

# **Gender in advertising – Advertising during 20<sup>th</sup> century with the intention of gender stereotypes**

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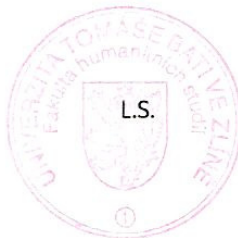
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## **ABSTRAKT**

Cílem této bakalářské práce je seznámit čtenáře s reklamou, konkrétně genderovými stereotypy v reklamě, co to genderové stereotypy v reklamě jsou, jak se projevují a jaký mají pro marketing význam. V první části se zaměřuji na teorii ohledně reklamy, genderu jako takového, ve společnosti a poté propojení genderu s reklamou a vývoj v průběhu 20.století. Druhá část popisuje ovlivnění genderu v reklamě společností, politikou a historií v ČR a USA, srovnání genderových stereotypů v reklamě v těchto zemích. Součástí bakalářské práce jsou také případové studie reklam určitých společností, kde se genderové stereotypy vyskytují nejčastěji.

Tato bakalářská práce slouží k vysvětlení podstaty genderových stereotypů v reklamě a porovnání úrovně reklamy v ČR a USA se zaměřením na genderové stereotypy

Klíčová slova: reklama, gender, USA, ČR, vývoj, stereotyp

## **ABSTRACT**

The aim of the bachelor thesis is to acquaint readers with advertising, mainly with gender stereotypes in advertising, what the gender stereotypes in advertising are, how they behave and what their marketing purpose is. In a first part I focus on theory about advertising, gender as such, gender in society, connection gender with advertising and development of gender stereotypes in advertising during 20<sup>th</sup> century.

Second part describes how is the gender in advertising influenced by policy and history in Czech Republic and USA, comparison of the gender stereotypes in advertising in these two countries. Advertising case studies are also a part of the bachelor thesis. These case studies are advertisement of companies, where the appearance of gender is obvious.

This bachelor thesis serves for explanation of gender stereotypes in advertising and comparison of the advertising level in Czech Republic and USA.

Keywords: advertising, gender, USA, Czech Republic, development, stereotype

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## **MOTTO:**

Hope dies as last!

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## INTRODUCTION

Advertising is not a new tool of marketing communication. It has been developed for long centuries when different technique were used for promotion of products and services. Advertising is highly discussed topic today. It is no wonder, because which company does not have advertisement as it does not exist anymore.

Advertising technique is developed all the time. Subjects have been new and themes are matter of fantasy and wit. But one aspect is still the same. Man or woman occurs in each form in advertising. If the gender is not portrayed, we hear male or female voice at least. Public is usually oversaturated by advertising, confidence in advertising is smaller and create funny, truthful and effective advertisement is harder and harder. That is the reason why stereotypes originate. How to call of these gender stereotypes and is it necessary at all for more effectual ads?

I have chosen the topic gender stereotypes in advertising, because I think that ads have no effect and they fill the hole in radio or TV broadcasting and pages in news and magazines. This lowers effect of advertising and its credibility.

The aim of this bachelor thesis is to create a summary of ads which had been using gender stereotypes as a main part of the advertising, were successful and effective within 20<sup>th</sup> century. I have an intention show the fact that even if advertisements of company are stereotypical, they can be successful, effective and company has its own status and the company does not need to use advertise anything only because of visibility.

I think 20<sup>th</sup> century is long enough to show if certain stereotype has proved competent or not and thus I want to create summary of gender stereotypes in advertising within 20<sup>th</sup> century and prove that companies can learn a lot from history and it is not a shame to be inspired by older ads but more effective.

I believe that my bachelor thesis will be effective summary for those, who are interested in advertising creation and I also hope that portrayal of gender stereotypes in advertising will be understood closer.

## **I. THEORY**

## 1 MARKETING COMMUNICATION

With development of market and changes that have been made, there is one obvious fact that marketing communication is the key to successful promotion of product or service.

*“Marketing communication (promotion), it is promotion or communication with a customer that support sale, eventually good name of company and includes advertising, personal selling, direct marketing, sales promotion and public relations.”* (Kolektiv autorů 2005, 109)

Marketing communication should lead up to desirable form of buyer behavior. Marketing communication is process during which commercial and noncommercial message is communicated thanks to marketing tools. Marketing communication is integrated process when certain products and services are promoted and when the image of a brand and its quality and values are made.

Marketing communication uses tools such as advertising, branding, direct marketing, graphic design, marketing, packaging, promotion, publicity, sponsorship, public relation, sales, sales promotion and online marketing.

### 1.1 Advertising – part of marketing communication

As I mentioned before, advertising is a tool of marketing communication and part of the whole integrated process of promotion. Although marketing communication has many tools how to communicate commercial or non commercial message, I would like to focus mainly on advertising.

*“Advertising is developed along with development of mass medias in society – especially press, movies, coming of IT within last ten years, especially internet. Its term is derived from Latin reclamare – holler, scream.”* (Kolektiv autorů 2005, 55)

*“Many do see advertising as manipulating people in some broad fashion, as creating new needs and desires”.* (Bartel 1988, 20)

When advertisements have occurred, they started to define not just new desires and needs but they started to create new values. It made people believe they will be happier, this is their way to better society.

*“In a best selling book in the 1920s, adman Bruce Barton suggested that if Jesus were alive he would be in advertising, since he was good at selling people his ideas.”* (Bartel 1988, 22)

## 1.2 Advertising – brand new invention?

*“Advertising is a hardly 19<sup>th</sup> century invention. The trademark signs erected in front of shops in the sixteenth century were a form of advertising. In the modern sense, the eighteenth century factories used advertising to inform people about their goods. But it was a nineteenth century that started to turn advertising into an art form, especially in America.”*

(Saunders 1999, 10)

What do we exactly understand when someone says the word advertising? We have to realize that advertising is a very difficult and complex process and the advertising has many different fields how to advertise a product, service, money, idea.

Advertising as such is very often mistakenly designated as a marketing, promotion or public relation. Although all these marketing fields could be very similar, each presents different branch of marketing communication and each has different impact on consumers and different effectiveness.

Advertising as a business uses its own tools. The most powerful advertising tools are advertisements of all kinds. What do advertisements mean? Advertisements urge people to buy offered products or services, which will satisfy their needs.

We are influenced by advertising everywhere. Advertising as a process has many fields where it can touch people, specially their needs and influence their buyer decisions.

Generally we are touched by media, today marked as mass media. The biggest media are television, radio, internet, newspapers and magazines.

Advertising as a part of marketing strategy is a tool to attract attention of customers to business and its product, service or idea.

I assume that advertising is the most widespread type of marketing mix. Organizations use marketing mix to achievement of aims thanks to using and regulating four basic marketing tools. We designate these marketing tools as 4P where P is a sign for product, price, place and promotion.

Advertising is a part of promotion and I would said it is the most effective because its main advantage is mass or let me say addressing of wide range of society and different levels of habitants.

### **1.3 Importance of advertising**

The biggest advantage of advertising is mass. This fact is the most desirable for all advertisers and company – to address the widest part of society and to influence as much people as possible.

The whole society is influenced by advertisements and it is thanks to phenomenon that advertisements are really pervasive. Generally is known that advertising has an extreme impact on our decisions what we do buy or what we do not buy. Organizations have to consider many pros and cons about advertising but there is clear that organizations do use advertising in a wide range because advertising affects buying trends and buying decisions. I believe with changing demography, buying power and behavior and changing trends the advertising is more and more important for isness of company even despite of costs or loosing of investments because advertising is one of the most expensive ways of promotion that can cause advantage in a competitive fight.

## 2 WHAT THE GENDER IS

Gender as such is well known term and is used very often in connection with different types of studies, science and advertising too. According to Ellen Friedrichs *“Gender identity refers to the feeling that you are male, female or transgender. Many things contribute to the formation of gender identity, including society, family and factors that are in place before birth.”* (Friedrichs What is Gender Identity?)

Gender is a sign for differences between men and women but these differences are not basic physical differences. We have to consider social and psychological behavior as we are thought in society and culture. Gender differences are different in different culture even within one culture, during time period.

Gender is a term used for decades and it is natural that stereotypes are created. Gender stereotypes are prejudices, stereotype ideas and perceptions about right behavior and assessing of human being according its sex.

### 2.1 What the gender stereotype is

Stereotypes are created everywhere. It is a natural process which appears with long lasting events, behavior and way of life and also with repeating events. The most obvious visible stereotypes can be seen in society and its aspects – man and woman.

*“Gender stereotypes refer to the psychological traits and behaviors that are believed to occur with differential frequency in the two gender groups (e.g., men are more “aggressive”, women are more “emotional”). Stereotypes are often used support for traditional sex roles (e.g., women are nurses, men are construction workers) and may serve as socialization models for children. They help predict other’s behaviors, but they also fail to recognize individual differences and overlap between groups.”* (Ember Carol R. and Ember Melvin 2004, 11)

*“What is considered appropriate behavior for males and females varies across societies.”* (Ember Carol R. and Ember Melvin 2004, 17)

### 2.2 Gender role in society

*“The different social role that men and women play are based on a sexual division of labor and, according to social role theory, these role differences lead to differences in the behaviors of males and females. Differences in position and power lead to differences in gender roles with include both beliefs and expectations about what men and women do.*



*Because women more frequently assume the domestic role.” (Ember Carol R. and Ember Melvin, 2004, 19)*

Women usually hold a position in society that is highly connected with their post as mothers and positions that can be easily combined with childcare. This formula had been done since early history of humans, when women stayed at home or near home for child and husband's need and men specialized in hunting and dangerous activities. *“First and foremost, one's sex is one of the most salient characteristics that is presented to other people. Second, who one is as a male or a female becomes a significant part of one's overall identity; it is one of the first descriptors people use about themselves. Labeling oneself as a "boy" or "girl" can begin as early as age eighteen months. Third, gender is an important mediator of human experiences and the way in which individuals interact with each other and the physical environment. Individuals' choices of friends, toys, classes taken in middle school, and vocation all are influenced by sex.” (Noppe 2010, Gender-Role Development - The Development of Sex and Gender)*

### **2.3 Gender role in advertising**

Advertising is a part of media and media is able to influence society on a worldwide basis. Media influences human perception and points of view. Media and specially advertising creates models that impute certain behavior to a particular gender. People understand and perceive these models as general and right. Advertising, television, magazines and news are instruments through which gender stereotypes come into our mind.

Advertising is a long lasting aspect in human life which has been invented hundred years ago. It has been a long time for advertisers to find out, which type of advertising and advertisements effectively work. Every culture has different way of thinking, way of behavior and way of advertising. Every culture reacts in different portrayed advertisements. But every culture does react on sexual advertisements – portrayal of man and woman.

Sex sells. Male and female sexuality sells. Gender sells. *“Sexuality in advertising uses erotic or sexual images, words or phrases in advertising to make the products more appealing to consumers, therefore increasing the chance of the products being sold.” (Kolektiv autorů 2009, Sexuality and Media/Advertisement)*

And why is the sexuality and gender good tool for selling goods? Portrayal of man and woman in advertising really attracts attention of potential customers. Naked, half naked or just face of man or woman always make people to notice the advertisement. And it is the

most important part of advertising – grab attention of consumers and make them to buy the product or service.

It is impossible to use gender and sexuality in all advertisements and all media. It is really inappropriate to use male or female sexuality in certain type of advertisement – economic, political, charity, socially targeted advertisements.

### **2.3.1 Female gender in advertising**

*“Women had been the first ones who started to show their bodies as a sexual object supporting the sell. It was in 19<sup>th</sup> century. Over the past decades, men started to show their faces and bodies on ads as well. Sexuality has made a transformation across the centuries, and also depended on what products being sold.”* (Kolektiv autorů 2009, Sexuality and Media/Advertisement)

*“Advertisements featuring women as mother figures tend to promote products relating to the home, children, and health. Women in such advertisements are portrayed as putting others before themselves, and doing the best for the family. They take care of the children, make sure the house is clean, and cook all the meal.”*(Wilkinson 2002-2010, Gender stereotypes used in advertising)

As are women seen in advertising so are seen in real life. Advertising has the power to create and transform human psychics. Advertising was using portrayal of female stereotypes, which have been created by society for many years. Today advertising uses portrayal of female stereotypical behavior to maintain female stereotypical role in society.

### **2.3.2 Male gender in advertising**

Male gender in advertising is more visible than female. Voices which accompany advertisements are mostly male even if the product or service is female targeted. Male gender is dominant in advertising although the main buying power is woman.

Although this fact is quite stereotypical because of frequency of advertisements, combination of male voice and female targeted advertisements has not been quite stereotypical. We have two possible explanations. First one is attempt of braking the rules – female ad = female voice = female consumer. Second one is an attempt of creation both gender advertisement where the product is targeted mainly to woman or man, but second sex plays important role. Big advantage of this type of advertisement with male voice presence is creation of consumer’s feeling that the product or service is not suitable only

for one kind of gender or creation of feeling that male voice makes the advertisement more suggestive.

### 2.3.3 Gender stereotypes in kids advertising

All stereotypes have been created since early childhood and kid's perception of male and female social role. For producers, companies and advertisers it is important to advertise gender stereotypes in kid's advertisements. They create a conception of world, where cars are for boys, dolls are for girls, child care is for women and work and cars again are for men.

The process of perception and efficiency starts with kids and advertisements focused on kids. Boys and girls have also different perception and way of behavior, thinking and way how to communicate. The process of socialization is important and plays an important part how boys and girls, men and women lately, perceive advertising and how the advertising is effectual. (Browne 1998, Gender stereotypes in advertising on children's television in the 1990s: a cross-national analysis)

*“To understand the different socialization experiences of boys and girls, it is important to know what factors possibly influence children's companionship. Children around the world have different opportunities with respect to social companions. Their cultural community, development age, gender and kinship composition strongly determine the company they keep. Cultural community shapes children's companionship through such macro features as the following: geographic layout, settlement pattern, cooperative networks, household composition and age/gender division of labors.”* (Ember Carol R. and Ember Melvin 2004, 35)

All these factors have to be consulted while creating and presenting gender roles in kids advertising. Statistics shows that children between the ages of 2 and 11 watch over 20,000 television ads per year--between 150 and 200 hours. Advertisers favor using boys, even in commercials where gender neutral products are featured. Boys and girls are used together or only boys are shown. Children learn about their role in the world from a great many teachers. One of the most powerful teachers is the media, especially television. Television provides children with a wealth of opportunity to observe social behaviors and gender roles. For example, how boys behave, how girls behave, what toys to play with, what to wear, games to play, what to eat, etc.

Some typical gender role stereotypes that can be found in commercials aimed at children are:

- boy targeted commercials portrays man away of home
- girl targeted commercials portrays woman mostly at home
- girls are portrayed in socially prescribed behavior but boys do not.

(Smith 1994, A content analysis of gender difference in children's advertising)

### 3 CONSTANCE AND DEVELOPMENT OF GENDER STEREOTYPES IN ADVERTISING IN 20<sup>TH</sup> CENTURY

When we speak about stereotypes we mean something which is quite regular. Stereotypes in media and advertising means portraying of repeated themes.

Media and mainly advertising knows how to influence society and gender in advertising seems to be good device and has always been good marketing device. Companies use woman model when they want to sell clothing, hair dye, cosmetics and perfumes.

Gender in advertising has been successful because the audience is familiar with gender roles of men and women and advertisers have started using gender types where women are portrayed as mothers or as sex goddesses and men are portrayed as a successful type of macho or comically weak or ineffective creatures, that need woman help.

Gender in ads is important for target market where a target group can recognize if the product is relevant to them or not.

Advertising creates models where pink is a color for girls, blue is a color for boys. Advertising influences customer behavior when parents buy dolls for daughters and cars for sons. Media strengthens and creates stereotype and socially well-known image of a woman and man. When we talk about advertising and gender, we have to keep in mind that we sell image, not product itself. (Browne 1998, Gender stereotypes in advertising on children's television in the 1990s: a cross-national analysis)

Female role in advertising is housewife, mother and person who cares about family. Woman is described as careful mother, who decides what type of nappies she should buy. She is described as a housewife who is happy when she can iron with new flat-iron. She is satisfied when she can prepare meal with new low fat cheese. Everything I described is one type of advertising where women play main role and where women are main target group.

Different type of advertising where women play main role and which ads are targeted to women are ads with cosmetics etc. Gender stereotype in this type of ads is woman pictured as a femme fatale who is able to seduce every man.

Women as a gender stereotype in advertising are very often shown in sexist ads. But it is very important to mention that men are shown in these types of ads rarely. More to the contrary men are shown as “machos” who are cool in every moment, who are able to manage every situation and who always know what to do and how to help woman who is at the end of her tether.

Male image in advertising can be divided into 2 types. First type is a man who needs and has fast cars, friends with whom he can drink beer and with whom he can visit the gym. Second type is an intellectual introvert man who does not have friends, fast car, supermodel as girlfriend but he understands computer and has lot of money. In other words – either men are attractive or men are rich.

*“One television commercial showed a pretty young woman at the end of a long corridor. As the camera zoomed in, she looked straight into its lens and said, dramatically “I have a license....” What did she have license for? To kill, like James Bond? To steal, to drive? No, she had a license to eat (diet food). Whatever the guess, the central idea was one of breaking social restrictions and boundaries.”* (Bartel 1988, 34)

### **3.1 Constance of gender in advertising in 20<sup>th</sup> century**

Why is female role needed in advertising? Why has female role been needed in advertising during 20<sup>th</sup> century? Female role is important for beauty products which have been advertised for many decades. Portrayal of female stereotype is necessary for types of ads which require tenderness, femininity, passion and desire.

Women have been employed in companies such as consumer product firms, marketing research and advertising to create and provide woman point of view. Women are able to appeal on their own gender better than men and are able to create more effective advertisement focused on a woman target market.

At the beginning of the 20<sup>th</sup> century mainly women created ads for food, soap and cosmetics because all these products were directed at women.

*“A column written by Lucy Hughes Hallet and called, simply “Why Perfume Ads Stink.” ‘they stink in her opinion because they present woman with an ideal of female attractiveness and tell her, “This is what you ought to be. If you were more like this you would be more desired, more pampered, happier. Ours is the elixir which will transform you. Buy it”.’”* (Bartel 1988, 20)

*“Woman appears as an authority in advertisements today but there is a hidden background. In skin-care advertisement women are the main target group and the main protagonist. We can hardly notice hidden mother-daughter relationship that is a basis of these types of ads. These ads reminding woman, as their mother did, to wash their faces and clean their teeth. Good skin habits “will carry you through a lifetime.””* (Bartel 1988, 40)

In advertisements for beauty products and cosmetics beautiful and mature women are shown. And why? Because manufacturers and advertisers speak about women who have acquired beauty habit. This type of advertisement would not work with men, children, animal or whatever is shown in different types of ads. No, certain advertisement requires certain gender and certain stereotype. Every world brand uses this type of gender stereotype. Clinique, Vichy, Oil of Olay. (Bartel 1988)

*“Advertisers rejoice that the population of women who have the beauty habit is growing, with women continuing the habit as they age. Products are positioned within this growing market. Even shampoos are now aimed at women over forty, whose hair, presumably, have specific needs.”* (Bartel 1988, 44)

*“Women of all ages are seen in advertisements. Even women of all professions are seen in advertisements. Since certain date, advertising companies have started to use women – celebrities as a tool for better selling. Use of celebrities is a standard technique, so we can say it has been a stereotype that boosts popularity of certain advertisement. The young woman seeing an endorsement from female superstar does sit up and take notice; these are women who have made it, they are women who are beautiful.”* (Bartel 1988, 50)

*“Roland Barthes identified one of the fundamental contradictions in the female role: namely, that a woman is supposed to make finding a man a major goal. She must maintain her dignity and her mystery.”* (Bartel 1988, 51)

### **3.2 Development of gender in advertising in 20<sup>th</sup> century**

Mass media and advertising became the most important during last decades of the 20<sup>th</sup> century.

*“In 30s, 40s and 50s a chain of media started to develop and companies caught on their opportunity. Who was the faster that was the better. Since 40s until late 70s the advertising was a king – basic way how businessmen promoted their products and services.”* (Shultz Don E. 1995, 21)

First idea of mass promotion came with industrial revolution so it means at the end of 18<sup>th</sup> century and 19<sup>th</sup> century. It meant growth of mass consumption. The revolution had had an impact on socioeconomic and cultural conditions and it caused changes in human perception, decision making and social life. This period had nothing to do with gender in advertising, because women had no place in society and men were the only decision making gender and buying power.

*“With outbreak of the First World War propaganda focused on postcards that demonstrated a strength.” (Pincas 2009, 30) “Used themes were almost the same on each postcard. Although ideologies were different, forms that were used to appeal on participation in a given thing were identical.” (Pincas 2009, 30)*

With a growing industrialization people had a wider variety of goods in a nineteenth century. People could travel with developing roads and railroads and it created new desires and new needs. With growing needs people wanted even little bit more and they tried to create better living standard. It led to creation of American dream in America. When I consider the gender, for women American dream meant to be more beautiful and becoming take care about themselves. American dream and development changed fashion and standards of women beauty and their buying power of course

### **3.2.1 Advertising and gender until 1920**

*“Around 1900 advertisers had to take care about many written and unwritten rules in Hapsburg monarchy.” (Vošahlíková 1999, 36) In Czech ads mainly women were portrayed and strict political and moralizing rules had to be respected. Women had to be well dressed when advertisers wanted to avoid a censorship. (Vošahlíková 1999)*

Strict censorship caused that Bohemia lagged behind the rest of Europe and United States in advertising. Czech advertisers had limited possibilities of advertising technique and advertising theme. It was very beginning of Czech stereotypical advertising which has been used till today. It is also the reason why Czech advertising is kind of boring and stereotypical. It has been established so and modern advertisers only follow stereotypes created in early 20<sup>th</sup> century but with technical progress and new ideas of portraying of course.

Situation was completely different in West and United States. In 1913 American had started to like cigarettes and it was opportunity that companies used. A company R. J. Reynolds merged N. W. Ayer & Son agency and created a mixture of Turkish and American tobacco and called it Camel. Since Camel had been created the company made numbers of advertisements where diverse characters were used. A gender stereotype occurred in Camel advertisements. 3 main characters of men were applied: farmer, businessman and clerk. All characters were accepted positively. They pictured mature man that looks manlike and self-confident with rural man countenance as well as urban businessman smiling and saying: “I’d walk a mile for a Camel”. (Pincas 2009)



*“In 1917 United States organized massive recruitment campaign and entrusted James Montgomery Flagg with concept of a postcard; a produce was inspired by British postcard, but the main character was uncle Sam “ (Pincas 2009, 31)*

*“A job of advertiser had occurred during this period. Basics of this business started up in United States and this business had come later into Europe. Some well-known advertising agencies were established ex. D’Arcy that took a part in Coca Cola advertisement. Coca Cola entrusted part of its advertisement to D’Arcy in 1906 and perhaps nobody realized that one of the most famous world brands had originated. A slogan of this campaign was “Follow an arrow and you will go far!”. “(Pincas 2009, 34) It is important to mention that D’Arcy had chosen an arrow as a symbol of the firm.*

Americans are patriots, who like changes. But during early 20<sup>th</sup> century Americans became weary and bored of advertisement about reform. After World War I. magazines and advertisements dropped out articles about reform and culture of consumerism occurred. During this early decade only men were figures in ads. And because era of consumerism occurred it was expected that men would be pictured as financial successful. It was shown as an example for all men who desired to be as successful as portrayed man.

Women wanted to see and be seen so they started to go out, buy products and have become target customers at stores of early twentieth century such as Macy’s, Hudson’s or Marshal’s Fields. The new era of spending and field for advertising was created when workers became consumers with new need and desires for products.

*“Advertisements had a new goal - to convince people and potential new customers that this new trend is not a sign of dissolute character. In fact, advertisements argued in 1910 and 1920s, it was a modern thing to do.” (Bartel 1988, 17)*

### **3.2.2 Advertising within 1921 – 1940 period**

*“This period was influenced by wars and mainly by economic crisis. Advertising survived but had to change its way of advertising. Prices of products were quoted more often. Comparative advertising, competitions and offers occurred.” (Pincas 2009, 51) Life style was changing so fast. People wanted to have better way of life after shock went off and people started to use bank loans and cars.*

This shift of new way of life also affected consumerism, different way of thinking about products and services and their prices. Two completely different waves caused changes

within society and male and female behavior. These waves also caused that advertising was changing during these times.

During first wave after economic crisis gender and its portrayal was not so important. People did not care if the man or woman is portrayed because they cared mainly about product prices. Use of gender would not be effective because men did not want to be as successful as portrayed man in advertisement, men wanted to have job and save as much money as possible. But gender as an advertising tool was discovered, advertisers kept on using it although was in background.

After crisis shock people went back slowly to consumerism and it was an opportunity for use of advertising as a marketing tool, which influences customer's behavior for desirable effect.

An important stereotype was created during this period. Male gender stereotype is worth to write about. It is a male character of the Coca Cola Company: Santa Claus. *“Coca Cola's Santa Clause was created in 1931. The character created by Haddon Sundblom was used by all possible ways: shop-windows, on freestanding panels and many others forms.”* (Pincas 2009, 59)

*“Women were in background as a target group and as character in advertisement either but it has changed since 1926 when Company Ligget & Mayers created their first campaign where women were their target market. Women are not portrayed as smoking but they are portrayed with men. In 1923 women represented 5% of American cigarette market and it grew at 18% until 1933.”* (Pincas 2009, 67)

### **3.2.3 Advertising within 1941 – 1960 period**

Advertisements played important role in social life to cheer up citizens after hard times of wars. Advertisements were meant as cheer up and stimulation factors for citizens and also soldiers during WWI. The stimulation effect was strong mainly in United States where advertisement had to change their image. Men fought in wars and women had to keep economy in process. They became target group and they were portrayed in advertisements as strong and brave which fulfilled required effect. Female stereotype had been gentle, feminine woman, who was portrayed with kids and home equipment but new advertisements started to portray strong independent woman, which was highly desirable. Women were needed labor force and it was necessary that women had to start see themselves as strong and suitable for this kind of life.

Period until 1960 is also a time when women started to have a stronger voice, they became involved in political issues and all these aspects influenced image of advertisements.

Even Coca Cola changed its ads image when they desired perfect and young American girl. This type of advertisement should stimulate and go along with soldiers during wars to feel them as at home.

One advertisement was created during this period and without doubts it has been the most gender stereotyped advertisement. Marlboro. Image of this brand has been created for a long time and it caused dramatic shift on the cigarette market. The advertisement was focused on men and women but only one type of gender showed up – Marlboro Man. *“The character of a cowboy had been developing. First he was portrayed as a strong individualist, later he grew up and has got depth and sensitivity.”* (Pincas 2009, 109)

*“Do really people need products that are or were advertised? David Ogilvy answered this question. “If you do not think people need deodorants, you are at liberty to criticize advertising for having persuaded 87 percent of American women and 66 percent of American men to use them. If you do not think people need beer, you are right to criticize advertising for having persuaded 58 percent of the adult population to drinking it.””* (Bartel 1988, 23)

### **3.2.4 Advertising within 1961 – 1980 period**

This period is called advertising generation in advertising field and people are also called baby boomers in society field where women still fought for their rights. It is a big opportunity for cosmetic companies and beauty industry. New cosmetic companies occurred on the market and they caught their chance. Companies created advertisements targeted to women where mainly or only women occurred as a main character. Cosmetic companies and advertisers did not sell only product, they had been selling idea of beauty and mental well-being. (Pincas 2009)

What happened with portraying women in ads during these times? Women had been showed almost everywhere. Their appearance in advertisements and society grew up. Even portraying of women became braver than ever before. Women dared to show more in advertisement and they occurred naked. What had caused this shift? Women started to see themselves in a different way. Women had become more courageous. Appearance of women in advertisements influenced appearance of women in their daily life and therefore their buying priorities. (Pincas 2009)

### 3.2.5 Advertising within 1981 – 2000 period

What happened during the end of 20<sup>th</sup> century and beginning of the 21<sup>st</sup> century? Changes have occurred and the era of globalization, individualism and innovation has come. New techniques have been developed and it enabled development of new advertising ways. Writing about advertising and society I have to mention that at the end of 20<sup>th</sup> century, were both genders almost equal or advertisements wanted that it should be seen that number of gender is almost equal?

Gender appearance has been stronger than ever before. Thanks to feminism and creation of different types of “sexuals” such as metrosexual, neosexual, homosexual etc gender advertisements have been portrayed everywhere. For one group was important to advertise strong feminine behavior and it was necessary to advertise it as a living example for certain types of women because they needed ego-involvement.

For men was important to advertise the fact, that not only one type of man could exist. It is not necessary ego-involvement with strong, manlike, not shaved type of man.

What has changed on the market? I am convinced that alcohol advertisement occurred during late 20<sup>th</sup> century and gender roles in advertisements were more free, amusing and created kind of gender stereotype that influenced society.

Alcohol advertisements have been something different than any other ads. Why and what have been so distinguished about alcohol ads? They have been funny, they should stimulate people to taste and buy and they have been showing typical gender roles as we know them. Men is a strong, sexy creature or comically weak and absorbed with woman. Woman's role is also stereotypical – sex goddess or object of men's competition. Stereotypical motherly type is inappropriate in alcohol ads. Woman portrayed in alcohol ads is not concerned about their home, kids or health. It is a different type of woman type in advertising that occurred in late 20<sup>th</sup> century.

At the end of 20<sup>th</sup> century advertising is realized mainly through media. Girls and women were portrayed in following ways. One way how women are depicted is a role where women want mainly romance and dating but on the other hand women are shown as intelligent and independent. This fact had been caused by a shift in society and social values.

### 3.2.6 Man and woman – their appearance together as a type of gender stereotype

Man and woman are portrayed together in alcohol ads as I mentioned before. It has usually nothing to do with romantic atmosphere, candles and where man is gentle to woman.

In other ads than alcohol the man is usually portrayed in company with woman where atmosphere is full of romance and tenderness but man's stereotype is still obvious – man is a hunter who wants to win.

Portrayal of gender in advertising reflects changes in society and shift in gender roles. As society influences advertising so advertising influences society.

*“First cases of people infected by AIDS were registered in USA in 1981. Numbers of infected had increased since then. In 1998 Saatchi & Saatchi created advertisement against AIDS. The woman wrote the text and it was focused on women. “It is made out that from 8 millions of HIV positively infected more than one third are women. Till 2000 the number will be more warning.””(Pincas 2009, 305)*

## **4 HYPOTHESIS**

**Hypothesis I. Political and historical events influenced society and development of gender in advertising in Czech Republic and USA.**

**Hypothesis II. The invention of television had the biggest influence on gender in advertising in society.**

**Hypothesis III. Development and portrayal of gender in advertising has always been faster and more effective in USA than in Czech Republic.**

## **II. ANALYSIS**

## **5 CZECH SOCIAL DEVELOPMENT OF THE EARLY 20<sup>TH</sup> AND HOW IS IT CONNECTED WITH ADVERTISING**

Development of society can be dated since very beginning when the human race had occurred. Each society has been having different speed of development and progress. As the society is developed so the components that people need are invented, improved and sold. And if the products or services want to be sold, they need to be advertised.

As I have learnt from development of advertising in 20<sup>th</sup> century, everything new is great opportunity for advertisers. New product, new service, new destination, new way of life. And it was so in second half of 19<sup>th</sup> century, when new life style occurred since 60s and it had been a good starting point for advertisers who started to promote new life style and products and services connected with it.

### **5.1 Unbelief in advertising in Bohemia**

Advertising in Bohemia did not start very well. New life style was accompanied by invention of the oil lamp. This occasion was an opportunity for advertisers but they had a hard role. They had to clear up doubts, prejudices and unbelief. Some swindlers used the advertising for cheating people and it caused unbelief in advertising and its products. Even hoax played a considerable role that advertising used to have a bad reputation that was lasting for a long time. Advertising companies decided to break this situation and changed the term advertising for the term enlightenment. And it really worked because extension service was supervised by offices. It caused the fact that advertising was not only way of promotion but it was also the way how to show national feeling. (Vošahlíková 1999)

Very beginning of the 20<sup>th</sup> century did not start very well for Czech advertising. I have doubts that this period brought anything to Czech advertising except one important fact – portrayal of male and female role in advertising. Certain rules were established in society and this fact was reflected into advertising.

### **5.2 Return of faith in advertising and female role in advertising**

About 1900 companies invested into advertising and started to create ads again and even gender occurred in ads. And mainly women occurred in advertisements. As I write in theoretical part, for some reasons women were shown in Czech early advertisements and female appearance in advertisements followed socially established roles, which highly influence portrayal and perception on male and female gender in advertising.



Female appearance in ads followed gender roles, when women were thought as domestic person with need of new hemming machine. As women were thought so they were portrayed in advertisement to fulfill general idea of society.

They were portrayed in advertisements for the oil lamp, hemming machines, perfumes. This fact also follows facts written in theoretical part, where I write about connection between gender in advertising and gender that is main buying power. Why were women portrayed in ads for the oil lamp and hemming machines? Were women so rich they could effort to buy all these things themselves? No, but women were target group so women needed to be portrayed in advertisement. If the man was shown with hemming machines, the advertisement would not be so successful and with no effectiveness. It would be waste of money, advertisement and time. Because male role in society was not at home with children, cook and hemming machines. It was female role and female product thus female gender had to be advertised.

### **5.3 Advertising still lagged behind the rest of the Europe**

New life style was connected with mass movement into towns. Citizens started to move into towns and it was an opportunity for wider range of advertising to society. Although Czech entrepreneurs were successful and they found the way closer to Czech society, Bohemia lagged behind the rest of the Europe. But why? Were the ads focused on the right target group and who was the target group?

### **5.4 Male and female gender in ads during early 20<sup>th</sup> century in Bohemia**

There is a need to say that opening of first cinemas highly influenced advertising in First Republic. The movie became the main propagator of advertising because as I mentioned before, advertisements usually works with brand new invention. People were not tired of movie and movie ads. It was new thing which they were interested in and devoted full attention to advertised message.

#### **5.4.1 New ways of promotion in Bohemia**

With mass movement into towns new ways of promotion were necessary. With growing urbanization wider range of promotion was needed. It was important to grab attention of wider range of citizens. Large advertising panels were installed which was not the most

favorite idea, because advertising panels had covered architecture. In 1912 new way of promotion was used – shop-windows. (Vošahlíková 1999)

Shop-windows should grab attention of potential customers or target customers and showed motivation of the shop owner. Mainly department stores took care about their shop-windows. They advertised mainly fashion and cosmetics because predominantly women were target group of department stores. This fact influences filling of shop-window, when predominantly posters with portrayed women were exhibited. This new way with use of female gender was very effective. Great location, unlimited number of potential customers. Male gender in this type of advertising was not so often. There is simple explanation – department stores were devoted to women.

#### **5.4.2 Male gender in alcohol advertising**

If women were portrayed in fashion, cosmetics, perfume and home equipment advertisements, then men were portrayed mainly in alcohol ads. While women have been portrayed in ads as romantic, weak, sensitive and attractive and it has not changed a lot, male role has changed since the beginning of the 20<sup>th</sup> century.

It was really impossible portray half naked man with cigarette with rough facial expression as we can see today. Although men used to be portrayed in alcohol ads, their role was still a gentleman. Society required men as gentlemen, so do advertisements had to portray men as gentlemen. Why are alcohol ads devoted to men? And how can we recognize if they are really devoted to certain type of gender?

Early 20<sup>th</sup> century society was completely different with different moral principles, etiquette and social perception. All these facts had to be considered during creation of advertisements when gender appeared. It was not socially desirable that women would drink alcohol in public. For this reason women were not portrayed in alcohol ads because it would not influence the right target group and the message of advertisement would miss desirable target.

#### **5.4.3 How to grab attention of Czech female customers**

Although shop-windows were successful advertising tool for female part of consumers, advertisers had to learn how to perfectly advertise product or service to women. Although big part of products were devoted to women it was hard to persuade woman to buy anything because women are usually more skeptical about new purchase. Female ads needed to be created very precisely to fit female way of thinking, behavior and shopping.

Advertisers found the best and easiest way of advertising for women. News and news advertising because women trusted in news and written form of advertising.

Czech advertising had a difficult position and advertisers needed to be very wise and each advertising step had to be chosen very precisely. Society did not allow lax moral and it was really impossible to portray woman or man in inappropriate advertisement. This fact led to creation of deeply established gender stereotype which affected following way of advertising.

## **6 MALE AND FEMALE ROLE IN ADS DURING EARLY 20<sup>TH</sup> CENTURY IN USA**

The situation was completely different in United States in late 19<sup>th</sup> and beginning of 20<sup>th</sup> century. United States has always been step ahead. And it is so in advertising too. Women have been a target group since 19<sup>th</sup> century in USA so it was no problem to advertise anything to women and they knew perfectly how to grab female attention to certain product.

Advertisers knew perfectly the difference between male and female way of thinking, behavior and shopping. Men buy what they need. Women buy what they want.

At the beginning of 20<sup>th</sup> century it was highly immoral to portray anything but fully dressed woman that shows fashion or domestic equipment.

### **6.1 Importance of gender advertising in early 20<sup>th</sup> century in USA and Western Europe**

In the second half on the 19<sup>th</sup> century the advertising was fully functional tool of communication in USA and Western Europe and its influence was rather overestimated than underestimated. USA fully trusted ads and gender seemed to be a good advertising tool.

Americans were not afraid of changes and inventions. During early 20<sup>th</sup> century American advertisers created certain gender stereotype which is used also today. Thanks to cigarette advertisements, different type of man was introduced. Portrayal of gentleman was preserved, because of idea of successful man with strong moral values.

But United States were a land of farmers and I can hardly say if portrayal of gentleman was able to persuade farmer to buy certain product. Gender stereotype had been preserved but it was necessary to adapt type because of changing trends in society. Tobacco companies created new male stereotype – manlike farmer.

Advertisements need to be adapted to society, its perception and life style. Because of different levels of society different types of portrayal of gender in advertising was necessary. If advertisers wanted to advertise their product or service to wider number of potential customers, they had to accept social roles and levels and portray suitable type to suitable level of society.

## **6.2 Proper selection of gender rise the sales**

The following case study shows, how a right selection of a proper gender can be key factor for successful advertisement. The case study is about the soap company, when in the early 1900s was having a decline in sales. They chose a wrong gender for their ads. They had chosen male gender for a soap advertisement. Doctor's face in advertising of the product was a bad marketing strategy. The soap company decided to change male gender of the doctor's face to romantic paintings of beautiful, young, appealing women. This new image of the soap together with the slogan "A Skin You Love to Touch", were welcomed by young men. The sales of soap grew up rapidly in the following months. (Kolektiv autorů 2009, Sexuality and Media/Advertisement)

It is important to choose proper gender for proper product. People would hardly buy the soap with doctor portrayed in ads. The soap is so fine and soft product which requires gentle feminine gender.

## **6.3 Male and female gender and sexuality and its affect on society within past decades**

Before invention of television, men appeared in print advertising in USA. Women were shown in media to attract customers and sell the products. It was a female dominating feature to show their body, dressed at the beginning. Over the past decades, male bodies and faces appeared in ads as well. Sexuality has seemed to be the best marketing tool although it has been causing difficulties in society.

The sexuality and gender roles affected perception and created an impression, that women had to be domestic creatures, subordinated to man. But on the other hand, sexuality persuades people that if they purchase the products, they can be just as beautiful and sexy as men and women in the ads.

Certain advertising rules were strictly followed and gender stereotypes as well. Society was not so "free" as today when it does not matter in what role advertisers portray male or female gender. It was not so in early 20<sup>th</sup> century even in America, when society wanted to reach American dream. And why society wanted to reach American dream? Because American dream was advertised. It was the best selling product which everyone wanted to gain and as American dream created role of woman and man, so female and male gender was portrayed in advertisements. Because society had created American dream, and advertisers created real image, how American dream should look like.

## **6.4 Importance of a job of advertiser**

Writing about advertisers above it is obvious that advertisers have been playing important role in creation of advertisements but social values as well. A job of advertiser had occurred during early 20<sup>th</sup> century. Advertiser job occurred in USA as first and then had come into Europe. In early 20<sup>th</sup> century and nearly another 50 years mainly men were advertisers although women were the main buying power. In early 20<sup>th</sup> century over 80% of purchases were made by women. (Saunders 1999) And during this time mainly women were consumers but men created the ads. Although men were great in their advertising job, only women can provide feminine point of view in ads so it will affect the proper part of target group, I mean female part of the target group.

### **6.4.1 Woman as an advertiser**

Women have always worked as managers, administrators or ad copywriters. But they had been subordinated to man and male decisions. But this fact has changed when certain survey pointed out that women are better in selling female targeted products such as food, cosmetics and soap. Woman in a role of advertiser focuses on a female target group and how to promote benefits and use of the product. While man focuses on features of the product.

It is not surprise when women started to create female role in advertisements, their role have been changing. It caused shift of female perception and their portrayal in society and this fact was reflected into advertisements as well. Very slowly female stereotype has been changing. Female role has been slowly transformed into independent and self confident, sexy characters as we may see it today.

## **6.5 Researches about gender in ads in American society**

Many researches had been made about sexuality in ads, gender influence and social perception. It is obvious that researches found out that sexual ads sell more than nonsexual ads and it does not matter what brand sells the product or service, because in sexual ads people do not remember the brand. Sexuality in general is always a debated subject

### **6.5.1 Research about gender stereotypes in USA, 1950s**

McKee & Sheriffs made a research about stereotypes in USA, 1950s. They found out several descriptive adjectives that are generally used for description of men and women.

They asked college students about their point of view, how they see men and women and their gender role in society. Students responded that:

Men are:

- frank
- straightforward
- rational
- competent
- bold
- effective

Women are:

- emotionally warm
- concerned with social behavior

### **6.5.2 Cross-cultural research about gender and its use in advertising**

Some researches were made about sex stereotype during 20<sup>th</sup> century in USA. Attitudes, characteristics of men and women, differences, behavior were studied and used in different fields and in advertising of course.

When advertisers want to create gender advertisement, they need to know the target group, men or women. They need to study behavior and characteristics of target group for an effect of advertisement.

Characteristics listed below have been collected by cross-cultural research made by Williams and Best and shows the most described characteristics of men and women in USA and 30 others states. This list has been made in the late 20<sup>th</sup> century and data have been collected from almost 9,000 children and adults.

Men are mostly seen as:

- active
- adventurous
- aggressive
- ambitious
- arrogant
- wise
- independent
- unemotional

- dominant
- forceful

Women are mostly seen as:

- attractive
- dependent
- dreamy
- sentimental
- sexy
- superstitious
- weak
- sensitive

All these characteristics are used in advertising to portray certain stereotype. It is very effectual when we consider the fact, that men and the whole society see male role in active, dominant, unemotional behavior and women and whole society see female role as sexy, weak, sensitive and dependent.

All these roles have been portrayed and seen during the 20<sup>th</sup> century and earlier of course. This classification can be described as a sex role that has been transferred from tradition to modern society.

Especially in USA there is a strong ideology about roles in society and gender role is not exception. American society expects that men and women have their own traditional male or female characteristics.

(Ember and Ember 2004)

Both researches were made in USA and the goal was identical. To find out, how people and students see male and female role in society. These researches were certainly used when advertisers needed to know what is society's point of view on gender and they could create proper advertisement with the right effect on the right target group.

If advertisers need to sell product or service they have to portray male or female role with which society and public could be identified with. This evokes the feeling that advertisers really know customer's needs and the product or service is exactly what they want and need.



## **7 WHICH EVENTS HAD AN IMPORTANT IMPACT ON GENDER IN ADVERTISING AND WHY**

### **7.1 Society, gender and advertising in Czech and USA during First World War**

Another shift of way of life occurred at 1914. Life got worse and so advertising does. As I mentioned news were able to grab female customer attention and news was able to influence customer buyer behavior. But lot of newspapers and magazines were canceled and it was very hard to advertise anything. It was impossible to influence customer behavior and to advertise anything because rationing system was established.

As I wrote before, every new event is great opportunity for advertising. But not every new event is good and not every event seems great opportunity for advertising. Although WWI highly influenced advertising theme, we can discover gender in advertisements and stereotypes as well.

### **7.2 Gender in ads during 1<sup>st</sup> World War**

During 1<sup>st</sup> World War lot of men had left and never came back. It would be natural that women became the main buying power and most of ads would be devoted to women. As so it was but army needed soldiers and advertising was the best way how to promote army and how to get as much soldiers as possible.

Advertising was between two ways. One way was to advertise product and services as usual. Second way was to advertise war and army. As advertising had two possibilities so society had two possibilities too. Advertisers had had a hard role, because they had to consider facts, that army needs recruiting campaigns and business needs to be preserved.

It is obvious that the main advertised gender was male. Men were highly required as soldiers and advertising was adapted to this fact. What was an impact on advertising? Advertising became stereotypical and not only because of gender point of view. There is no doubt that society was not in great mood for cheerful advertisements and financial issues played big role too. Money was spent to war and guns and not into development of advertising. There was no other choice than continue with portrayal of male stereotype.

### **7.2.1 Change of male portrayal in Bohemia**

It is important to remind that male gender was developed in USA. Not only white collars and gentlemen were portrayed. WWI brought this fact to Bohemia. Male stereotype in advertising was interrupted. Advertising recruiting campaigns would not be successful if they portrayed gentlemen in tuxedo when soldiers were needed. This new social situation required new shift of male portrayal in advertisement. It was all important for effectiveness of advertising campaigns in Bohemia.

### **7.2.2 Male and female gender in ads in USA**

USA entered the war in 1917 and during 1917 the main gender that occurred in ads was male. Besides recruiting campaigns where the only men were portrayed war advertisements were publisher. Although these ads advertised food, where mainly female gender used to be portrayed, in these food ads male soldiers presented war food and equipment, because these types of ads were not targeted to women.

### **7.2.3 OXO advertisement, Bovril advertisement**

Tin of OXO was in every soldier's supplies. OXO needs to be supplied to soldiers as a "war food". It would have no function or purpose to portray female gender in this type of advertisement. These types of ads need men to be portrayed and show certain type of a soldier. It is a war era and war and war complements need to be advertised. (Sunders, 1999)

Bovril's advertisements have almost the same basis. Although soldiers are not portrayed in ads even during war period, male gender is still visible. Bovril is a canned meat food, also called "war food". Although usually women are shown in food ads, during wars this stereotype is interrupted.

WWI brought new situation into advertising and advertisers had to deal with it. Although portrayal of male gender in advertisements was preserved, social shift affected shift of stereotype which had been advertised so far.

## **7.3 Gender in ads during World War II.**

As the World War I. so World War II was an opportunity for mass industrial production, recruiting campaigns and promotion of patriotism through media. It was impossible to satisfy all customer's needs because the production produced mainly war components and industrial products. Thus it was important to maintain customer intention.

### 7.3.1 Patriotism ads, recruiting campaign and other male target ads

Situation during WWII reminded situation during WWI. Recruiting campaigns were organized and targeted at men of course. That is the reason, why only men were portrayed at soldier recruiting advertisements again. Uncle Sam from *Picture 1* was successfully used during WWI and American advertisers and government were not afraid to use it again. If the message was advertised correctly during WWI, why it should not work again? Society was in very similar situation.

*Picture 2* also portrays male gender as a soldier in medical advertisement. Male gender was portrayed almost in each advertisement which was connected with war. In both cases ads show strong man who should fight for their country, be proud and able to save everyone. Men were portrayed as courageous and brave. Male portrayal in advertisement should evoke patriotism. Usage of female gender would be waste of money and paper for this kind of advertising. Female social values and tasks were completely different then male and completely different than today. Woman in advertisement should not evoke strength, braveness and patriotism. They should evoke beauty, self confidence and reason, why soldier should come back home. According to social values, gender stereotypes were kept.



Picture 1 (Found in Mom's basement 2010)

Thanks to PENICILLIN  
...He Will Come Home!

**FROM ORDINARY MOLD—  
the Greatest Healing Agent of this War!**

On the green, green-and-yellow mold above, called *Penicillium notatum* in the laboratory, grows the miraculous substance first discovered by Professor Alexander Fleming in 1928. Named penicillin by its discoverer, it is the most potent weapon ever developed against many of the deadliest infections known to man. Recent research on molds was already a part of Schenley enterprise, Schenley Laboratories were well able to meet the position of large-scale production of penicillin, when the great need for it came.

When the shambles of this war have subsided to pages of silent pain in a history book, the greatest news event of World War II may well be the discovery and development—not of some vicious secret weapon that destroys—but of a weapon that saves lives. That weapon, of course, is penicillin.

Every day, penicillin is performing some unbelievable act of healing in some far battlefield. Thousands of men will remain home who otherwise would not have had a chance. Better still, more and more of this precious drug is now available for civilian use...to save the lives of patients of every age.

A year ago, production of penicillin was difficult, costly. Today, due to specially-devised methods of mass production, its use by Schenley Laboratories, Inc. and the 30 other firms designated by the government to make penicillin, it is available in ever-increasing quantity, at progressively lower cost.

Lines in "THE DOCTOR INDEX" opposite RICHARD HADLEY, Reading, mention:  
C. R. S. See your paper for time and address.

**SCHENLEY LABORATORIES, INC.**  
Parsippany, Indiana  
Producers of PENICILLIN-Schenley

Picture 2 (Found in Mom's basement 2010)

### 7.3.2 Pin up girls

It is important to mention pin up girls for one reason. Although female gender is portrayed, this type of advertising was not targeted to women at all.

Pin up girls stereotype had been portrayed in ads since 1910s. They occurred almost within each era of advertising, because they represented perfect woman, dream girl. But this representation of perfect woman was not targeted 100% to women. There was only small percentage from this advertisement which was devoted to woman. It should force woman to be as beautiful as portrayed woman, because it was desirable woman, who was the reason for the man that he should fight for his country but for this type of woman too.

The best era of pin up girls was during WWII, when soldiers had ads with pin up girls everywhere. This female gender supposed to have two functions:

- male sexual object

- advertising object for women as an example, how women should look like, because they represented male dream woman. (History of pin up arts)

Even pin up girls were an example of the lax atmosphere after WWII. Pin up girls examples show that women were no longer only housemaids. They were portrayed mainly as sexual object, who were in background as support for men – soldiers. Female social role was preserved but their appearance in advertising had changed.



Picture 3 (Found in Mom's basement 2010)





Picture 4 (Found in Mom's basement 2010)

#### **7.4 Gender in ads during Great Depression in USA**

Stock Market Crash in 1929 was a big shock for everyone. People had less money to spend and advertisers needed to advertise and persuade people to buy products and services. Entire economic system collapsed and advertising had a hard role. Advertising was behind customer's needs and the Government. Lack of money led to the controlled advertising

when all products had to be controlled and approved before they were advertised. It was not a right time for making business and it was not a prosperous time at all. It was hard to advertise anything. Some advertisements were even copied from more productive and economic positive times.

During hard economic times all companies had to spare each cent. And first financial cuts are usually made in advertising. If there is no product to advertise, there is no need for advertising, there is no need of woman or man, who would advertise the product.

Although there were no money for advertising, gender stereotype was kept mainly because one factor. Company had no money for advertising but they needed advertise. Thus they started to use old, used and functional advertisements from prosperous times, which led to the fact that the same gender occurred in the same role in the same advertisement.

## **7.5 After wars and after crisis advertising**

After each war and crisis new consumer boom comes. After years of privation it is natural process that affects each culture and each society.

After lack of food and rationing system, food was advertised everywhere. People started to live different way of life and everyone needed to adapt. Advertisers and companies saw big opportunity in this new way of life shift.

Political and social climate changed and advertising and fashion changed too. Women were newly emancipated, had a bigger power and they were ready to show their new way of life and social position. This new female exciting way of life was accompanied by shortened skirts and hair and women started to smoke. It was the roaring twenties. The roaring twenties advertising started to be slowly affected by more and more self confident and independent women. This social gender shift had to be reflected in advertising.

The fashion ads are the best example where we can see changes of society, politics, atmosphere and buying power. Female stereotypical role in society was slowly transformed.

### **7.5.1 New country Czechoslovakia**

If America advertised new and good way of life it is very hard to say what Czech advertisers should advertise first. Should they advertise products and services of new way of life, country and liberty? Advertisers had many fields which should be published to general public and society. Besides standard advertising tools companies and advertisers

had new ways of advertising – cinemas and radio. Although radio was available it is hard to say why companies did not use this tool of mass communication a lot. Was it again because of shy Czech nation? Definitely it was because use of radio had not common way of advertising and was not available for everyone.

Gender stereotypes occurred as well because there was a need to sell products and make profits. Women still occurred in cosmetics, fashion and home equipment ads, although their appearance was not so strictly controlled but it was proven sample which was working and thus there was no need for change. But small change occurred. Men started to advertise fashion too. With the boom of new life style development after WWI had occurred men tried to create their strong position in society again. But the stereotype role and rule were written – female gender to women, male gender in ads to men

### **7.5.2 America sells good way of life**

After WWI an amount of advertisement grew up. Advertising became an important industry. Radio started to broadcast ads, where the gender was hard to apply. After the war advertising sold the image of a better way of life. It is not surprising that America's advertising was the best in the world because by the 1920 America was a centre of advertising and revenues from advertising were growing.

As I mentioned before the best selling American product was American dream that was even more desired after WWI than ever before. And advertisers used it in a proper way. American dream includes house, garden, kids, satisfied mother who takes care about home and satisfied father, who works and make money. This stereotype was very successfully created and applied in advertising.

Although female power was growing up, social stereotypical role needed to be kept. It was done through portrayal of happy and satisfied mother with smiling husband and playing kids.

### **7.5.3 Gender in ads in 30s**

Each crisis has the power of transforming things into another form. Economic crisis in 1929 had an impact on the whole society and its priorities. People started to think about their buying behavior, what product is necessary to buy and what is not. After economic crisis passed, these aspects stayed in consumer's behavior and way of thinking. Advertisers had to notice it and recreate advertisements according new situation.



Advertisements were focused mainly on cigarettes and canned food with brand new phenomenon. Female gender started to be shown in cigarette advertisements. Women either accompanied men in cigarette ads or women smoked themselves. This shift was necessary because the number of smoking women was growing and tobacco companies needed to focus on wider target group.

*The Chesterfield glove, created by New York's smart designer Merry Hull...*

*Original and different too* is Chesterfield's way of combining the world's best tobaccos to bring out the finer qualities of each. It's the *Chesterfield way* and that's why Chesterfields are milder than other cigarettes. They also have a better taste and more *pleasing* aroma. Chesterfields really satisfy.

**Chesterfield**

HAND-AND-GLOVE WITH  
MORE SMOKING PLEASURE

Copyright 1935,  
LOGGITT & MYERS  
TOBACCO CO.

Picture 5 (Found in Mom's basement 2010)

#### 7.5.4 After WWII

Each war and economic crisis had an impact on shift in society and its behavior and habits. It caused changes in creation of advertisements and even gender. It was hard to tell who was dominant customer – men or women? Who should be the target group?

This fact did not depend fully and only on social role but on type of advertisement as well. And it was an important turnover in advertising.

There was no need of patriotism advertising or recruiting campaigns or there was no need to be careful what part of body would be revealed. Focus on target customer and its gender and amount of sells was the most important.

Woman was no longer portrayed as a housewife or domestic creature. Female role in advertising changed. Although their social features had been the same, women were portrayed in company with men, cigarettes and as more powerful human beings. Women started to be advertised as a sexual and sensitive object. The face of advertising has changed after W.W.II. Men and women occurred in ads together enjoying their life and advertising happy American dream in USA

### 7.5.5 USA

In American advertising in 40s everyone seemed happy, beautiful and enjoying life. Women tried to attract men so they perfectly followed female stereotype that was shown in women targeted advertisements. Men were affected by war and they tried to create their new and normal life. And advertisements showed strong, handsome, manlike man surrounded by women and enjoying their life and return. Even first commercial was introduced in 40s in America as a first. Stereotypes had changed and women started to occur in male advertisement. What was the reason? If the man wants to have so beautiful woman, he has to use the product which makes him so attractive, that he finally will attract the woman.

*You're so much younger  
since you...*

*keep brushless with Barbasol*

**STAY SMOOTH LONGER.** If you're getting on to 40 or more . . . mister, Barbasol's for you! Smooth, clean Barbasol shaves (no pull, no pain, no sting) take years off a man's looks, and minutes off his shaving time; especially if he uses Barbasol Blades. That's the combination for

perfect shaves! Barbasol helps keep your skin in good condition, too... **WON'T TIGHTEN OR DRY SKIN.** The soothing, beneficial ingredients in Barbasol that tame stiff stubble, also save tender skins. You practically get "a facial for nothing" with every Barbasol shave. Try it!

No brush  
No lather  
No rub-in

Sizes large 25¢; Giant 30¢; Family 75¢; \$1.00

**Barbasol**

*New!*  
Barbasol Blades, 15 for 25¢ or 3 for 10¢. Super-sharp!

Picture 6 (Found in Mom's basement 2010)

## **8 1950s IN USA**

1950s was a revolutionary time in USA when rock music appeared and certain ideals and stereotypes were stopped. Gender roles changed a lot. Women started to work out of home as they did during the war and they started to fight for their rights and sex began to sell products and services openly.

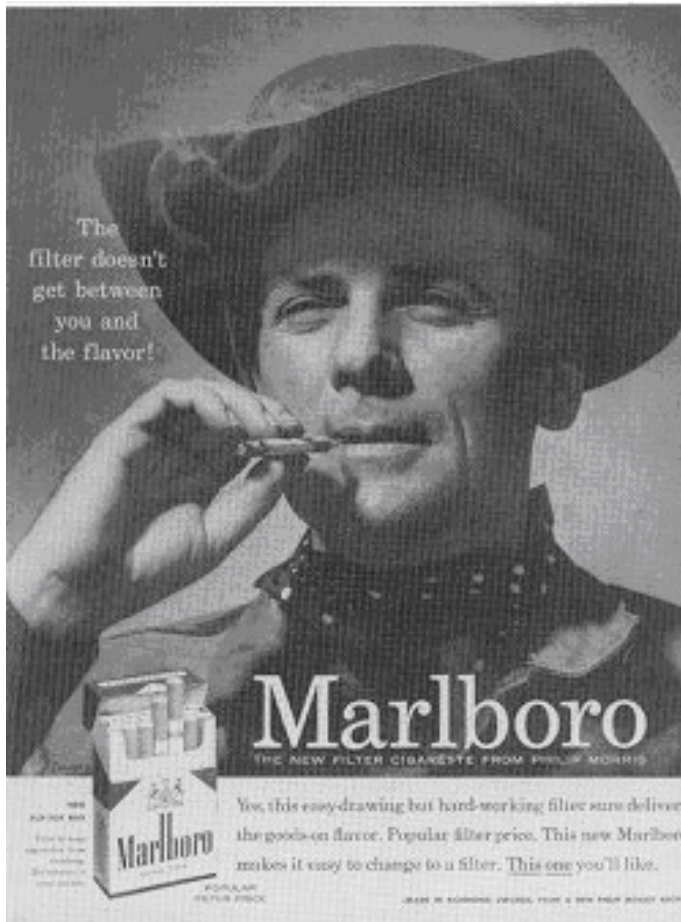
Although Korean and Cold War were a threat to people, American society kept their way for better life after WWII. All these factors influenced advertising.

### **8.1 1950s gender in advertising in USA**

New ways of advertising attacked people – radio and television. Advertisers and companies had more space for their ads in magazines and TV spots. One fact is worth to mention that the market was oversaturated with cigarette ads and thus advertisers had enough space for advertising. Women had started to be as strong smokers as men which caused new appearance of gender stereotypes. Although women had been portrayed as smokers in 30s, 50s very perfect time for creation of female gender stereotype – smoking sexy woman with her own opinion.

#### **8.1.1 Marlboro ads**

The best male stereotypes can be seen in cigarette advertisements. Although women had started to occur in cigarette ads men were still the most portrayed gender in cigarette ads. Marlboro Company has been keeping its stereotype for the whole existence. Marlboro man is a company's male stereotype and it is a sign of a company's image. Marlboro Company does create ads that are very similar about stereotyping the gender. Customers know what they can expect. Customers know that as the advertisements are very similar or the same so do quality of the Marlboro tobacco is still at sustainable level.



Picture 7 (Found in Mom's basement 2010)

### 8.1.2 Chesterfield ads

Chesterfield is also tobacco Company. Marlboro competitor chose different type of advertising cigarettes. As soon as women had occurred in advertising and lax atmosphere had brought wider field of advertisements, Chesterfield Company used female and male gender in ads along together. Marlboro ads are typical with rough, strong, sexy and manlike Marlboro Man, Chesterfield advertisements have been having stereotypes in pose of male or female character.

Smoking women had started to be very trendy and Chesterfield Company used this trend to extend target group.





Picture 8 (Found in Mom's basement 2010)





Picture 9 (Found in Mom's basement 2010)

### 8.1.3 Lucky strike ads

Lucky Strike used female gender in advertising as well. When we look at advertisements of Lucky Strike mainly female gender predominates. Also men occur in ads of Lucky Strike it not so often as women. Is it a part of company's image? Are they targeted on women? Perhaps. Lucky Strike chose female gender because it was 50s. Atmosphere after WWII and women became more independent and action. Lucky Strike Woman shows happy, independent life, full of colors, smile and carelessness. And that is how women in 50s wanted to be.



Picture 10 (Found in Mom's basement 2010)

## 8.2 1950s in Czechoslovakia

First TV broadcast was transmitted which caused shift in Czechoslovakian society and advertising. It was hard to promote anything because absence of goods hit Czechoslovakia and quota system was introduced to Czechoslovakian society. It was hard to advertise fashion and cosmetics when Czechoslovakia struggled with absence of basic goods. First propagation broadcasting was in 1957. Advertising built socialism and its ideology, truthfulness and factuality.

## **9 1960s – GOLDEN AGE OF ADVERTISING?**

It is hard to say which period really was or is the golden age of advertising. Some scholars say it was 20s and some scholars say it was 60s. If we want to understand why is it so called, we need to go back in 1930s because if we consider, that the buying power in 1960s is aged 30, so these consumers had been born in 1930 during Great Depression and economic crisis and World War II. And these young people wanted change – in education, lifestyle, politics and social values.

Life of American citizens was influenced by hippie style, the black civil right movement and group from Britain Beatles. These people enjoyed buying TVs, washing machines and cars – if it was possible.

### **9.1 Gender in 60s is in the background**

New ways of technique appeared during 60s and it was a big plus for advertising. Perhaps that is the reason why the 60s are golden age of advertising. But when we consider gender in advertising it was rather stereotypical or disappeared. Advertisements were showing fashion and new trends, where women were dominant because women wanted to be as beautiful, mystical and different as the models. Emancipation and women rights are visible in ads. Women are not afraid to be portrayed in any situation. Female social role is still the same and has been expanded little more. They are wise and thinking human beings.

#### **9.1.1 Does sex still sells?**

Advertisers have already found out that sex and sex ads are the best selling advertisements. Sex sells fashion, cars, alcohol. Female gender has still its role in advertising and women are not afraid to be portrayed in delicate situation and as house maids again. Although public devoted its attention to new image of advertising, certain social stereotypes have been set up and are preserved and portrayed in every decade.

Even when women were portrayed in their new independent role, stereotypical advertisements were still desired and successful. The reason is 2 poles society. One female part of society tried to fight for female rights and they wanted to be seen and taught self confident, independent and equal with men. For this part new portrayal of female gender was created in advertisements. Second female part of society fought for preservation of certain social values. They were fully satisfied with their social role as home maids. For this female part stereotypical advertisements were created.



Picture 11 (Found in Mom's basement 2010)



Now! your grey hair can become the most flattering colour of all!



Trust the French to discover the beauty possibilities of gleaming clear grey hair! Now—Grey Charm by L'Oréal comes to Britain. See for yourself what wonders it does for you!

There are four softly flattering Grey Charm shades to choose from: each one will shampoo your grey hair to shining lively beauty. *Never a trace of yellow when you use Grey Charm!* And Grey Charm contains its own conditioners—so it silkeners as it colours. Just lather Grey Charm on after your next shampoo. Leave it for a few minutes, then rinse off. That's all. Grey Charm really is safe, sure, quick. And the beautiful colour lasts through several shampoos—won't rub off.

You'll be delighted by the new soft, lively look Grey Charm gives your hair. Suddenly—you'll see what grey does for your eyes, your skin, your sparkle! Get Grey Charm today—from your favourite beauty counter!

*4 delicate grey-enhancing shades: Mistel Silver, Smoke Grey, Grey Mink, Opal Grey* 5/3

**grey  
charm**

*shampoos distinctive  
grey beauty  
into grey or white hair*

L'OREAL  
PARIS

Picture 12 (Found in Mom's basement 2010)

## 9.2 Advertising in Czechoslovakia

After releasing of quota system the life style started to grow and advertising can start to promote and function again. Advertising and promotion agencies started to appear and they started to promote and form new life style. Invasion in 1968 affected everyday life, caused fear and censorship occurred again.

Advertising activity was strictly controlled and limited. I would say that mainly and only stereotypes were shown during 60s and later or course. Creation of advertisements was controlled by organizations and the government to protect politics of communism. Advertisements were not created by talented creators but by suitable workers.

Czech society and advertising were highly stereotypical. Colors, themes, texts, portrayal of man and woman. All these aspects were repeated all the time. No one could fight for anything thus old good gender stereotypes were advertised because they were perfectly suitable for social behavior. Women were portrayed in collective of co-workers, satisfied with their life or as home maids again. Male gender occurred in advertisement in role of perfect communist worker.

## 10 1970s ADS

In USA was an era that followed ideology of the 60s. Social changes, another war, Nixon's affair and growing feminine power, ideology of peace and hippies and environmentalist movements influenced American social life, behavior, opinions and way of advertising.

Completely opposite situation was in Czechoslovakia. Thanks to Communism, everything was on the same level for long times and only little development was made.

Thanks to this contrary situation, advertising has been on a completely different level. Social situation caused the fact, that people had different possibilities and desires which influenced way of advertising as well.

There was no need of advertising brand new technologies, way of life, traveling etc. in Czechoslovakia. People had no access to it and they had no clue that something like that existed. Czech advertisers had no other possibility than to advertise stereotypes.

### 10.1 Nothing new about gender in ads?

I have two points of view. One point of view is portrayal of gender in thematic advertisements. In this case gender in advertising maintained its level. Women still occupied cosmetics advertisements and male gender occurred in cigarette advertisements, where each gender fulfilled its role.

But with social development and different and changing needs advertisers and companies had to advertise adequate portrayal of male and female role. The best possible way how we can see changes within society is changes within advertising. Women as a sexual object with desire of male attention and men as a sexual object too, when the purpose of the male gender in ads was to portray sexy, strong and little savage man who attracts women. Women occurred in advertisements that should add some inches to their bust. These types of advertisements were brand new. New product had occurred but process of advertising stayed the same. Women should see they can be as pretty as the model in ad.

Women still were attracting men with their beauty and sexuality and men were still portraying as strong, independent and rough in cigarette and fashion advertisements.

**bustline measurements increased!**  
with the fabulous *Glamour Developer*

HERE IS AN EXCITING PLAN, THAT NOW MAKES IT POSSIBLE TO ADD INCHES TO YOUR BUSTLINE WITHOUT THE USE OF INEFFECTIVE CREAMS, PILLS OR ARTIFICIAL METHODS. IT IS A SCIENTIFICALLY DEVELOPED, SIMPLE TO USE EXERCISER DEVICE, WHICH EMPLOYS SPECIAL TECHNIQUES THAT WORK SAFELY AND NATURALLY. IT TAKES ONLY MINUTES A DAY. FOR ONLY \$4.95 YOU RECEIVE THE GLAMOUR EXERCISER AND SIMPLE TO FOLLOW ILLUSTRATED INSTRUCTION COURSE -- NOTHING MORE TO BUY.

**HOW IT WORKS!** The GLAMOUR EXERCISER works directly on the pectoralis major muscles of your chest, quickly strengthening and firming these most important major muscles, and thereby increasing your bustline measurement in just a few short weeks.

**THOUSANDS HELPED!** Women throughout America are reporting amazing success in developing their bustline. The degree of effectiveness will vary among individuals, depending upon physical factors and objectives. It is therefore impossible to assure that it will work for every woman. However, thousands have achieved thrilling results after using their Glamour Plan for just a few weeks. Test prove it for yourself on Glamour Plan's money back guarantee.

**MONEY BACK GUARANTEE**

**Guarantee**  
USE THE FABULOUS GLAMOUR EXERCISER AND SIMPLE TO FOLLOW ILLUSTRATED INSTRUCTION COURSE FOR THREE WEEKS. IF WITHIN THIS TIME YOU DO NOT SEE A SIGNIFICANT INCREASE IN YOUR BUSTLINE MEASUREMENT, SIMPLY RETURN THE GLAMOUR EXERCISER AND COURSE, FOR A COMPLETE MONEY BACK REFUND.

Order your GLAMOUR EXERCISER with complete instruction course today, send \$4.95, cash, check or money order (No C.O.D.s). Shipped in plain wrapper.  
 For rush order enclose 50c extra.

**MAIL TO: GLAMOUR PLAN, Dept. BD-741**  
P. O. BOX 3426, GRANADA HILLS, CALIF. 91344

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Picture 13 (Found in Mom's basement 2010)

15 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report MAR '78

**Satisfaction, Camel Filters style.**  
Some men taste it all: Rich warm flavor. Smooth even taste. Solid satisfaction.  
Only from the Camel Filters blend of Turkish and domestic tobaccos.

Warning: The Surgeon General Has Determined "That Cigarette Smoking Is Dangerous to Your Health."

Famous Camel Quality!

Picture 14 (Found in Mom's basement 2009)



## **10.2 Products instead of gender in Czechoslovakia?**

With the fear of censorship and new political system, gender in advertising was unsure thing. Promotion of goods such as cars and ideology was more sure matter how to keep advertising alive. The situation in 70s was not so different than in 60s in Czechoslovakia. Communism policy did not allow portray anything which was undesirable and which could affect and disturb established society and its male and female role.

As women or men had been told they have to behave so they had to be portrayed in advertising. Thus was easier to advertise product or service as such than portray product or service accompanied by portrayal of male or female gender.

## 11 1980s ADS

80s can be defined as an era of growing individualism and conservatism in USA. American society went back for the mass production of goods, which needed to be sold and advertised of course. American materialism became more obvious and so does reaching of the American dream. But not the same American dream as it was during previous decades. Picture of American dream depends on society thus if the society had changed so American dream changed too and this fact affected advertising and portrayal of themes and male and female role. Besides new AIDS advertisements good old working and effective types of product advertisements occurred because companies needed profit. But they had to bear in mind changing social situation and advertisers had to be very careful with portrayal of female and male gender in certain roles.

Czechoslovakia had completely different problem. 80s was a time of revolution and preparation on revolution. Next to typical portrayal of male and female role new portrayal occurred. Men and women were told start to revolt. There was no time for smiling working Comrades in society thus there was not so much space for advertising of smiling working Comrades.

### 11.1 AIDS advertisements

AIDS hit the society very fast and society was unready and uninformed. Was AIDS the results of hippie life, lax atmosphere or even sexuality in advertisements, where women wanted to be attractive because they wanted to seduce men or where men wanted to be manlike, sexy and strong because they wanted to seduce women?

Americans are very religious nation and they believed that AIDS has been a God's punishment to homosexuals and science oriented people believed in unprotected sex and use of non-sterile needles. This fact did not perfectly show development of society.

#### 11.1.1 Gender in AIDS ads

AIDS is a problem of both genders. AIDS advertisements should be targeted on men and women together. It requires presence of both genders in one advertisement or gender neutral ads. Gender role in advertising had been suddenly different than society could watch so far. Thanks to disturbance of stereotype people devoted more attention to the advertising, because it was something new and shocking even for United States.

## **12 1990s ADVERTISING**

Last decade of the 20<sup>th</sup> century was the most lax and political turnovers appeared. Political matters are completely different in Czechoslovakia and USA. Even gender use in advertising. Each country was having different political problems and there was a need to resolve these problems even with advertising. Separation of Czech and Slovak republic was accompanied by political propaganda. People did not take care about hair style, new trends in cosmetics and fashion a lot. America was facing immigration, racial and political problems but advertising system was fully developed and functional.

### **12.1 Czechoslovakia**

New era was established with political and economic changes in 1989. A development of market and competition was a sign of functional market where is a need of competition tools. Besides price the best competition tool is promotion. Czech Republic adopted western marketing way of communication. Radio, television, press, posters and IT.

### **12.2 USA**

Gender in advertising in USA has been fully developed in 90s. American advertisers have been drawing inspiration from rich American advertising history. American advertisers knew perfectly which gender should belong to proper advertisement to be successful and effectual. Perfume ads have not been different as we know these ads today. Female gender appears in ads where the feminine factor is needs to be emphasized. After threat of AIDS sexual identity in advertising is growing tool of advertisers.

American way of life has always been faster than in Czech Republic or in Czechoslovakia. 90s was the era of beginning of cable TV and MTV. Music videos and cable television have become the best selling tools for advertising.

Girls and boys, women and men, groups or singles set the life style, fashion, way of thinking and behavior.

TV broadcasting influences gender in advertising as much as possible. TV commercials show all possible ways of gender roles in society and educate young people about their position in society. TV commercial perfectly show female and male characters, behavior, level of decision making and their social roles.

## **13 ERA OF RADIO, MAGAZINES AND TELEVISION**

During 1920s people had money to spend and newspapers and magazines were full of advertisements. But news and magazines were not enough for growing population after World War First and advertisers started to use radio. It was not an invention of 1920, but they started to use radio as a communication media in 1920s. There were also differences between use of radio in Czechoslovakia and USA. While USA knew how to perfectly use radio for mass communication, Czechoslovakia was lagging behind again. Radio broadcasting meant a shift in social perception again.

### **13.1 Unhappy period for gender in ads**

Was the gender important during the era of radio? Radio was a technological progress and symbol of modernity. Radio advertising raised profits to some companies that had been selling their products and services through the radio. But it was just a simple voice that sold.

Disadvantage of this media was the fact, that not every family could afford radio. This eliminated range of potential customers and advertised message was not communicated perfectly and effectively.

### **13.2 Development of radio broadcasting and appearance of gender**

With development of radio broadcasting and economic situation of society, usage of radio as media tool for advertising has not been bad idea. Even radio gender stereotypes have been created thanks to radio broadcasting. Male and female voices had an impact on targeted group. But “portrayal” of the gender has been quite complicated and different than in magazines, TV or advertisements.

The stereotype was broken because the rule women to women, men to men have not been working. The percentage of male voice in radio advertising highly exceeds the percentage of female voice. Even if the advertisement female targeted, male voice is used? Why is it so? It has many explanations. Male voice is deeper and customer’s perception is better. It is more remarkable and easier to remember. Male voice in female advertisements creates kind of sexual overtone which makes advertised product more attractive to women.

### 13.3 Invention of television and changes within gender in advertising

With the invention of television men and women started to occur in advertising more often than ever before. Gender appearance in TV has been highly traditional and stereotypical. TV commercials created brand new stereotypes and types of roles. There are two types of female role. Good and bad girl. Good woman is portrayed as sensitive and domesticated, which had been shown at very beginning of broadcasting. This type is very uncommon in TV commercials today. Bad woman are rebels, independent and selfish with high possibility to seduce man. The most portrayed type of woman. What caused this shift? And why this stereotyped changed?

Changes within society and female behavior have been causing higher presented fact.

Increasing female power, changes of male and female role in culture and society. This phenomenon of these days has been developing for long time and had roots many decades ago. It was only matter of time. If advertisers wanted to go along with changes of stereotypes in society, they had must transform way of portrayed gender and its role.

Man has been portrayed as hero for many years, who is strong, aggressive, independent, hunter and very ambitious. Although first men were portrayed in silent movies or grotesque and male portrayal in these types of movie was not stereotypical. There is no way that Charlie Chaplin could be described as strong, aggressive and ambitious hunter.

With above described exception, TV ads reflected traditional gender role and its stereotypes but it had changed. New times requires new society, new society requires new behavior and way of thinking, companies requires profit, profit requires satisfaction of customer's needs. Satisfaction of customer's need requires purchase of product or service and product or service need to be advertised to be purchased.

## 14 VERIFICATION OF HYPOTHESIS

There is no doubt that political situation influenced development of society and portrayal of gender in advertising during the whole 20<sup>th</sup> century. American events influenced American way of advertising in a different way than Czech situation in Czech Republic and its forms. Political and historical events were completely different in both countries except W.W. I and II and economic crisis. Although these events had affected both countries, each country was in different stage of development of advertising and its tools. It is also connected with the speed of development.

Political situation highly influenced economic questions and matters. American citizens could afford home TV pretty soon than in Czechoslovakia. Even American advertising companies had more money for advertising and development of advertising, marketing research and mass media than Czechoslovakian advertising companies.

TV commercials had started many years before they occurred in Czechoslovakia. First commercial was introduced in USA in 40s. TV commercials were matter of USA for long time.

With development of TV broadcasting and commercials, men outnumbered women almost in all aspects. Male voice has been more often heard than female. Male role is set outside home, in car, work, pubs or with friend while female role is usually set at home or around the house. If the man is portrayed at home, it is usually funny advertisement or commercial where the man is showed as powerless and incompetent to do anything himself. Even if woman is portrayed outside the house for example in the car, her role is incompetent, unknowing woman who needs male help. All these factors also stereotypes gender role in society.

Era between 1950s and 1990s in Czechoslovakia was a time of building marketing society. Both milestones connects similar event – liberation of Czechoslovakian state and new faith in better times of productivity. With the rise of productivity the need of product advertising grew up. And it had been important to realize who was the target group and which gender advertisers should select.

## **15 EXISTENCE OF GENDER STEREOTYPE IN ADVERTISING IN FUTURE**

The whole century advertising was showing gender stereotypes and gender roles in society and almost 50 years of broadcasting TV commercials have been showing the same gender and the same features of female and male gender. That is the way how to advertise product or service or that is the way how gender roles are transmitted through generations.

It is more important than before to study gender behavior in advertising and how viewers, listeners, readers react. TV and internet are two most futuristic and promising ways of advertising. People still watch TV and people still browse the internet and they will be in higher numbers.

Gender portrayal in advertising has also impact on everyday social life and vice versa. Funny ads make men as incompetent at home and women incompetent in the car or at work. It causes inequality in society where people think that men are better entrepreneurs than women and they are more capable for job of higher level.

Who wants to advertise that need to understand new shift in men and women's thinking and changing position in society. It is a new generation with youthful way of thinking. Advertisers need to understand this new trend and they have to create appropriate advertisements with appropriate gender roles that will not insult male and female customers. They need to realize that today 50 years old customers are younger than customers by the same age 20 or 10 years ago. It is necessary to portray women and men in advertisements in the same way how male and female customers see themselves or how customers want to see themselves.

The market is oversaturated today and it is getting harder address people. It is important recognize where is the line between well-intentioned advertising and obtrusive advertising. It is more important to understand buyer's needs than ever before. Advertising companies need to understand man and woman's needs and grab their attention by well-mentioned and carefully worked-out marketing.

American market influences the whole world. It is important to realize that American advertising is always step or two ahead and it could be big advantage for Czech market. American society is society in USA today. But in few years American society and way of thinking and behavior will be Czech society and way of behavior. It is a trend. What is trendy in USA today will be trendy in Czech Republic within few years.

20<sup>th</sup> century was about female liberation and gaining some power. Would be the male gender able to bear feminization and feminine world in 21<sup>st</sup> century? Appearance of gender in advertising is the most often theme of ads. Feminine magazines are oversaturated by female gender in printed ads. Male magazines are full of strong, good looking and manlike men. Both portrayals of gender are about attraction of the second gender.

Would it be still a struggle Barbie vs. Superman? Would it be still Cinderella fairytale where house-help will become independent, well dressed and loved by prince from dream?

We can see from the history, that gender role and its stereotypes are transmitted from generation to generation. It is done by fairytales, families and advertising.

As long as kids will be taught that girls wear pink, boys wear blue, women take care about home, kids and are super mamas and men work, do sports, drive cars and play with kids, so long gender in advertising will be the best advertising tool which is always able to influence customers to buy desirable product or service.

When we look at advertising today gender is used everywhere. Advertising has many ways promotion tools and new tools are invented every year. TV advertisements are mainly about male or female role in society and portrayal of their role. As attachment shows male portrayal is much more often, although shopping has been female domain for last few years.

Advertisers and advertising companies try to create new ways of advertising. They want to be innovative, fresh and cool but most of these attempts end as embarrassing ads. Although embarrassing advertisement is still advertisement it is important to keep the status and level of taste.

It is important to realize that it is not a shame use working and successful advertisements and recreate them for better effectiveness in society today. Marlboro man has been working for many decades as well as Max Factor woman.



## CONCLUSION

I was associating gender stereotypes in advertising and social changes and matter in the whole work. I think that I stated very clear circle of influence in society – advertising – society. Changing society affected advertising which has been causing changes in advertising.

I stated that although society and advertising have been transforming, it is not necessary transform well known, effective and successfully working advertisements. Not every company followed the trends of changes and they did right thing. They maintained their standard advertising with successfully created and working image – usually male or female gender character.

Male and female gender is really portrayed in almost every advertisement. If the gender is not portrayed, we can hear the voice – usually male or we can read about gender in ads and we are perfectly sure which part of society – male or female, is the target group.

Society is oversaturated by still repeating types of advertisements. But still repeating types create stereotypes which are wanted in every society.

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