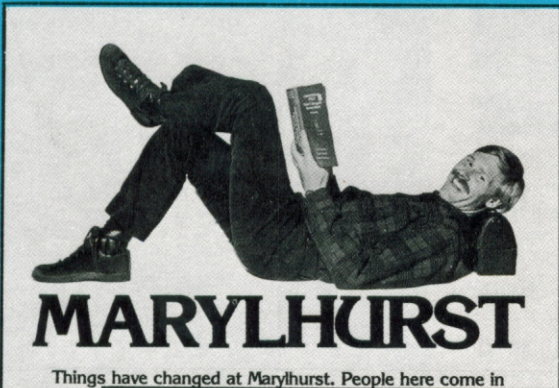


Women in Communications, Inc.

MATRIX



MARYLHURST

Things have changed at Marylhurst. People here come in different like perso... People who their care special nee non-credit apply your

THE FORGOTTEN CHILDREN

Pennsylvania condemns its most helpless kids to a living dead... By Loretta Schwartz



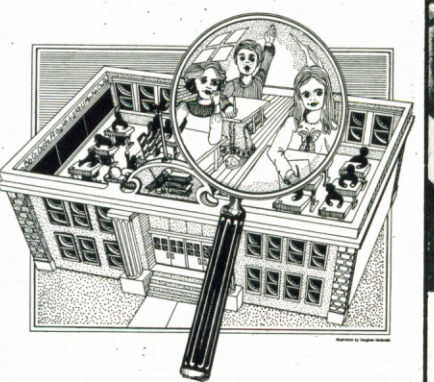
He had hypothesized... Mary placed my pocketbook on her shoulder and pressed about the room on her face... "Get out of there, Mary..."

The Philadelphia Inquirer Wednesday, December 15, 1976 15 CENTS Panel to Urge Farview Closing

NATIONAL CATHOLIC REPORTER October 29, 1976 VOLUME 11, NUMBER 2 40 CENTS, \$15.00 A YEAR

The Magazine EDITORIALS OPINION REPARTEE BOOKS REVIEWS

God's streetwalker By Tony Malina... "Clear on the streets... people must deal with them..."



Individual attention is key What makes schools work? By Manuel Cohen... "American schools grow big and only get better in the opening years of the 1960s and 1970s..."

Cianfrani details report Johnny G. A true story of life on the Levee by Richard Griffin

NEW FREE BOOKLET LISTS ARIZONA HISTORICAL MARKERS "HISTORY BY THE SIDE OF THE ROAD" There's a steady stream of history along the highway... rhphs.org

1977 Clarion Awards Winners, Page 8-13

# Advertising roles and stereotypes

By J. Ronald Carey

**B**ecause of your involvement in communications you have probably noticed how women are depicted in advertising. Your observations have been at the conscious, critical level, but for most women the primary interest of the ads is in the product or service and female role depiction is less consciously perceived.

Over the past six years there have been some changes in the way women have been portrayed in advertisements in popular magazines. A longitudinal examination of *Life*, *Newsweek*, the *New York Times* magazine section, the *New Yorker*, *Reader's Digest*, *Saturday Review*, *Time* and *U. S. News & World Report* revealed the following developments.

- The proportion of women shown as workers has tripled.
- The proportion of women shown at the middle-level of business has doubled.

- The proportion of women shown in white collar positions has tripled.

- The proportion of women shown as entertainers or professional athletes has dropped two-thirds.

Those statistics appear satisfactory to liberals looking for improvements. The more "decorative" category of entertainers has declined while the newer opportunities in business for women have been shown in the illustrations. But there are more statistics:

- No women were shown as high-level executives.
- Few women were shown as professionals.

Thus women are presented as upwardly mobile — but within bounds. They have moved up in terms of percentage occupancy of the higher levels

but they have not broken into the highest status positions.

What of men, how are they presented?

- The proportion shown as blue collar has dropped drastically.
- The proportion shown as executives has more than doubled.
- The proportion shown as professionals has nearly doubled.

Thus things are improving for men also. The question then becomes, are the improvements equal for both groups? Yes and no. The percentage increase for people into higher status positions was greatest for women but the base for the male figures was so high that, in real terms, their increase widened the gap.

(Continued on Page 23)

## Time about . . .

Leila Putzel, daughter of Ann Blackman and Michael Putzel, both staff writers at the AP Bureau in Washington, D.C., is no mama's child. She sometimes comes to the office in the late afternoon if her housekeeper wants to go home early. If her father is tied up, her mother cares for her. This time, when Leila was three months old, her mother was on an interview. When Blackman, a feature writer specializing in social trends in America, is out of town on assignment, Leila's father takes complete care of her in the morning and at night. And it works both ways. Putzel, a former Vietnam correspondent and Watergate specialist, covers the Department of Health, Education and Welfare.



—Photo courtesy AP World Magazine

**I**t is hard to find equity at any point. For example, the per cent of people shown in primarily decorative roles (such as standing next to the car that is being advertised) is nearly the same for both sexes. But their appearance is different. The women are younger and attractive; the men are older and distinguished looking. The old image remains: the men look successful and the women look nice.

A few other points should be added:

- Only women were shown shopping.
- Only men were shown as soldiers or police.

Does this mean that advertisers are neglecting their responsibilities? Is it the purpose or the function of advertisers to provide role models or break down stereotypes? Advertising is an element of business designed to promote the use of a product. If it is to sell to a society — to be effective — it should be representative of that society. Because of the dynamic nature of changing perceptions of woman's place, advertisers must be careful to appeal to, without alienating, both traditional and liberal women.

In one study, women were divided according to whether they were for or against Women's Liberation. They were then presented advertising which showed products used by women representing a variety of roles including neutral, career, family, fashion and sex object. The women reacted according to the usual use of the product in the "proper setting." That is, regardless of their attitude toward Women's Liberation, they responded favorably if the product was shown as it is usually used with little apparent regard for the way women were used in the illustration.

If these findings are true for all products there exists little market pressure for advertisers to change drastically their illustrations. Should advertisers depict a world as it is or as some would like it to be?


**A**part from attitude, what is the effect of the way women are shown

in terms of their purchase decisions? According to another recent study more than three-fourths of the women interviewed said they might still buy a product even if the advertisement included a depiction of women with which they disagreed.

Younger, single, educated women were more likely to disagree with the statement, "Even if I felt that a particular product's advertising was offensive I might still buy it." Most of the women, however, did not agree that an offensive portrayal was sufficient, in itself, to cause nonpurchase. This opinion was expressed despite the fact that most of the women thought women were portrayed as sex objects, dependent and not making important decisions, and had said that they were offended by this. Despite overall negative feeling about the illustration of women in advertising there does not seem to be significant pressure in the marketplace to bring about change.

Conservative companies may well decide that it is not worth the trouble and threat of a traditional women's backlash to seek to establish themselves as liberated. Presenting women as women may want to be shown may not seem to offer a return in sales equal to the effort of the social statement.

It is apparent that the roles of women in American advertising are improving and doing so at a consistent rate. Nevertheless, the change is not as great as it is for men, and the highest level occupation category is still the exclusive property of men. In addition, the newer occupations for women are seldom included in magazine illustrations. Although women occupy positions as high-level business executives, they are not shown in this role by advertisers.

Regardless of how women are pictured, it does not appear that there is a sizeable correlation between women's attitudes toward this advertising and their likelihood of purchasing the product. Therefore the ultimate pressure on marketers to change their advertising is not being brought to bear. Social conscience remains the only reason to expect further change unless "liberated" women put their money where their ideology is. 

## HAWAIIAN SIDELIGHTS

(Continued from Page 19)

scarf will protect a hairdo from the trade winds. A plastic raincoat may be needed.

### What to buy . . .

**Clothes:** Swimwear for men and women; the muumuu; aloha sport shorts and jackets; and the puapua-moa dress shirt.

**Food:** A large array of jams, jellies, syrups and chutneys made from local fruits such as guava, pineapple, papaya, passion, poha, coconut and mango. The macadamia nut comes roasted and salted in cans and as the core of delicious chocolate candy.

**Wood:** Monkey pod and koa are the two popular woods used in making bowls and plates.

**Fabrics:** Many stores sell yardage of colorfully printed fabrics.

**Perfumes:** Several factories produce floral fragrances—ginger, pika-ke, plumeria and gardenia.

**Jewelry:** A wide selection made from seeds; gem stones such as olivine; black coral; ivory; jade; and pearls.

**Paintings:** In addition to oils and watercolors, there are dark velvet paintings and collages.

**Lauhala ware:** Items made from lauhala and coconut fibers include table mats, baskets and handbags.

**Grass skirts and lava-lavas:** Grass skirts are available in souvenir shops. The lava-lava wrap-around cotton skirt is made for men.

**Keiki gifts:** Trinkets for children such as tapa print bean bags, hand puppets and Hawaiian-print comforters and pillows.

## Travel arrangements

Travel arrangements to any or all of the main islands in the Hawaiian group should be made with Group Travel Unlimited, 1025 Connecticut Avenue, NW, Washington, D.C. 20036, WICI's official travel coordinator for the national meeting, Oct. 5-10.

Information, hotel and travel reservation forms and details on two post-meeting tours are included in the travel brochure you received from national headquarters early in the spring. If you need an extra copy, write to WICI, P. O. Box 9561, Austin, Tex. 78766.

Reservations should be made by Aug. 19.

Dr. J. Ronald Carey is an assistant professor of marketing in the College of Business at the University of Texas at San Antonio.