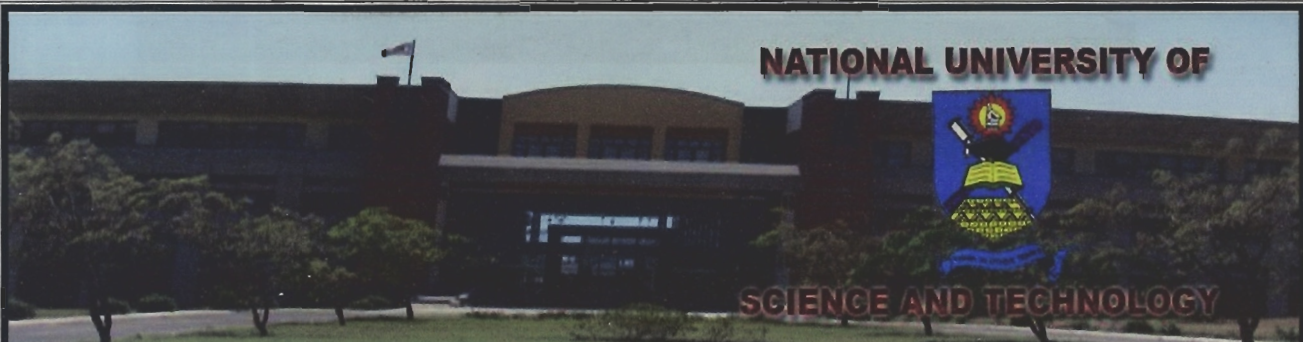


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National University Of Science And Technology

Faculty of Communication and Information Sciences

Department of Journalism and Media Studies

A critical investigation of gender stereotypes reflected in Zimbabwean advertisements. An analysis of Delta Beverages, Reckitt Benckiser and NetOne.

Dissertation submitted in partial fulfillment of the requirement of the Bachelor of Science

Honours Degree in Journalism and Media Studies of the National University of Science and

Technology (NUST).

By

Tambudzai Precious Shumbanheta

N007 0732V

Academic Supervisor: Mrs. S Mpofu

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ABSTRACT

The study focuses on the gender stereotypes in advertisements from three companies: Reckitt Benckiser, Delta Beverages and NetOne. The main aims of the study are to find out how men and women are represented in advertisements and the reasons why they are represented that way.

The research is guided by theories and these include the hypodermic needle theory, reception studies and these mainly look at the reception of advertisements by the audience. The concepts of representation and symbolic annihilation are also important in examining how men and women are portrayed in advertisements.

Qualitative research design was used in analysis of data. This was done through content analysis of print, broadcast and outdoor advertisements with particular reference to images, language used and the contexts in which men and women appear. Data collection was done through the use of questionnaires, interviews and focus groups discussions. These were helpful in data analysis and presentation whereby data gathered was presented using tables, images, graphs and pie charts.

Content analysis has revealed that print and out door media contain more gender stereotypical images and ideas. Respondents also noted men in advertisements are more often authoritative, masculine and models of expertise whilst women are depicted as feminine, homemakers and focus is mainly on their physical attributes.

Stereotypes in advertisements have been argued to be a reflection of society and that people are not always influenced by these advertisements because of other sources of knowledge. Gender stereotypes also result from the classification of audience according to their societal beliefs.