**Topic Selection: Gender Differences in Television Advertising between Countries**

**Levi George**

Professor Kimberly Myers

COM 31800: Prin. Of Persuasion

10/27/2020

**Topic Selection**

1. Topic to be covered:

Persuasion and Television Advertising

1. Cultural Category:

Sex and Gender

1. Personal Interests

As someone who avidly consumes video media, it would be interesting to examine how persuasion and television advertising are used in conjunction to sell products to people. It would be interesting to view the differences in advertising that can be found when examining sex and gender as a major focus of the advertising campaigns. Furthermore, it would be fascinating to dissect and explore the differences in how different countries view the sexes and thus advertises differently to them. Would men from Germany be just as easily persuaded by a Japanese ad that was aimed at men?

1. Sections of the Larson Text to be discussed in the Presentation

Since there is a cultural difference at play here, I will be utilizing Chapter 8 to examine the cultural premises at play.

I will also utilize chapter 7 and 10 to examine how changes in culture may affect the content and how there may be differences in non-verbal indicators as a result of the premises in these two chapters.

Additionally, I would like to make use of excerpts from the Devito, Wilmot, and Trenholm and Jensen supplemental readings. I feel that those papers provide interesting information regarding the social acuities of both women and men that may serve to highlight some of the reasoning behind gender portrayals.

1. Academic Source

The source I will be using here is an article by Michael Prieler, Alex Ivanov, and Shigeru Hagiwara.

Prieler, M., Ivanov, A., & Hagiwara, S. (2015). Gender representations in East Asian advertising: Hong Kong, Japan, and South Korea. Communication & Society, 27–41. https://doi.org/10.15581/003.28.1.27-41

Hill, L. (2010). Gender and Genre: Situating Desperate Housewives. Journal of Popular Film & Television, 38(4), 162–169. <https://doi.org/10.1080/01956051003749491>

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