



Perceptual Effect of Stereotypes in MTN Fastlink and Dettol Advertisements on Image of Female University Workers in Nigeria

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Abstract. This study investigated the perceptual effect of the advertisers' strategies using stereotypical images of women to attract attention of consumers to their advertised products and services on the image of women in the work place using MTN (Fastlink) and Dettol Antiseptic advertisements as cases. The study specifically examined the extent of the gender portrayal in the selected advertisements; ascertained the audience interpretations of the gender stereotypes in the selected advertisements; and the perceptual effects of the stereotyped advertisements on female University workers in Ogun State. Survey method was adopted while questionnaire was used as instrument for data collection. A proportionate sample of 286 was drawn from staff members of three Universities in Ogun State while the convenience sampling technique was adopted for the administration of copies of questionnaire. Findings revealed that the selected advertisements portrayed women in an inferior context and showed that the advertisements capable of impacting negatively on the image of women in the workplace. Other findings showed female workers disagreeing to stereotypes in the selected advertisement affecting their personality while the audience generally perceived highly that female stereotypes can hamper managerial opportunities and positions for women. Hence, the study recommends that women should see themselves as talented individuals with unique skills, who can manage their affairs in the world with dignity and decorum. Females that feature in advertisements should reject roles that debase and dehumanize women folk. Advertisers should start representing women in the society positively and advocate for equity and women liberation in Nigerian society through advertisements.

Keywords: Stereotypes, Gender, Advertisements, Audience, Perception, MTN Fastlink, Dettol Antiseptic

1. Introduction

The media acts as a conduit for important elements of the advertising sector. The media is crucial in making people rely on them and in influencing people's views and opinions. Slater (2012) said that one of the primary elements of media has been advertising. Advertising uses emotions to appeal to consumers and sell a variety of goods, in order to maximize profits, advertising are particularly prone to utilizing stereotypes to sell items. Advertising is a message that uses a commercial to sell goods, but it can also be used to sell someone, in this example a gender. Advertising that contains stereotypes serves to legitimize gender inequity in society. Stereotyping, according to McLeod (2017), is an overly generalized belief about a certain perception, person, gender, or race of individuals. It is a generalization about people based on an oversimplified premise and exaggerations. Advertising stereotypes are preconceived notions about characteristics of men and women as they are presented in the media. Women are portrayed as running errands for males, cooking, doing household duties, and doing laundry and submissive while men are perceived as the boss. Numerous studies have shown that stereotypes about women in the media, such as the idea that they are weak, illogical, unintelligent, and submissive to men, are perpetuated (Dimitrios, 2006; Koenig & Eagly, 2014; Anvitha, 2021). These portrayals are consistently displayed in commercial messages and played out at different managerial levels.

According to Goffman's (1979) research of visual representations of men and women in commercials, gender roles are replicated in the relative positions and facial expressions of men and women in the advertisements. Such visuals may seem natural, but they actually show stereotypes, the strength of ideology, and its capacity to subconsciously influence audience members' beliefs. Such clichéd portrayals have an impact on how individuals think, act, and feel. Members in the audience frequently have diverse interpretations of these commercials. Advertising has influenced society as well as how performers are portrayed in the media. Studies have demonstrated that stereotypical representations of women have led to unfavorable emotions (Anvitha, 2021). In Goffman's (1979) research of almost 400 print advertisements, it was found that depictions of women in commercials undermine them. According to Block, Koch, Liberman, Merriweather, and Robersons (2011), the negative media impact of gender stereotypes is also permeating the workplace by reinforcing traditional views of women's roles and skills. This leads to gender bias in the workplace and society at large. More literary works have highlighted societal preconceptions and prejudices against women who aspire to positions of authority, according to Catalyst (2016). There are still a lot more advertisements that could lead to the negative effects of gender roles on female counterparts in society, despite the increased tendency for more and more women to pursue higher education, develop career aspirations, and be able to perform well in the workforce with aspirations for higher and executive positions previously held by their male counterparts. The purpose of this study is to better explore the roles stereotypes play in advertising and how they affect how people see women in the workplace and in society at large. Result of this study will help to enlighten the media actors: the advertiser, advertising agencies and the public to give reason to why stereotypical image of women should be curbed. It will be of important value to women in Nigeria realizing their worth and value and also be ready to exercise equal right with their male counterpart. This research will also help advertising agencies to be very careful with the dissemination of information regarding the portrayals of female actors in advertisements in Nigeria.

This study focused on female stereotypes caused by advertisement and intends to provide answers to the questions of: (i) In what way have female been

portrayed in Dettol and MTN Fastlink advertisements? (ii) What is audience perception and interpretation of gender role in Dettol antiseptic and MTN Fastlink adverts? (iii) How is female stereotype in the Dettol antiseptic and MTN fast link reinforcing the gender bias for women in their work place and in the Nigerian society?

1.1 Statement of the Problem

With the rising advocate for gender equity and recognition for a better society and national development, the roles of women in the society are adjusting and increasingly improving, as today, the occupation of both men and women has advanced giving opportunities for both men and women working at the same organization earning similar salaries. Even though women are now holding better positions of responsibility in the modern society, it is still worrisome to learn that the portrayal of women in the media and in advertisements in particular has not changed. It still depicts the attributes of women in the traditional era. As a result, the society still holds strongly on their stereotypical perception of a female gender and by extension to the work place. Peoples' emphasizes on the portrayals of women in adverts limit their chances of holding higher positions despite the fact that these features or portrayals are already going obsolete. This stereotype equally affects women's perception of their roles and their abilities to assume leadership positions. It is against this backdrop that this study seeks to assist in ascertaining whether advertisements in Nigeria play amplifying functions for female stereotypes and how stereotypes in advertising affects the image of women in their work places in Nigeria using MTN (Fastlink) and Dettol antiseptic advertisements as case study.

1.2 Research Questions

- What is the extent of the gender stereotypes in the MTN (Fastlink) and Dettol antiseptic advertisements?
- What are the audience interpretations of the gender stereotypes in MTN (Fastlink) and Dettol antiseptic advertisements?
- What is the perceptual effect of the audience interpretation of stereotyped MTN (Fastlink) and Dettol antiseptic advertisements on female workers in the three Universities?

1.3 Dettol Antiseptic Advertisement

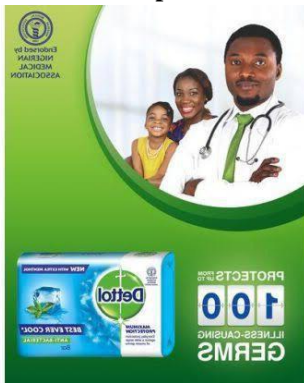


Figure 1



Figure 2



Figure 3

The above image of Dettol antiseptic shows a male medical practitioner shown on the foreground, posing with masculine confidence, hands crossed and focused on the camera with a woman and a girl shown at the background, smiling at the camera (figure 1). In Figure 2 is an indication of a woman performing the role of home keeper? While in figure 3, a nursing mother is playing with her daughter while the daughter was washing her hands.

1.4 MTN Fastlink Advertisement

From the observation of a popular TV advertisement, MTN Fastlink modem, a young female Personal Assistant in the office was seen receiving a call from her 'male' boss to get some documents he had asked for the previous day because he was almost at the office and needed them urgently. The lady hurriedly brought out her MTN Fastlink and downloaded the files before the 'male' boss got to the office. In this advertisement you see a supposed typical male – always in control, issuing commands to the subordinate female – and a supposed typical female – always docile, submissive, eager and ready to please the 'male' boss.

2. Gender Stereotyping in Advertising

Gender stereotypes are defined as an oversimplified idea or image about a particular group of individuals that is disseminated and used to identify members of that group (McLeod, 2017). Gender stereotypes, according to social role theory, are a result of the unequal distribution of men and women in terms of social roles at work and at home (Koenig & Eagly, 2014). Women are perceived as being more communal than males, being responsive to others, and forming relationships, whereas men are perceived as being more agentic than women, taking charge and being in control. Women have traditionally handled the

majority of household chores and served as the primary caregivers. Women have a tendency to work in service-oriented, people-oriented jobs rather than male-dominated, competitive, thing-oriented jobs in the workplace (Lippa, Preston, & Penner, 2014). Gender stereotypes are created as a result of the unequal distribution of men and women in social positions and the conclusions that may be drawn about the characteristics of each gender as a result (Koenig & Eagly, 2014).

Our society is significantly impacted by male and female gender stereotypes. Society displays fewer attitudes that favor discrimination and inequality between men and women as a result of the recent advancements made to achieve sex equality. But despite the fact that our views and attitudes have been liberated, many of our behaviors are still shaped by gender stereotypes and false notions about men and women that have been passed down through the generations. Unexpectedly many people today relate to one another based on a gender stereotype, despite their declared principles. Every gender stereotype distorts how people view the distinctions between men and women. These timeworn attitudes overstate the qualities that distinguish men and women, and place the two sexes in artificial categories.

The media and advertising have also had an impact on gender roles. Despite the fact that the media did not invent stereotyping, it has a significant impact on its creation and maintenance (Cooke-Jackson & Hansen, 2008). Everyday, stereotypical pictures are presented in the media, and these portrayals may breed prejudice against out-groups, causing individuals to feel unfavorably about themselves and their fellow members (McShane & Von Glinow, 2014). Stereotyping can be traced back to childhood, tradition, or job experiences in addition to the media. Men have traditionally been seen as the breadwinners,

career-driven, aggressive, and independent types, while women have been portrayed as low-level employees, devoted wives and mothers, in charge of taking care of children and doing housework.

3. Impact of Gender stereotypes on the Image of Female workers in Nigeria

Today's family structure is more based on collaboration than on patriarchal, and women have greater opportunities and rights in the workplace. The transformation in this circumstance was significantly influenced by the feminist environment. The women's liberation movement campaigned to redefine traditional gender norms and advance women's rights. Although gender inequalities are still there, they are not as extreme as they once were. It appears that the media has an impact on how men and women vary from one another and how gender stereotypes of men and women are exaggerated to promote items. Women are shown as emotionally receptive and communicative, yet infantile, helpless, and incompetent, while men are portrayed as dominating, powerful, paternalistic, and uncommunicative. In fact, a number of aspects of women, including their sexuality, family obligations, proactive responsibility, breastfeeding, and child-care responsibilities, are cited as justifications for control and exclusion from crucial roles in business organizations. In a 2005 Catalyst study, participants assessed women less favorably than males with equivalent skills, particularly in professions where men predominate. Another significant study found that the biggest obstacles to the promotion of female managers in Europe, across regions and nations, are prejudices and preconceived notions about women's responsibilities and talents (Cordano Scherer & Owen, 2002). According to many research (Tomkiewicz, Frankel, Adeyemi-Bello, & Sagan, 2004; Schein, 2007), gender-based prejudices have an impact on how often and quickly men are promoted compared to women who are similarly qualified. Therefore, in accordance with the gender-role stereotyping perspective (Powell, Butterfield & Parent (2002), women have been socialized to adopt attitudes and behaviors that are incompatible with the requirements of a successful managerial career. Since management is considered to be a "male" occupation, it calls for aggression that is goal-oriented and emotional fortitude, both of which are often associated with men. On the other hand, the stereotype persists: women simply do not possess the personality attributes that are typically associated with managers. In general, males as a social group are taught the skills and abilities necessary for pursuing a managerial profession (Murphy, 2016). This type of stereotypical

attitude is likely to cause employees and managers to consider women as ineffective managers in job roles at odds with the more traditionally passive gender role for women (Powell et al., 2002; Schein, 2007). Traditional gender stereotypic notions hinder women from advancing in their careers as well as from pursuing specific professions. Such stereotypical ideas, according to Peterson and Gravette (2000), not only hinder women's progression and progress in the workplace but also affect how their managers and peers view their work and recommend them for skill-building programs. According to Olojede (2004), gender role stereotypes teach women in Nigeria to be less competitive than their male counterparts. This idea is deeply ingrained in Nigeria since the country is a very patriarchal society where men and women's social interactions and activities are guided by cultural norms that prioritize men's interests above women's (Olowe, 2007).

As a result, when women first enter the workforce, they find it difficult to advance and must deal with deeply ingrained unfavorable gender stereotypes. Men are more frequently considered for managerial roles since it is stereotyped that they are more capable than women (Ogbogu, 2010). The widespread misconceptions regarding the abilities of men and women have not altered much over the years, despite several improvements (Okafor, 2011).

4. Theoretical Review

This study is anchored on the Framing and Liberal Feminism Theories. Erving Goffman (1922) developed the Framing theory in 1974. Goffman established the frame concept in which he described that the frame represents structure and is used to hold together an individual's context of what they are experiencing in their lives, represented by a picture. The framing theory is employed for efficient communication in all areas of the media and other organizations, and it is mostly used to comprehend the effects of the media. The way an issue is framed affects how people are exposed to it and how they interpret it. Frames form distinct layers of reality, claimed D'Angelo & Kuypers, 2010). There are numerous benefits that framing carries, including:

- An issue can be emphasizing on certain event.
- Framing can regulate the audience's perception and the acceptance of a particular meaning or message.
- Negative framing can create a large impact on the people since media plays an important role in the audience's understanding.

Also, framing can entail some weaknesses which include:

- Bias media can negatively frame an issue and can influence a large group of people.
- Intuition and careful interpretation of the audience are inevitable when it comes to framing.

The media is a powerful tool so the context must be framed with values as it influences and controls the audience.

In relation to this study, it shows that the ways and manners advertisers portray the objects they associate with their advertisement in order to pass product messages with the intention of persuading consumers to buy such products can positively or negatively impact on the image of such objects. In most of the advertisements made in recent times, framing is instrumental in depicting the obsolete characteristics of women in the society.

Theoretically, liberal feminism, which Alison Jaggar created in 1983, focuses more on topics like equality in the workplace, in education, and in political rights. The main objective of liberal feminism is to achieve gender equality in the public domain, including better working conditions, equal access to education, and wage equity. It is a specific strategy for attaining gender equality that places an emphasis on each individual's capacity to change negative stereotypes about women. The goal of liberal feminism is for people to use their own skills and the democratic process to advance gender equality in the workplace, society, and the law. Liberal feminists use the resources and methods at their disposal to promote change through uniting women into larger groups that can speak with more authority, lobbying lawmakers, and bringing concerns to the public's attention. The theory contends that women have the right to be given equal opportunities and consideration alongside their male counterpart wherever they find themselves because the study examines how women's representation in advertisements can affect the public perception and image of them and can stand in the way of their chances of achieving their goals.

5. Research Methodology

A quantitative survey method of research was employed for the study with the use of questionnaire as the instrument for data collection. The population of the study consisted of male and female teaching and non-teaching staff of Olabisi Onabanjo University

(OOU), Tai Solarin University of Education (TASUED) and Federal University of Agriculture, Abeokuta (FUNAAB) in Ogun State. A sample size of 50 female and 50 male staff members were proportionally selected from each University to constitute a sample size of 300. This decision was made to allow for possible equal representation of gender within those who have risen up the ladder and are occupying positions of higher responsibilities. This choice also helped to further elicit their interpretations and beliefs on the portrayals of women in the two selected advertisements and how they relate to their work place. The description of Dettol and MTN Fastlink advertisements were done to refresh the memory of the selected respondents on the commercials while their agreement was also solicited for the downloading of the selected advert images and videos for them to take time to watch before the completion of copies of the questionnaire. A convenience sampling technique was used for the administration of copies of questionnaire to the sample size. A convenience sampling is a type of non-probability sampling method where sample is taken from a group of people that are easy to contact or reach. The result generated from the questionnaires distributed to the respondents was analyzed using descriptive statistics.

6. Results

Out of the 300 copies of questionnaire distributed to the respondents, 286 were returned given a valid (95%) percentage useful for the data analysis.

Table 1: Gender of Respondents

Variables	Frequency	Percentage
Gender		
Male	154	54%
Female	132	46%
Total	286	100.0%
Marital Status		
Single	39	14%
Married	240	84%
Separated	07	2%
Work Experience		
5-years – 10 years	121	42%
10years and above	165	58%
Total	286%	100%

The table showed 154 (54%) respondents as male and 132 (46%) respondents as female. 39 (14%) of the respondents were single while 240 (84%) were married. 121 (42%) respondents had a work experience of 5-10 years while 165 (58%) had been working for more than 10 years

Table2: Extent of Gender portrayal in the Dettol and MTN Fastlink advertisements viewed by the University staff in the Television and the Newspaper

Variables	High Extent	Some Extent	Low Extent
Dettol Advertisement			
Women portrayed as housewives	118(41%)	45(16%)	123(43%)
Women portrayed as house cleaners	126(44%)	139(49%)	21(7%)
Women portrayed as Care-giver	143(50%)	82(29%)	61(21%)
Women portrayed as home builder	64(22%)	151(53%)	71(25%)
Men portrayed as breadwinners	176(62%)	67(23%)	43(15%)
Men portrayed as professional and accomplished career persons	210(73%)	19(7%)	57(20%)
MTN Fastlink Advertisement			
Men portrayed as superiors and order-givers	124(43%)	86(30%)	76(27%)
Women portrayed as subordinates and order- takers	131(46%)	91(32%)	64(22%)
Men as intellectuals and career driven	115(40%)	99(35%)	72(25%)

In the table, 43% of the respondents agreed to low extent that women are portrayed as housewives in the Dettol advertisement. 49% of the respondents agreed to some extent that women are portrayed as house cleaners, 50% of the respondents agreed to high extent that women are portrayed as care-giver. 53% agreed to some extent that women are portrayed as home builders. 62% of the respondents agreed to a high extent that men are portrayed as breadwinners. 73% of the respondents agreed to a high extent that men are portrayed as professionals and accomplished career persons. While in the MTN Fastlink, 43% of the respondents agreed to a high extent that men are portrayed as superiors and order-givers. 46% of the respondent agreed to a high extent that women are portrayed as subordinates and order-takers while 40% of the respondents agreed to a high extent that men are portrayed as intellectuals and career driven.

Table 3: University staff Interpretation of the role played by women in the MTN Fastlink and Dettol Advertisements

Interpretations	Strongly Agree	Agree	Strongly Disagree	Disagree
Women are expected to be in the background always	56(20%)	75(26%)	102(36%)	53(18%)
Women are not ambitious enough to be successful in the business world.	62(22%)	98(34%)	116(41%)	10(3%)
Women cannot be aggressive as business situations demand	129(45%)	25(9%)	57(20%)	75(26%)
Women are not competitive enough to be successful in the business world	96(34%)	77(27%)	65(23%)	48(16%)
Women’s place in the work place can at best be as subordinates to men	91(32%)	62(22%)	89(31%)	44(15%)
Women are better as emotional support and care givers	133(46%)	21(7%)	75(26%)	57(20%)
.Women are completely submissive even in the work place	156(55%)	23(8%)	39(14%)	68(24%)
women’s role in society is much appreciated as housewives, house cleaners, care-givers, and home-builders	179(63%)	17(6%)	34(11%)	56(20%)

In the audience interpretation of Dettol and MTN fast link advertisements, audience interpreted (54%) that women are expected to be in the background always; it was interpreted (56%) that women are not ambitious enough to be successful in the business world; it was interpreted (54%) that women cannot be aggressive as business situations demand; it was interpreted (54%) that women’s place in the work place can at best be as subordinates to men; it was interpreted (53%) that women are better as emotional support and care-givers; it was interpreted ((63%) that women are completely submissive even in the work place; and also interpreted (69%) that women’s role is much appreciated as housewives, house cleaners, care-givers, and home builders.

Table 4: Perceptual effect of the interpretations of female stereotypes in Dettol and MTN Fastlink advertisements on the image of female University workers

Perceptions	Very Extent	High	High Extent	Moderate Extent	Low Extent	No Extent
Do the adverts make you perceive that women’s best position in the work place can only be as subordinates to men	77(27%)		19(7%)	87(30%)	53(19%)	50(17%)
Do the adverts make you perceive women as less competent and intelligent to compete with men for higher positions of responsibility in the work place	17(6%)		59(21%)	113(40%)	23(8%)	74(25%)
Do the advert make you perceive that women in higher authorities may not receive adequate supports from men subordinates in the work place	81(28%)		15(5%)	77(27%)	98(34%)	15(6%)
Do you perceive that female stereotypes in the adverts can slow down their confidence and progress in the work place	33(12%)		32(11%)	73(26%)	62(22%)	84(29%)
Would female stereotypic perceptions hamper managerial opportunities and positions for women	102(36%)		15(5%)	76(27%)	28(10%)	65(22%)

Does stereotypic belief spread in selected adverts affect your perception about female abilities in the work place	47(16%)	12(4%)	82(29%)	66(23%)	79(28%)
Do you perceive that the portrayals of female gender in advertisements may have negative effect on them in the workplace	18(6%)	28(10%)	138(48%)	23(8%)	79(28%)
Would stereotypes affect your personality in the work place	12(4%)	34(12%)	78(27%)	29(10%)	133(47%)

In the above table, the audience perceived to a moderate extents(49%) that women’s best position in the work place can only be as subordinates to men; audience perceived (48%) to a moderate extent that women as less competent and intelligent to compete with men for higher positions of responsibility in the work place; audience perceived (61%) to a moderate extent that women in higher authorities may not receive adequate supports from men subordinates in the work place; audience perceived (48%) to a moderate extent that female stereotypes in the adverts can slow down their confidence and progress in the work place; audience highly perceived (41%) that female stereotypes can hamper managerial opportunities and positions for women; audience believed (52%) that the stereotypes spread in selected adverts can affect their perception about female abilities in the work place; audience perceive that the portrayals of female gender in advertisements may have moderate (56%) effect on them in the workplace while the female workers perceive stereotypes may not affect (47%) their personality in the work place.

7. Result and Discussion

The finding above revealed that in the Dettol and MTN advertisements, to a high extent men are portrayed as breadwinners, professionals and accomplished career persons. Men are also portrayed as superiors, order-givers, intellectuals and career driven. While to a high extent, the respondent agreed that women are portrayed as subordinates and order-takers, the respondents agreed to some extent that women are portrayed as house cleaners and home builders and the respondents agreed to low extent that women are portrayed as housewives in the Dettol advertisement. The outcome of the study is in agreement with (Hoeritz, 2013; Anvitha (2021) who described attributes for female gender such as women cooking, doing home chores, washing laundries, portray such as women being the ones running errands for the men, being submissive while the men are seen as a boss. Findings from the study revealed that the media messages about women are stereotyped in manners such as women are irrational, fragile, not intelligent, submissive and subservient to men (Wingfield, 2020).

With more than 50 percentage agreement, another finding established the interpretations of stereotypes of female in the MTN Fastlink and Dettol antiseptic advertisements to be that women are expected to be in

the background always; women are not ambitious enough to be successful in the business world; that women cannot be aggressive as business situations demand; that women’s place in the work place can at best be as subordinates to men; that women are completely submissive even in the work place; and that women’s role is much appreciated as housewives, house cleaners, care-givers, and home builders. This findings also established previous studies that employees and managers holding this type of stereotypic view are likely to perceive women as ineffective managers in job positions incongruent with females’ more traditionally passive gender role (Powell, Butterfield, and Parent, 2002; Schein, 2007). Traditional gender stereotypic ideologies not only prevent women from entering certain professions, but also prevent them from moving upwards. According to Peterson and Gravette (2000), such stereotypic ideologies are not only detrimental to women’s advancement and progress in their workplace but also influence how their contemporaries and managers perceive their work and nominate them for skill acquisition programmes in the workplace.

Moreso, audience perceived the effect of the interpretations of role played by women in the MTN Fastlink and Dettol antiseptic that women’s best position in the work place can only be as subordinates to men; that women could be perceived as less competent and intelligent to compete with men for higher positions of responsibility in the work place; audience also perceived moderately that women in higher authorities may not receive adequate supports from men subordinates in the work place; audience perceived to a moderate extent that female stereotypes in the adverts can slow down their confidence and progress in the work place; audience believed moderately that the stereotypes spread in selected adverts can affect their perception about female abilities in the work place; while the female workers themselves did not perceive themselves lowly and that the stereotypes will not affect their personality in the work place. The latter finding was in variance with Schein (1973) and Terborg, Peters, Ilgen, and Smith (1977) who asserted that according to the gender-role stereotyping perspective, women have been socialized to adopt attitudes and behaviour that are in conflict with the demands of a successful managerial career.

8. Conclusion and Recommendations

Having properly and carefully reviewed relevant literature and study the responses of the respondents, some logical conclusion can be made here. It is very safe to logically conclude that portrayals of women in adverts need to be properly addressed. The responses evaluated pointed out that the media needs some redress so that they can positively impact the image of women in the society. Considering that they want to make their products more attractive in adverts so that the audience can get to the reach of majority of the audience. The portrayal does not have to be overly negative but at least can be brought to its minimal so it can speak positivity to the societies at large. Hence this study recommends that advertising agencies need to reduce exaggeration in their advertisements to the minimal. Some specific roles that women portray in advertisement could also be ascribed to men because men also do these, so by reducing the roles portrayed on women and portray them by men will produce a better portrayal in their content and reduce negative stereotypical portrayal. Also, advertising agencies have to be advanced and up to date in their advertisements, female have taken spots in managerial level, as bosses, presidents, managers and also executives.

Advertisement agencies also have to start including these portrayals more often on women and not only men. Women too should step up confidence level. They should see themselves as talented individuals with unique skills, who can manage their affairs in the world with dignity and decorum. Females that feature in advertisements should reject roles that debase and dehumanize women folk.

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