

Gendered Language: The Representation of Women Empowerment in Magazine Advertisements

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ABSTRACT

This research investigates the elaborated relationship between the Gendered language strategies and the depiction of women's empowerment in magazine advertisements. As societies frequently advocator of women's empowerment and gender equality, so the language used in media, particularly in advertising, has become a central focus. The aim of the study is to conduct a comprehensive analysis of different magazine advertisements from diverse industries to identify prevalent gendered language strategies that are employed in these campaigns. The research employed the qualitative research method and content analysis approach to analyze the gendered language and the employment of women. The research employed the Social Identity Theory (SIT) as theoretical framework to identify women roles. The data is selected from three famous Pakistani magazines such as 1: Gloss Magazine, 2: She Magazine, 3: Women's Own Magazine and extracted only those advertisements related to the topic. The findings of the study revealed that advertisements frequently employing gendered language and make their taglines about the empowerment of women aiming to inspire and uplift.

Keywords: Magazine advertisements, gendered language, women's empowerment, Linguistic choices, prominent brands, cultural context, women agency

INTRODUCTION

In advertisements the portal of women has become a central point of discussion, as the significance of women's empowerment and gender equality has been increasingly recognizes by society. As an influential channel, advertisements that shape social perceptions and norms, have not escaped from inspection in this regard. The language techniques and strategies used by advertisements play a crucial role in influencing customer behavior, conveying messages, making it significant to analyze how these techniques contribute in women's empowerment in advertisements. The aim of the present study is to explore the use of gendered language strategies in advertisements and their effect and impact on the portal of women's empowerment. Through examining and analyzing the narrative techniques and linguistic choices used in advertising companies, the aim of the study is to uncover how gendered language changes traditional gender roles.

The role of advertisement in the creation of Gender Norms

Advertisements possess magnificent power in shaping and creating customer behavior and cultural norms. Through advertisements, the important messages about social aspiration, values are communicated side by side with the promotion of products. The elements of advertisements such as textual and visual has the potential to change existing gender roles or norms, thus it contributes to the constitution of any gender

identity. Domestic life for women in the 19th century could be monotonous and lonely. Therefore, it is essential to understand the language used in advertisements for the identification of how Women's empowerment is portrayed in advertisements.

Examining Gendered language techniques in advertisements:

In advertisements different linguistic techniques and strategies are employed to establish a strong connection with the targeted audiences and also convey the message to the desired audiences. One of the technique is the employment of Gendered language, which encircle linguistic choices that can reinforce gender stereotypes in society. This can involve specific phrases, narratives and words that commonly associated with particular roles, behavior and traits either with women and men. For example, advertisements that targeting women may use language that emphasized on femininity, beauty, and domesticity, this can reinforce traditional gender expectations and roles, in the same way advertisements that targeting men often used language which emphasizes success, strength, assertiveness that can perpetuate stereotypical ideals of masculinity.

However, advertisements also retain the potential to redefine and challenged traditional gender norms and roles through presenting empowerment of women. The use of language that can break free from the stereotypes and underline equality, advertisements can contribute in the promotion of women's empowerment and demanding prevailing norms. The objective of the current study is to explore the use of gendered language techniques in advertisements examine their impact on the portal of women's empowerment. A detailed and comprehensive analysis can be conducted on different range of advertisements from different magazines. Through a comprehensive examination of language choices, themes, narrative structures, strategies and visual representation employed to convey information related to Women's empowerment will be mentioned.

Research Question

Q1: What specific linguistic strategies are utilized in advertisements to depict women as empowered individuals?

Q2: To what degree do linguistic devices, such as slogans and narratives, effectively promote and convey the concept of women's empowerment in advertisements?

Research Objective

The research Objective of the study is to examine the language choices, visual and textual representation of gender in these advertisements, the aim of the research is to gain insights into how women's empowerment is portrayed and supported in the industry of advertising especially in Pakistani context. The study aims to investigate the following objectives:

1. To analyze linguistic techniques and strategies used in Pakistani magazine advertisements. This research Objective involves language choices, narratives, linguistic patterns and slogans employed in advertisements to convey empowerment of women. By analyzing and identifying, Linguistic strategies, such as the use of positive objectives, empowering language and verbs that are associated with strength and agency, the aim of the research is to understand how language is employed to promote the empowerment of women in Pakistani magazine advertisements.
2. To explore gendered language constructs in Pakistani magazine advertisements: This objective focuses on examining Gendered language construct that present in advertisements. Through analyzing the portal of women's attributes, roles and aspirations, the aim of the research is to identify whether advertisements can challenge traditional gender roles.

3. To examine textual and visual representation of women in Pakistani magazine advertisements: this objective focuses on textual and visual representation and elements of women in advertisements. Through examining and analyzing factors such as clothing choices, body language and overall textual and visual composition, the aim of the research is understand how women are visually and textually portrayed.

LITERATURE REVIEW

For social communication advertisements are used imminently. But around the last few years the depiction of women in advertisements changed, and this leads to a positive change (Drake, 2017). Government had taken several steps to make equality in men and women, as media also played a crucial role in the empowerment of women through advertising, drama and Cinema (Sharma & Das., 2019). The advertisers promoting feminism through their advertisements of products (Windels et al., 2020). The findings of the study revealed that cross- cultural representation of women, economic development and education standards can improve women's status in society (Tripathi et al., 2022). The language used in advertisements about women often reflect their social values and the study was examined the advertisements about women commercial products (Ginting et al., 2020).

Representation of Stereotypes in Advertisements

In the past several studies were conducted on gender stereotypes in advertisements and fixed gender roles. The study found that stereotypes employed in advertisements especially when they are degrading advertising messages and often it reinforces negative perceptions (Windels, 2016). The results of the research study showed that the advertisements can fixed the female role as the symbol of beauty in their advertisements reflect certain stereotypes , and the depiction of women as care- oriented as men had been ignored over years (Shinoda et al., 2021). The focus of the study on those areas that mostly ignored by majority, such as biasness in language and gender inequalities that are communicated through certain linguistic choices (Formanowicz & Hansen., 2022).

Shift Towards Empowerment

Varghese and Kumar (2022) conducted a study on brand activism and found that how brands depicts women as empowered figures to increased their production of products and services. The study focused on the comparison of cross- cultural sex and relationships, for this purpose sixty advise articles on relationship and sex were selected from three different English women magazines, the findings of this research reveals that there is a strong relationship between the text and the society that is producing a text (Lulu & Alkaff., 2018). Different beauty brands can used the slogans of empowering women in their advertisements, the study adopted the multimodal analysis to analyze visuals and text of these advertisements, and found that brands employed various techniques to get the attention of their customers, and this change simply playful techniques used by advertisers and can create new competition, capitalism and increased their sales (Xu & Tan., 2020). The study focuses on the remarkable change in the representation of women in magazines advertisements by employing the content analysis in print advertisement (Tiscali, 2020). Gill (2008) focused on female sexual agency and power and there is missing discourse related to Women's desires in advertisements. The use of the social media increased the empowerment of women in Saudi Arabia, the study employed the content analysis and analyzed different tweets in that period revealed that advertising on social media companies used the slogans of empowering women (Malherbe et al., 2022).

Effectiveness of Empowering Advertisements

Advertisements used multimodal framework of semiotic resources is an effort to lead their customers to draw particular meaning from advertisements, during COVID-19, advertisers changed their discourse and

create an empowered picture of women in advertising (Starr et al., 2022). The study found that in the past women are portrayed only as sex object, while on the other hand men were depicted as strong male individuals, thus create stereotypes about gender (Heathy, 2020). Some advertisements used discourse in a way to influence their targeted audiences and ageing is something that distress most of the women, so they used the words as look younger while using their products, just to influence their consumer's intentions (Kenalemang, 2022). Advertising with activism often seen as strident promotion, exploring the three case studies showed that when social actors associated with social and cultural change can make a remarkable shift in the about gender perceptions (Lekakis, 2023). Women played a crucial role in the building of society, the study revealed that only 35 % of Indian female population used social media in relation to global use of social media, the study focus on female use of social media and the role of social media in relation to advertisements (Kadeswaran et al., 2020). Advertisements that contain the theme of empowering women can gain a popularity especially among females, the study conducted between two experiments groups resulted that these advertisements can easily get the attention of women but avoid self-objectification (Couture Bue & Harrison., 2019).

RESEARCH METHODOLOGY

The study utilizes a qualitative content analysis approach to investigate the depiction of the empowerment of women in Pakistani magazines advertisements. The Methodology involve several key steps, such as the selection of the sample, data collection, data extraction, coding of the data and analysis of the data.

Sample Selection

A desperate sample of Pakistani magazine advertisements can be purposefully selected to assure an extensive representation of the industry of advertising. A purposive sampling technique is employed in this research, purposive sampling technique involves the idea that the unit of data selected because they possesses the characteristics that you need in your research study (Rai & Thapa., 2015). Various genres including social issues, fashion and lifestyle can be considered. The sample of this research involved famous magazines that have wide readership to abduction a range of target audiences and perspectives.

Data collection

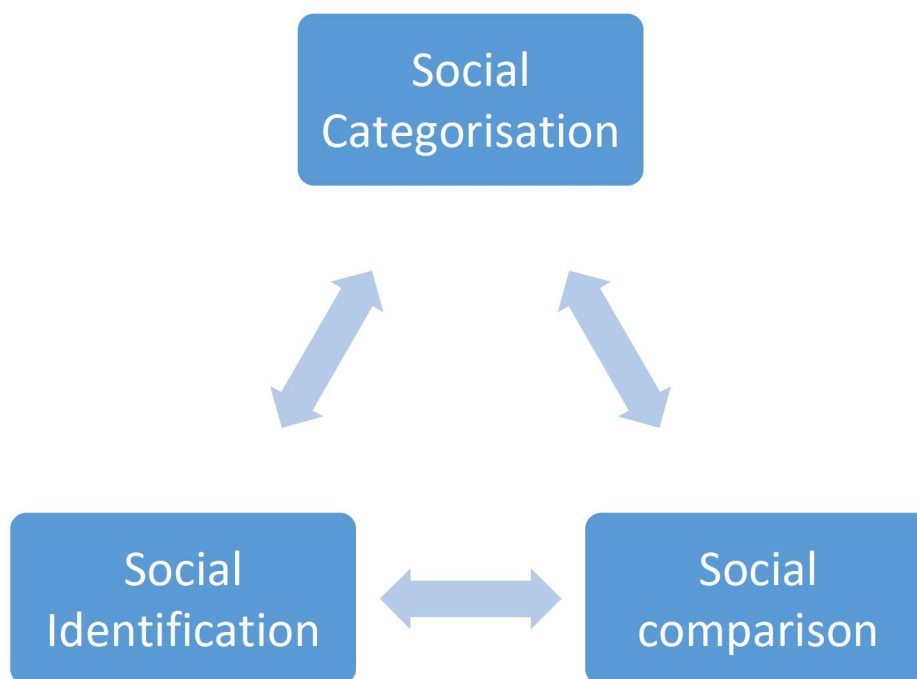
In this research both the physical and digital copies of the selected magazines can be collected for analysis. The data is selected from three famous Pakistani magazines such as 1: Gloss Magazine, 2: She Magazine, 3: Women's Own Magazine and extracted only those advertisements related to the topic. Physical copies of these magazines can be obtained through subscriptions, on the other hand digital copies can be accessed through online subscriptions and magazines websites. The main focus throughout the process of data collection on those magazines published over the past five years to capture recent development and trends.

Advertisement Extraction

In this research all the relevant advertisements in the selected magazines can be extracted systematically for analysis. Advertisements that explicitly featuring the empowerment of women can be contained in the sample of this study. This process of extraction can be administered manually through careful viewing page by page each magazines.

Theoretical Framework

One of the most significant theory that can be applied in this research is the Social Identity Theory (SIT) developed by John Turner and Henri Tajfel. The social Identity Theory gives relevant theoretical framework for the present study. The focus of SIT is on how individuals originate their sense of understanding (Hogg, 2016).



In this research SIT provide valuable insights into how individuals as a member of society influenced by Pakistani magazines advertisements in which women's empowerment portrayed. According to this theory, individuals have constitutional need to make a positive self-concept and positive social identity and positivity examining their in-group. The advertisements which portrayed women's empowerment can contribute to the establishment of positive social identity of women, by that means influencing their behavior and attitudes that are related to empowerment (Brown, 2000).

SIT indicate that individuals classify themselves and others into different social groups, and these group memberships remarkably impact their behavior and self-protection. Advertisements can strength these social classification by utilizing visual and textual representation that establish positive qualities and attributes associated with the empowerment of women. Through demonstrating empowered women, the advertisements forward a sense of attachment to the female empowered group, and reinforce women's identification with this group (Islam, 2014). Therefore, this identification influences their beliefs towards their subsequent behavior, their empowerment and their self- perception. Furthermore, the significance of social relationship with identity formation has been recognizes by SIT. Individuals often make a comparison to others in order to evaluate their own self-worth and identity.

Advertisements that depict empowered women can serve as linking point for social comparison. In advertisements, when women see empowerment of women or empowered individuals, they make comparison with those portrayals, influencing their aspirations and self- perception for employment. It is significant to consider the potential cross-group competition and dynamics that SIT recognizes. Advertisements that promote the empowerment of women should remember of avoiding preservation of unrealistic standard that may constitute divisions between women who coordinate with the idea of empowerment and those who do not align with this idea. By employing SIT the aim of the research is to critically examine how the depiction about the empowerment of women especially in the context of magazines of Pakistani advertisements influences individual's self-perception and social identity and their behavior towards empowerment. Furthermore in this research the application of Social Identity Theory (SIT) gives a beneficial framework for understanding the impact of group association on individual's behaviors and attitudes. By examining how the depiction about the empowerment of women in

advertisements influences individual's self-perceptions and social identity, this research provides a deeper understanding of the relationship between women's empowerment, advertising and social identity.

ANALYSIS

The content analysis that is conducted on gendered language techniques and the empowerment of women in advertisements has provided remarkable insights into the depiction of women and also their empowerment in magazine advertisements. The analysis of this research study focused on identifying extensive gendered language and their connotation for gender equality.

Prevalence of Gendered Language Strategies

The content analysis of Advertisements revealed that advertising campaign commonly employed gendered language. Advertisements often employed Linguistic choices that differentiate between male and female and also reinforce traditional gender stereotypes and gender roles. Feminine language was constantly utilize in advertisements in order to target women, emphasizes on their beauty, domesticity and nurturance. In contrast, masculine language was frequently used in those ads that have their targeted audiences men, emphasizes on their success, strength and assertiveness. Furthermore, there are certain advertisements products that can be associated with a particular gender. For instance advertisements about cars and technology products associated with men, on the other hand household and cleaning products were with women. This perpetuated societal expectations and gender roles about gender specific norms.

Depiction of Women's Empowerment

The content analysis unveiled a diverse portrayal of empowerment of women in advertisements. While some advertisements that depicted the empowered women, challenging gender roles and norms. Empowering language can be recognized in a subset of advertisements with phrases like "confident", "empowered" and "strong" often used to increase their sales.

Advertising company	Brand Name	Empowerment themes	Description
<i>JWT Pakistan (J. Walter Thompson) /Nestlé Pakistan</i> Nestle Pakistan has featured to provide facilities and entrepreneurship of women and women are shown as independently working in businesses.	<i>Nestlé Pakistan</i>	Entrepreneurship	Advertisements that sharing successful and inspiring women entrepreneurs in order to encourage women to peruse economic independence and business projects.
<i>Sana Safinaz Fashion brand</i> Promoting positivity and showing their modals as confident and empowered	<i>Sana Safinaz</i>	Fashion and lifestyle	Positively promoting body image and encompassing diverse beauty standards, empowering women to cradle their unique styles and identities.
<i>Adcom (Adcom Pvt. Ltd.) / Telenor Pakistan</i> This company can promote women economic empowerment.	<i>Telenor Pakistan</i>	Community building	Encouraging community networking and support among women through stories and events of solidity and unity.
<i>PQR Media Agency</i> This media company can promote	<i>Rayan Silvia</i>	Legal and political	Discussing legal advertisements, Women's rights

awareness in women about their legal and social rights.	Digital marketing agency		and their increasing presence in the political arena to advance gender equality.
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The analysis of the language used in magazines revealed that there are certain elements that highlights the empowerment of women by showing them participating in the social activities equally as men. Frequently the words like “confidence”, “strength” and “achievement” are employed to provoke a sense of empowering women. Furthermore, there is no doubt in that the study also uncover variations in language type among various magazines types. Advertisements in magazines that portraying women trends to emphasizes financial independence and career success aligning empowerment with workplace achievements (Warth & Koparanova., 2012). The qualitative content analysis of magazines revealed that the employment of strategies of gendered language increase the empowerment of women. By using the passive pronouns like “her” and “your” in the context of empowering, advertisers of products create a personal connection with the targeted audiences, focusing on the empowerment of women.

Advertising company	Brands Names	Empowerment Themes	Description
Lowe & Rauf / Unilever Pakistan This company makes advertisements that crating and promoting women education.	Unilever Pakistan	Education	That emphasizes on the role of education as a powerful tool for women’s empowerment, featuring motivating stories of women surpassing careers and academics.
Ogilvy Pakistan / Engro Foods This global advertising agency have worked on raising awareness about women roles and empowering them.	Engro Foods	Representation	Pakistani magazine advertisements are frequently showcasing empowered women as role modal in cover stories and articles promoting recognition and visibility.
Adcom (Adcom Pvt. Ltd.) / Sun silk Pakistan Sun silk companies promoting women’s confidence and encourage them to break traditional societal norms.	Sunsilk Pakistan	Career and leaderships	Advertisements that highlights women’s achievements in desperate fields emphasizes on successful careers and roles of leadership in order to inspire readers.

In different Pakistani advertisements the advertisers focus on the importance of “education”, advertisers also breaking the gender stereotypes about education and want to create equality in education (Stormiest. 2003). Through highlighting the positive role models, the main purpose of such advertisements to encourage other women to pursue their education and also empower women. The advertisements that showing women in “career and leadership” roles aim to break down gender biases and promote gender equality in society. These advertisements can portraying the positive image of women in leadership positions, such as executives, directors, CEO’s. They emphasizes on the gender equality and empowering women and want to break down gender stereotypes that certain careers are gender specific and aim to encourage women to establish a successful career. So the empowerment of women can also leads towards the empowerment of nation.

Brands Name	Taglines/ Cache phrases	Description
<i>ChenOne</i>	<i>"Empowering Lifestyles, Inspiring Homes"</i>	The aim of the advertisement is to empower women through inspiring lifestyle.
<i>Outfitters</i>	<i>"Discover Your Outfit of Empowerment"</i>	Through well dressing women can also feeling comfortable and empowered.
<i>Limelight</i>	<i>"Shine Your Light, Embrace Your Style"</i>	The advertisement aims to create shining career aspiration for women.
<i>Maria B</i>	<i>"Strength in Fashion, Beauty in Diversity"</i>	The beauty of women enhances more in their success in careers, education and business.
<i>Khaadi</i>	<i>"Unleash Your Inner Style"</i>	The advertisement aims to giving and boating confidence in women.
<i>Nishat Linen</i>	<i>"Weave Your Dreams, Empower Your Style"</i>	The advertisement promoting women's empowerment through achieving their dreams.
<i>Telenor company</i>	1: <i>"Connecting Dreams, Empowering Realities"</i> 2: <i>"Together, We Empower Pakistan"</i>	The advertisement aims to empower the nation by empowering women.
<i>Nestle Pakistan</i>	<i>"Supporting Women, Building Futures"</i>	If you support a women, weather in the field of education, career etc. automatically you empower your country.
<i>Sunslik Pakistan</i>	1: <i>"Confidence Begins with Sunsilk"</i> 2: <i>"Strong Hair, Strong Women – Sunsilk"</i>	The aim of this advertisements is to establish strength and confidence in women.

Advertisements in Pakistan aim to empower women through their revolutionary advertisements and their remarkable advertising slogans and catchphrases that easily the attention of the targeted audiences. All that phrases discussed above are about the empowerment of women and want to make women more strong and confidence. These advertisements also showcasing the positive roles of women and that also a key aspects of their beauty. These taglines aim to encourage women to embrace their power and determination, fostering a positive self-belief and positive self-image. The phrase *"supporting women building future"* means that women are educated them definitely work for the betterment of their future and also work for the betterment of the economy of a nation.

CONCLUSION

The current study has provided valuable insights into how language influences the depiction of women's empowerment in advertisements. Through examining different magazine advertisements the study unveiled significant findings. The content analysis revealed that strategies about gendered language are commonly employed in these advertisements with reinforcing some traditional gender norms while other challenge empowers women. Prominent brand can play a significant role in promoting women's empowerment through representations and crafting messages about empowering that reproduces with modern audiences. The study emphasizes the significance of intersectionality in advertisements, acknowledging that women's experiences and identities intersect with age, social class and range influencing how they are portrayed in advertisements. This recognition of variety allows brands to create more valuable and authentic connection with their viewers. The implication of the research extends to the society and advertising industry. Through avoiding harmful stereotypes and promoting gender equality, advertisements can play a crucial role in shaping attitudes and perceptions.

For society, the study shed light on the significance of media literacy and critical analysis of the content published through advertisements. Consumers can make conversant choices by promoting and supporting brands which champion women's employment and inclusively promoting them. Overall, the research emphasizes on the power of language and representation in shaping perceptions about the empowerment of women. Authentic portrayal of diverse women and reasonable use of language can contribute to empowering society, where women are celebrating their contributions and strengths. The main objective of the research is the equality of gender and advertising industry can serve catalyst for inspiration and positive change towards a more inclusive future.

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