. However, little of this imagery is used in the paper. It is intended that this imagery can be used to show position of characters and underlying relational hierarchies between men and women.

Conclusion

1. Main points:
   1. Spanish Stereotypes
   2. Japanese Stereotypes
   3. Indian Stereotypes
   4. Example of each culture’s ads and an analysis of that ad.
   5. How these ads are similar and different in gender stereotyping content
   6. The potential causes of these differences

Additional Details

1. I would like to use single-shot images from ads to help highlight some of the enforced ideas and stereotypes.
2. I will use my computer and a webcam to record my video.
   1. I will be recording in the comfort of my own home
   2. I will use OBS studio
   3. I will use PowerPoint to produce a visual to follow my presentation
   4. I have no need to do a test, as I have already practiced, for sake of putting effort into this though, I will record a short 5 minute video where I test setting up the PowerPoint, and practice speaking to check the webcam’s microphone audio pickup.
3. Sources

Arima, A. N. (2003). Gender Stereotypes in Japanese Television Advertisements. Sex Roles, 49(1–2), 81–90. https://doi.org/10.1023/A:1023965704387

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Valls-Fernández, F., & Martínez-Vicente, J. M. (2007). Gender Stereotypes in Spanish Television Commercials. Sex Roles, 56(9–10), 691–699. https://doi.org/10.1007/s11199-007-9208-2