

## **Comparative Analysis of Women's Objectification in Product Advertisements : Eastern vs Western Media**

**Sadaf Rasheed**

MPhil Scholar, Department of English, The Women University, Multan, Punjab, Pakistan

**Khush Bakht**

MPhil Scholar, Department of English, The Women University, Multan, Punjab, Pakistan

**Dr Haniya Munir**

Lecturer, Department of English, The Women University, Multan, Punjab, Pakistan

**Corresponding Author: \* Dr Haniya Munir** [munirjahangir786@gmail.com](mailto:munirjahangir786@gmail.com)

<b>Received:</b> 06-06-2025	<b>Revised:</b> 20-07-2025	<b>Accepted:</b> 26-07-2025	<b>Published:</b> 11-08-2025
-----------------------------	----------------------------	-----------------------------	------------------------------

### **ABSTRACT**

*This look at examines the objectification of girls in product commercials from Eastern (Pakistan and India) and Western media to recognize the cultural variations and similarities of their representations. Using a pattern of 20 commercials, a complete of 10 from Eastern media and 10 from Western media, this studies applies Objectification Theory and Levon's multimodal evaluation framework to investigate the visual, linguistic, and auditory factors of those commercials. The method entails qualitative content material evaluation, that specialize in how girls are depicted and the techniques used to objectify them. The evaluation famous that whilst objectification is frequent in each contexts, it's miles extra said and overt in Western media. The findings suggest that Western classified ads have a tendency to emphasise sexualization and bodily beauty greater aggressively, while Eastern commercials combination conventional and current beliefs of femininity. The findings spotlight the want for extra equitable and respectful portrayals of ladies in media globally, suggesting that advertisers and media practitioners must be greater conscious of the effect in their content material on societal attitudes closer to gender. The look at concludes that cultural elements drastically affect the portrayal of ladies in commercials, and there's a want for greater equitable and respectful representations of ladies in media globally.*

**Keywords:** Advertisement, East vs West Media, Women's Objectification

### **INTRODUCTION**

In the world of marketing and marketing, the portrayal of girls has lengthy been a topic of scrutiny and debate. The use of ladies's our bodies as gadgets to promote merchandise is a not unusualplace exercise in each Eastern and Western media. It is elevating questions on the effect of such objectification on societal perceptions of gender roles and identities mainly associated with girls. This comparative examine goals to delve into the variations and similarities withinside the objectification of ladies in product classified ads among Eastern and Western media. Images of ladies proven in media are extraordinarily thin and glamorous and one-of-a-kind from maximum of the girls in reality; this inculcates several complexes and dissatisfactions concerning one person's frame photograph and notion amongst girls. (Hussain, T., et all, 2021).

The foremost intention in the back of presenting classified ads and commercials in this sort of manner is to elevate pleasing emotions approximately one precise product withinside the marketplace for its higher sale. So, for this sake, the advertisers aren't involved approximately the gender conceptions that the humans get from the commercials and approximately women however most effective involved on how those

advertisements have an effect on and appeal to their focused target market towards their merchandise. (Khan, S., et al, 2021). In today's society, classified ads are playing a totally vital position in growing social contact. It gives an ongoing, centered, and properly prepared series of marketing and marketing media at the seen platform. (Gul, S., et al, 2021). The portrayal of ladies in media classified ads has lengthily been a subject of scholarly interest, specifically concerning the problem of objectification. Objectification refers back to the remedy of girls as gadgets generally valued for his or her bodily look and sexual appeal, regularly brushing off their individuality and humanity (Fredrickson & Roberts, 1997). This look at ambitions to behavior a comparative evaluation of girls's objectification in product classified ads from Eastern and Western media, focusing at the cultural variations and similarities in those portrayals.

Advertisements, as a effective device for shaping societal perceptions and reinforcing cultural norms. In Western media, mainly withinside the United States and Europe, girls are regularly depicted in a sexualized way to draw purchaser attention. This portrayal normally emphasizes bodily beauty and sexuality, reinforcing stereotypes that ladies's number one cost lies of their look (Kilbourne, 1999). This girl objectification is frequently criticized for perpetuating unrealistic splendor requirements approximately ladies and reinforcing their objectification in an common manner. Advertisements regularly depict girls sexually suggestive poses, regularly consisting of nudity, that specialize in precise frame elements as opposed to accounting their mind or abilities. This can make contributions to the commodification of girls's our bodies, decreasing them to mere items of preference for the male gaze. Conversely, in Eastern media, together with areas which include South Asia, the objectification of girls in commercials is stimulated through a mix of conventional values and current beliefs as opposed to inclusive of whole nudity however they consist of a number of the gestures which might be taken into consideration unethical and unacceptable withinside the ordinary lives of Asian human beings. Mostly, commercials in Pakistan and India regularly mirror a complex interaction among conventional gender roles and modern-day aspirations, highlighting each domesticity and expert success (Munshi, 1998).

Despite those cultural nuances, there are commonalities in how classified ads from each Eastern and Western media objectify ladies. Both contexts often prioritize ladies's bodily attributes over their highbrow or expert capabilities, perpetuating proscribing stereotypes and affecting societal attitudes toward gender roles (Connell, 2002).

### **Problem Statement**

Despite growing consciousness of the pervasive trouble of gender objectification in marketing and marketing, there stays a considerable hole in knowledge the quantity and nature of ladies's objectification in product classified ads throughout unique cultural contexts. While research have analyzed this phenomenon in each Eastern (Pakistan and India) and Western media separately, there's restrained studies that immediately identifies and compares the portrayal of ladies and the techniques used to objectify them in those wonderful cultural settings. This hole places much less efforts to cope with the wider societal implications of gender illustration in marketing and marketing and bounds the improvement of powerful techniques to sell greater equitable and respectful media content material. Therefore, this examine seeks to research and evaluate the objectification of ladies in product commercials from Eastern and Western media, with a focal point on Pakistan, India, and Western countries, to deal with this hole and make contributions to a extra complete and identical knowledge of gender illustration in marketing and marketing discourse.

### **Research Objectives**

1. To discover the objectification of Women in Advertising discourses in East and West.

2. To examine the quantity of ladies's objectification in product classified ads from Eastern (especially Pakistan and India) and Western media.
3. To examine the exceptional techniques and the cultural elements influencing those portrayals.

### **Research Questions**

1. What are the methods to objectify girls marketing and marketing discourses in East and West?
2. To what volume are girls objectified in product commercials from Eastern (particularly Pakistan and India) and Western media?
3. What are the diverse techniques and cultural elements hired to objectify ladies in classified ads, and the way do those techniques range among Eastern and Western contexts?

### **Significance of the Study**

The look at is substantial because it contributes to know-how the complicated dynamics of gender illustration and objectification in marketing and marketing throughout one of a kind cultural contexts. By analyzing marketing and marketing discourses in each Eastern (Pakistan and India) and Western media, this studies sheds mild at the approaches wherein ladies are proven and objectified in each media. Understanding the volume of girls's objectification in product commercials and reading the techniques and cultural elements influencing those portrayals can tell discussions on gender equality and media ethics. Moreover, this observe has realistic implications for advertisers, media practitioners, and policymakers, as it is able to manual efforts to create greater inclusive and respectful marketing and marketing content material that demanding situations dangerous stereotypes and promotes gender equality. Overall, via way of means of addressing those studies objectives, this have a look at contributes to advancing understanding withinside the subject of media research and fostering significant talk on gender illustration in marketing and marketing.

### **LITERATURE REVIEW**

The literature evaluate will delve into present studies on ladies's objectification in marketing and marketing, exploring all of the studies research which have recognized and tested the portrayal of ladies in Eastern and Western media. It may also overview theories associated with gender illustration, objectification principle, and cultural variations in marketing and marketing practices. The studies on the subject "The Objectification of Women in Pakistani Television Advertisements and its Impact at the Body Image of Women" talks approximately the portrayal of girls in media of Pakistan and their objectification in TV commercials as a sexual content material via way of means of reading the commercials of Pakistani channel "Hum TV" at the side of carried out a survey amongst 2 hundred respondents of Punjab University. The have a look at implicated cultivation concept to discover how in classified ads ladies are used as a sexual content material to draw greater target target market and to growth their sales (Nasir, A,U, and Hussain, T., et all, 2021). Another Socio-Cultural Analysis become accomplished as "Gender-Based Objectification In Commercial Advertisements" (Khan, S, and Maryam, S., et, 2021) offers Gender-primarily based totally objectification as the premise of a dichotomous projection of gender roles in marketing and marketing discourses. This multimodal discourse evaluation makes a speciality of how classified ads of an garb logo in Pakistan form and mission essentialized girl and male attributes via their visible and linguistic illustration in classified ads.

This multimodal discourse evaluation facilitates us to apprehend that how commercials of prestigious Pakistani emblem gambling a function in shaping and projecting precise woman attributes thru their special visible and linguistic capabilities because the display girls as timid and putting a role for them in a nook in contrast to male who're supplied as formidable and assertive. The have a look at is managing gender base objectification such as each male and woman and its courting to brother social conduct and shopping for behavior in their goal target target market. Marino, F, in 2024 in his multimodal evaluation talks approximately the development of virtual generation that performed a function in multi-modal genres and a couple of meanings making assets of the age. New analytical frameworks are right here thru which researchers can check out and discover new genres. In the studies 3 most important tactics are mentioned from a multimodal angle which might be systemic useful multimodal discourse evaluation, multi version corpus evaluation and social semiotics multi version evaluation.

This distinctly mentioned framework is a pathway for the brand new researchers to apply it as a theoretical framework of their assets such that it's going to assist to apprehend and examine the subject on this studies. The have a look at on "multi version evaluation of gender illustration in EFL textbooks" is a corpus primarily based totally examine managing the representations of gender inside 2 EFL books named "At the Crossroads" (Algerian) and "Let's Meet Up"(French) in extraordinary contexts. After doing multi-mortal evaluation and making use of sunderlands gender principle the observe analyzed that each the books desire guys over ladies. Males are proven to be extra essential than women and there's a form of unbalanced illustration of gender in the shop books (Yassine, S, and Rezki, K, 2024). Savitri and Rosa of their look at of multi version evaluation in telephone commercials, (Savitri, T., and Rosa, N., et all, 2024) describes a multimodal examine in Samsung Galaxy S9 marketing and marketing media. They implemented systemic purposeful linguistic principle that changed into proposed via way of means of vacation along side multimodal principle through Van Leeuwen and Kress. In their descriptive studies technique they used images, text, symbols, sounds and gestures used withinside the commercial of Samsung Galaxy S9 ( YouTube). They concluded that the classified ads consist of symmetric structures and their located systems like lead show name and visit.

### **Theoretical Framework**

This examine employs a twin theoretical framework comprising Objectification Theory and Levon's multimodal evaluation framework to research the objectification of ladies in product classified ads from Eastern and Western media. Objectification Theory as evolved with the aid of using Fredrickson and Roberts (1997), describes girls in society are frequently regarded and handled as gadgets for male pleasure, main to numerous mental and societal consequences. According to this theory, common publicity to objectifying portrayals in media contributes to ladies internalizing an observer's attitude on their bodies, ensuing in self-objectification. By making use of Objectification Theory, this examine seeks to recognize how girls are depicted and objectified in product classified ads and the consequences of those portrayals on societal attitudes in the direction of gender roles. Kress and Leeuwen (2001), multimodal evaluation framework entails analyzing numerous modes of communicate as visible, linguistic, and auditory so that you can apprehend how that means is built in media. This framework permits for a complete evaluation of commercials, allowing researchers to dissect the visible imagery, language, and sound used to objectify ladies.

### **Delimitation of the Study**

This have a look at focuses mainly at the objectification of ladies in product commercials from Eastern (Pakistan and India) and Western media, with a selected emphasis on classified ads retrieved from on-line structures along with YouTube, Google, and blogs. While the studies recognizes the variety inside every

cultural context, it limits its scope to a choice of commercials that might not constitute the whole thing of media portrayals in those regions. Additionally, the evaluation is restrained to the visual, linguistic, and auditory factors of the chosen commercials, apart from different sorts of media content material together with tv indicates or films. Furthermore, the observe ignores broader socio-monetary or political elements and the responses of the audience to those classified ads. These delimitations are vital to hold consciousness and feasibility inside the scope of the studies objectives.

## **METHODOLOGY**

The study involves a qualitative content analysis of product advertisements to examine the objectification of women in Eastern (specifically Pakistan and India) and Western media applying Objectification Theory and multimodal analysis. The sample for this study comprises 20 product advertisements, with an equal distribution from Eastern and Western media. Specifically, with purposive sampling technique 10 advertisements were selected from Eastern media, including 5 from Pakistan and 5 from India, and 10 advertisements from Western media to ensure relevancy of selected data as per research. The advertisements were collected from YouTube, Google searches, and blog posts. Each advertisement was viewed multiple times to identify and record instances of objectification, focusing on visual, linguistic, and auditory elements.

## **ANALYSIS**

The evaluation phase offers an in depth exam of the objectification of ladies withinside the decided on product commercials from Eastern (Pakistan and India) and Western media. Multimodal evaluation is essentially approximately multimodal conversation elements that deal first off at the semiotic sources of the medium of expression after which the communicative practices (Wang, 2021). The idea of multimodality offers with the method of communicate from the factor of symmetric comprehension that consists of multi notes which include visual, spatial, gestural, auditory and textual features (Cremona, 2023). It is likewise described as an evaluation that appears on the unique numerous nodes in a single specific textual content and the message that they transmit. It also can be carried out thru channels through which a message is transmitted withinside the shape of a textual content (George, 2023). In this have a look at the subsequent 5 simulating structures are the premise to investigate the illustration of girls in jap and western media discourses after which the concept of Objectification (Fredrickson and Roberts, 1997) is implemented to investigate the quantity of Objectification. The idea is crucial because it facilitates us to understand, interpret and deconstruct TV commercials and different marketing and marketing discourses in a broader socio-cultural context of Pakistan with the aid of using inspecting sexual objectifications approximately woman bodies. (Hazir and Khan, 2014). Following 5 simulating structures are the idea for reading the chosen commercials with the intention to meet the goals of our studies and to reply the studies questions;

1. Linguistic evaluation
2. Visual evaluation
3. Audio evaluation
4. Gesture evaluation
5. Location evaluation



First we are able to practice those at the Western media discourses that we've got decided on for our studies. The factors can be mentioned in every of the commercials which might be decided on from Pakistan and India simultaneously.



#### **Adv 1. IGLOO MOMENTS BAR**

On linguistic analysis, no linguistic written factors located withinside the typical commercial. The commercial is absolutely visible and audios with little textual content this is only for one 2d displaying the call of the brand (IGLOO) and product. It is a type of video commercial this is taken from YouTube and its length is 22 seconds. In this commercial gestures are gambling a essential role. The predominant discern withinside the commercial is a female this is licking the ice cream paintings and it's far portrayed in a sexual way with the subsequent heritage music.

*Dil Kya Kare Jab Maza Kyun Hothon Ko Chhu Jaye* (What need to the coronary heart do whilst pride touches the lips?)

In the song Hoto ko Chu Jaye,

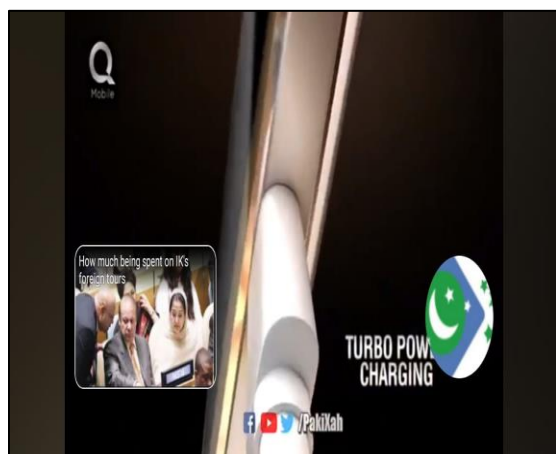
the lady places her finger in among her lips this is making this commercial so sexiest one. This form of gestures and use of lady fashions is a sort of objectification.

### Adv 2. Josh

The commercial once more withinside the video shape and the length for this at is 28 sec. A little linguistic function this is in written shape seems on the final of the commercial with a text “Josh mango Josh say” This is largely a condom in which a younger guy enters a store and asks for condoms however he hesitates at the same time as traumatic it. So the shopman is not able to apprehend what he is calling for. Then all of sudden a woman enters the store and she or he says very confidently;

*Excuse me mujhe ek packet Josh do.*

She took it and went away and after this the male, who changed into first hesitating now overtly needs for three packets. In Pakistani society, it isn't always regular for even boys to speak approximately condoms and call for them in an open manner however on this commercial a woman is proven because the first determine who shamelessly enters the store and needs for it With sexiest expressions on her face that are making her an objectifiable determine. This commercial suggests spoken linguistics, auditory and gestural functions of multimodal analysis.



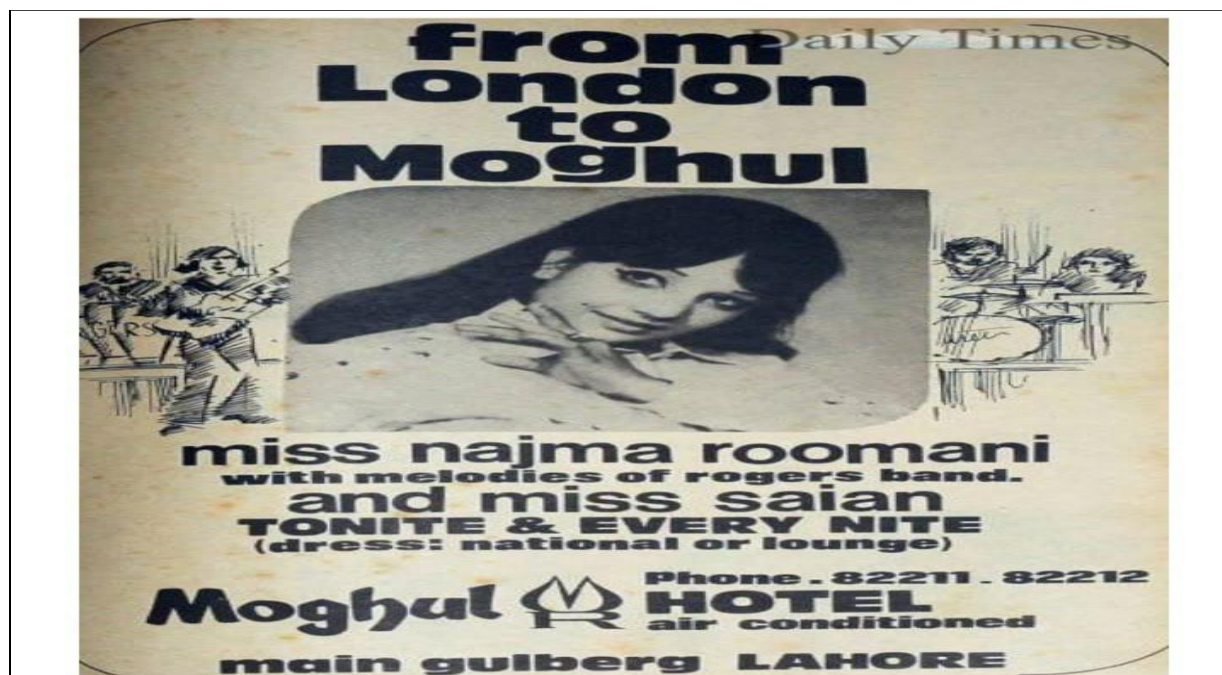
### Adv 3. Q Mobile

The commercial approximately Q Mobile Turbo Charging is once more in video shape wherein Pakistani actor Fahad Mustafa is ready up to now a few woman however because of low battery overall performance of his telecellsmartphone he receives overdue. me whilst the female receives annoyed and asks him in an offensive tone Hey, Where are you now? But he's not able to answer due to the fact His telecellsmartphone is switched off. As a end result of which the girl receives interested in every other guy sitting withinside the identical restaurant. In this commercial the disappointment of ladies over little

matters which include her guy getting past due is portraying her in an goal manner after which the maximum low down discern of girls is ready withinside the thoughts are human beings thru his attachment to the opposite guy whose seems are by hook or by crook a wealthy character of society.

#### Adv 4. Moghul Hotel

The commercial for a resort and membership in Lahore is complete of written linguistic features with formidable textual content such as “from London to Moghul” (linguistic analysis) In the very middle of the commercial, An Asian ladies's photograph is ready and different ladies in western clothes and western musical contraptions are set round this principal photograph (Spatial analysis). Basically the commercial is ready a inn however it holds five woman figures on the primary page. At the lowest a line “ this night and each night” Is a type of Sexiest language used withinside the commercial.



#### Adv 5. Penthouse- Hotel EXCELSIOR

The commercial become made for a well-known nightclub named PentHouse located in Karachi. The commercial is once more complete of written linguistic elements



“HITTING HEADLINES

ONCE AGAIN PRESENTING

the satisfactory and largest ground display in town

13 NEW ARRIVALS

from

ALL OVER THE WORLD” with nearly bare snap shots of teen ladies in unique sexiest poses. This type of dressing of girls and reasons are gambling a essential position of their objectification as sexiest objects.

#### **Adv 6. Amul Macho**



It is an Indian undergarments' commercial wherein a girl in a conventional Indian Sari get dressed seems at the financial institution of a river wherein a few different womens also are gift washing their clothes. This commercial is analyzed at linguistic degree this is spoken in nature along with the heritage track saying “Ye to bara tight hai” The function of gestures is a lot outstanding withinside the commercial which include the factor wherein the girls sits down and it's miles finished in a sexiest manner like she bends down his lower back and take a seat down down even as shaking her frame and the sound of her footwear (payal) is so sexiest. The gestures via way of means of her and casting off her dupatta on the give up are objectifying elements.

**Adv 7. V Guard Inverter digital UPS And batteries**

The girl is sitting in an Indian get dressed with nearly nude back, looking and Touching the mattress withinside the sexiest manner in the direction of the person status in the front of her. The gestures whilst the lady performs down at the mattress and touches her toes through herself Attract the person to the mail a lot that he places off his garments And in a hare germs over the mattress in place of her wife. In doing so he damages the maximum critical a part of his frame and is not able to end up a father, undertake a baby.

The historical past saying “ Power reduce Kahin Jindagi Ki Khushiyan Na cheen Le ” and “Full time electricity non forestall Khushiyan”. On linguistic evaluation it's miles clean that unique factors are being blended on this commercial via the objectification of girls this is clean in her dressing and gestures she is doing.



**Adv 8. Virgin Mobile**



It is largely a cellular telecellsmartphone commercial however on this commercial the female is goal via gestures of a male who meets him in an elevator after which after popping out he in the front of his boss talks approximately the frame of the lady thru gestures and says;

“ Biodata mast hai”.

The commercial is essentially approximately cellular telephones however goal report ladies and evaluating the frame of girls with the telecellsmartphone.

**Adv9. while stone fine fragrance**

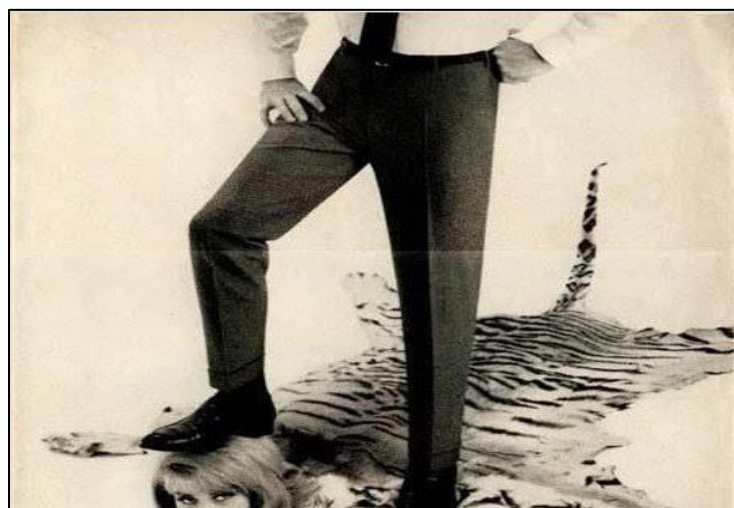
The Perfume commercial is objectifying girls thru his sexiest stroll in the direction of a male earrings supplier who's placing the fragrance. The female receives too attracted with out mail and places her earrings via way of means of himself. All the situations are set withinside the sexiest manner and its objectifying stays because it depicts that girls can without difficulty be attracted closer to any mail through so minor matters which includes a perfume.



**Adv 10. Nivea**

This commercial is ready a moisturizing cream of Nivea logo and withinside the entire commercial a girl is brief nude bathing withinside the washroom. The commercial explicitly indicates plenty nudity and sexist content material via its visible content material and gestures of women.

Now the evaluation of commercial from Western media is defined in element the use of the theoretical Framework as cited above and making use of objectification theory.



**Mr Leggs**

It is a well-known shoe emblem. On visible evaluation the commercial of this emblem displaying sizeable objectification of ladies along with the girls is beneathneath the foot of a younger man or woman. Although the girl is brief in a tiger frame however her location is beneathneath the ft of a male (spatial evaluation) Shows the unique price of ladies withinside the society withinside

the eyes of a male. The linguistic evaluation of the commercial indicates that first off it tells the energy of a tiger female after which after sporting Mr legs footwear the character is in a position to stroll over her. It is come what may portraying the male energy and dominance over girls withinside the society thru their cash and position.

### **Carls SJ**

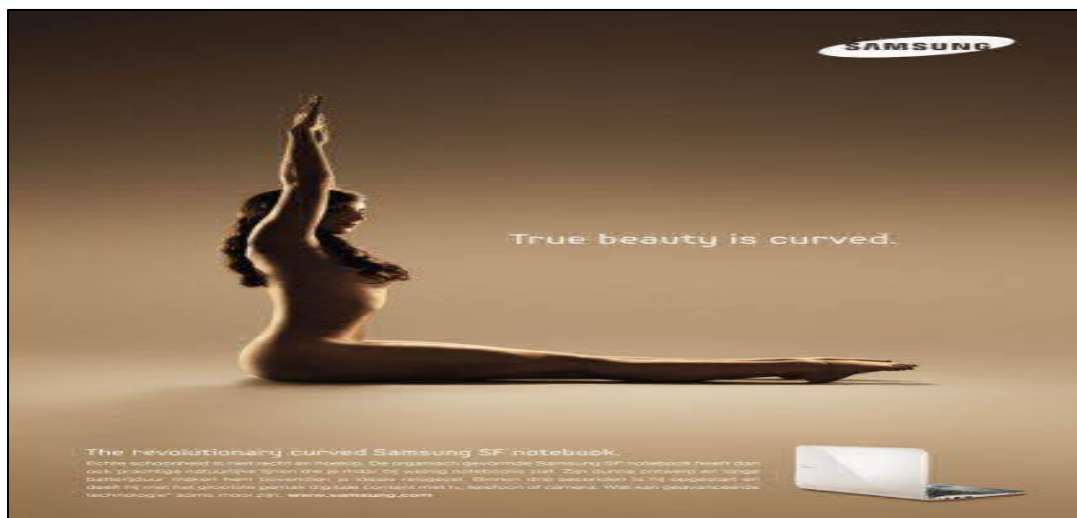
The commercial of a burger logo is distinctly objectifying girls via way of means of the use of their frame components of their commercial withinside the following lines; Everybody loves large breasts. In the commercial, the meals this is Burger is being marketed with the aid of using Language this is socially now no longer true for ladies in any open discussion. The picture is critical on the subject of its linguistic evaluation including the written phrases on the very begin of the commercial displaying by some means relation to the ladies figure.



### **Samsung**

The commercial is exceptionally depersonalizing and objectifying girls via its visible content material Such because the completely bare photograph of a Young girl in a specific set role similar to someone is starting the pc in the front of him.





This advertisement is about a Revolutionary curve Samsung SF notebook and through the image of women it is being advertised. This position and nudity of women is enough to incorporate sexual thoughts in the target audience and in society. Then the line *True beauty is curved* Is Again brings the mind of a woman in front of us as most of the body shapes are women are curved. it is also setting a standard for beauty that is being correct otherwise you will not be beautiful.



### Fat Shack

It is a Fast meals logo this is once more complete of objectifying figures Such as a lady with sexiest seems is set to consume meals and with the road four inches has by no means been so satisfying . The photograph of a lady and the road this is written in such outstanding and formidable phrases appears to don't have any express interplay and reference to the meals commercial however it's miles gift right here to objectifying women.



### Blender

This commercial is associated with the idea of a butcher shop. This is positioned in Istanbul and suggests some similarities with stores in Paris and London. The emblem units a bare photo of girls this is reduce down into such a lot of small portions and Hunk with a rope to put it on the market their save. This objectifies ladies in

such a lot of phrases inclusive of breaking her into small portions and making her bare on this regard. It indicates the low function of ladies in society that she is a topic of sacrifice.

### Face and body suncare

This commercial belongs to Lancaster brand. It is largely approximately solar cream. In the commercial a female in completely bare situation is laying at the nude seaside in an open Sun. One line is written on the very the front of the commercial that announces Become one with the solar. The line is k because it indicates the traits of Sun cream to shield one from the Sun and its warmth however what's the relationship to make a female nude to reveal the significance of your product.



### **PCTA Australia**

The advertisement is selected from a blog of Anna Weatherlake that describes *All animals have the same parts*. But the most noticeable part of this advertisement is to focus on the image of a woman who is portrayed in the advertisement without clothes and proper tags of her body parts that can best be understood through the picture. The location of women in the advertisement is prominent and through the visual content it is giving us a depersonalizing picture of females in the society. Moreover the women is being compared with the animals as it is used in this condition in the advertisement instead of men.



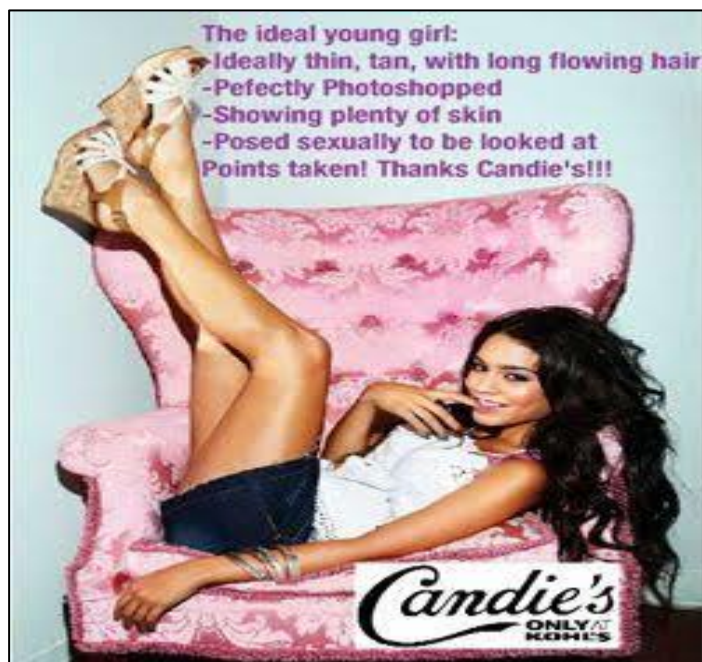
### **Weyenberg Massagic**

It is once more a shoe logo that incredibly lowers the placement of a girl within the society through placing her and a shoe at the equal degree at the ground in its commercial. In linguistic analysis, the studies specializes in the road this is written on the very pinnacle of commercial consisting of Keep her put on she belongs. It is a placing a completely down function of girl within the society as with the aid of using evaluating it with a shoes.



### Van Heusen

It is a tie brand this is mainly focusing males withinside the society. On evaluation this commercial indicates a exceptional quantity of arguments which can be sufficient to objectify girls withinside the society. The primary visible discern withinside the middle of the commercial wherein a person is sitting on a mattress similar to a king and a lady is serving her meals much like a mistress is so vital on this regard. then the tagline with the phrases display her it is a person phrase is once more goal locate the ladies withinside the society with the aid of using leaving no region for her on this global and giving all of the significance and electricity to male figures of the society.



### Candies only at kohl's

The commercial is crucial as it's far placing such a lot of splendor requirements for girls together with on this society if a female desires to live to tell the tale in an awesome manner she desires to be complete feeling all of the splendor popular including have to be skinny tall having lengthy hairs with precise skin.

The maximum essential widespread is that she wishes to be excellent at posing sexually. The photo additionally objectifies ladies, because the image of ladies at the commercial on this isn't always everyday withinside the not unusualplace society.



## CONCLUSION AND FINDINGS

The comparative evaluation of product commercials from Eastern (Pakistan and India) and Western media exhibits wonderful styles within the objectification of ladies, formed through cultural contexts and media practices. Utilizing Objectification Theory and Levon's multimodal evaluation framework, this has a look at determined that even as each Eastern and Western classified ads objectify ladies with the aid of using emphasizing bodily look and splendor, the diploma and way of objectification fluctuate significantly. Western media reveals a better diploma of sexualization, regularly using openly sexual imagery, suggestive poses, and revealing clothing. This aligns with Objectification Theory, which indicates that ladies are frequently depicted as items for male consumption, decreasing their cost to bodily splendor and sexual desirability. In contrast, Eastern commercials have a tendency to comprise a mix of conventional and contemporary-day portrayals, with girls regularly depicted in much less revealing apparel and in roles that stability home duties with expert aspirations. The visual, linguistic, and auditory factors in Eastern media underscore cultural values of modesty and familial duty, while Western classified ads prioritize individualism and bodily allure. Levon's multimodal evaluation similarly elucidates those differences, displaying how Western commercials use provocative song and assertive voiceovers to decorate sexualization, whilst Eastern commercials hire conventional tune and nurturing voiceovers to emphasise cultural norms. Despite the nuanced portrayals in Eastern media, the underlying objectification persists, albeit in a much less brazenly sexual way in comparison to the West. These findings underscore the pervasive nature of gender objectification throughout cultures, highlighting the want for extra equitable and respectful representations of ladies in worldwide marketing and marketing practices.

## REFERENCES

- Angelo, D and Marino, F., et all. (2024). Multimodal Analysis. Conducting genre-based research in applied Linguistics: A methodological guide. pp. 172-195
- Aubrey, S. (2006). Effects of sexually objective find media on self objectification and body surveillance in undergraduate. General of communication ISSN.2006.
- Bhandari, S. (2016). Objectification of Women in Popular Culture and its Impact. Department of Social work, Kathmandu University.
- Fredrickson and Roberts. (1997). Objectification Theory. Towards understanding women's lived experience and mental health risks
- Gor, A. (2018). Objectification of Women in media. International Journal of research in all subjects in multi languages. Vol.6, Issue. 3.
- Khan and Gul et all., (2014). Gender Based Objectification In Commercial Advertisements: A Socio-cultural Analysis. Webology, Vol.18.
- Kress, G., & van Leeuwen, T. (2006). Reading Images: The Grammar of Visual Design (2nd ed.). London: Routledge.
- Maryani and Ratmita., (2023). Perspective Chapter: Subjectification and Objectification of Women in Media. Feminism, Corporeality, Materialism and beyond.

- Nasir and Hussain et all., (2014). The objectification of women in Pakistani television advertisements and its impact on the body image of women. *Global Sociological Review*. VOL 6.
- Rezki and Yassine., 2024. Multimodal Analysis of Gender Representation in EFL Textbooks (At the Crossroads and Let's Meet Up). *El Omda Review in Linguistics and discourse analysis*. ASJP Algerian Scientific Journal Platform. Vol. 8. Issue 01.
- Saha and Dasgupta., (2022). Objectification of women in the media a feminist legal perspective. Summer issue 2022.
- Savitri and Rosa., et all (2019). Study of multimodal analysis in smartphone advertisement. *E-Journal of English Language and Literature*. Vol.8
- Santonioccolo and Trombetta., (2023). Gender and media representations: A review of the literature on gender stereotypes, objective question and sexualisation. *International Journal of environmental research and public health*.
- Tehseem, T. and Sibtain, M., et all., Exploring Gender Stereotypes in Media Adverts: A Multimodel Analysis. *Journal of Social Sciences and Humanities*.
- Ullah and Khan, et all., (2014). The objectification of women in television advertisements in Pakistan. *FWU Journal of Social Sciences*. Vol 8, Issue 2.
- Van Leeuwen, T. (2005). *Introducing Social Semiotics*. London: Routledge.