Representation of Women and Pakistani Media: Mapping Objectification Phenomena in TV Commercials

ABSTRACT

Objectification of women in advertisement as a marketing strategy with blend of appealing ingredients is also being utilized in Pakistani media industry like rest of the world. The core object of the study was to examine how Pakistani television advertisement is representing the women in an objectifying manner. In this connection critical discourse analysis in the sphere of qualitative research and content analysis in the domain of quantitative research method were employed to deconstruct the advertisement of Pakistani media in the context of representation of women in Pakistani television advertisements. This research study has been theoretically linked with Objectification theory. The sample comprised of 30 advertisements of which were being televised.

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in Pakistani mainstream TV networks in the last year, was selected with the help of purposive sample technique. The total duration of the advertisements was 1377 seconds, with 774 frames. Objectification phenomenon was analyzed in the mirror of outfits, gait, and gaze, touching, voice and facial expressions. It was found that women were being objectified in Pakistani TV commercials through different ways. Outfits of models were western, sleeveless and short which didn’t cover their physique and through their slim, thin and shapely body they were being objectified. It was explored that the body language of female models i.e. facial expression, gestures, posture and even walking style were presented in seductive and objectifying manners. Most of the models narrated slogans and features of products in intoxicating, sleepy and mesmerizing voices. The findings indicated that more preference was given to alluring physical appearance instead of highlighting chief attributes of the products. Even in some advertisement it was difficult to identify the nature of the product. The products or services of some commercials were not specific for women yet they were also unnecessarily highlighted in these advertisements too. The overall analysis of 774 frames divulged that female models were objectified and hardly portrayed in the mirror of Eastern values and traditions.

Key Words: Objectification, representation of women, TV advertisements, Pakistani mainstream TV channels, body language, culture, female model and products

Introduction
In this millennium of twenty first century, mainstream mass media in arena of news and entertainment genres around the globe, irrespective of developed or developing world have been functioning on patterns of capitalistic model as it has been claimed and proved in light of numerous researches conducted by Frankfurt school of thought. They are engaged in business of production of cultural commodities. In order to gain profit or to capitalize the investment different types of appeals are used to enhance the sales of media commodities of different genres related to infotainment. Television advertisements are being produced on similar pattern by using different appeals of getting attention of potential consumers. One of the most effective techniques is to portrayed woman as a tool of objectification. She is being represented as symbol of sex in advertisements as they are part and parcel of majority of ad, even of those products which are specific only for men. In this connection, as a marketing strategy the advertisers rely deliberately on different types of verbal and non-verbal cues in order to capture and glue the attention of the viewers. The attention leads towards persuasion which in most of the cases urges the potential consumers share spice of those advertisements to other acquaintances and friends belonging to primary or secondary spheres of socialization. This marketing approach based on objectification of woman is still acknowledged as effective regarding enhancement of sales of products or services. There is general prevailing perception that producers or advertisers don’t pay any heed to ethics of advertising and least concerned with socio-cultural norms of society. Pakistani media and advertisers are not exception and they are also following similar marketing strategy which goes in favor of both the stakeholders in terms of monetary benefits. Because
mainstream TV networks televised such advertisements based on spice of objectification of women phenomena as ads are major source of revenue. In order to earn capital and gain profit has become ulterior motive for financial viability of TV channels. Ultimately Channels preferred financial interests in comparison of psychological and social implications of such advertisements on cognitive of the viewers in this land of pure. Hence the media is working on the framework of conscious industry and advertisers exploit the financial interests of the owners which has become Achilles heel for media organizations in this capitalist’s world.

**Media and Women**

From Robernesque to Contemporary women of today which is a symbol of beauty, women are associated with standards of beauty in every period which sets social status. Plumpness of female is considered as attractive aliment of women in many societies and Obesity is considered as secondary sexual symbol. Media also shapes the women as she is considered in society (Garner and associates, 1980). Media represent women in feminine and sexual activism. The representation of women inculcate women sub ordinance in a patriarchal way. Mass media develop hegemonic relation in their physical representation of men and women. Media presentations are based on gender differences which violate the neutrality of human (MacNeill, 1988). There is no relation between the images of women which mass media is presenting and real lives of women. Mass media excessively represent women in stereotype and narrow way. Mass Media is greater now than before, with 24/7 channels and millions of web links. Rather the media is controlling by powerful men or by feminist women it is representing women as a sex
object (Carolyn & Karen 2006). Unrealistic image of women in media influenced the female in their adolescence. These images affect the overall socio-cultural perspectives of the society. Self-esteem is lowering among older than among young women. Media images gradually change the socio-cultural attitudes towards appearance. Dissatisfaction regarding physical appearance increased in women due to the ideal, thin and attractive images of women in Media (Clay & Vignoles, 2005).

**TV Advertisements and Women**

British mobile company kazam ad banned by the state due to the objectification of women. Producers featured women only in underwear. In ad modal bit her lips, mover her hand below cleavage. Advertising standards authority banned the ad and filed eight complaints against advertise. Ad watch dog claimed it was overtly sexual and objectified women (O’reily, 2015). Attractive and thin media images of women have negative effect women. The women viewers lost their self-esteem about their body images. All the types of advertisement which present women effects whether in these advertisement there are thin modals, average modals or no modals but the advertisement with thin modals affects women more negatively. These types of ads create body focused anxiety in large scale (Halliwell & Dittmar, 2004). Media present women as imperative part of the society in advertisement. They are not presented doing reputable jobs as men presented in advertisement. They are always under male control and utilizing their full energy to please the male (Hamidi, 2012).

**Media and Marketing**
Commercial media especially films relied on the charm sexuality of actresses to secure their economic profits in box office. The mores of Victoria influence the women presentation in movies which stressed the sexuality of women. The treatment of women in advertisement changes according to the time and trends (Marjori and Rosen, 1973). Marketers always uses mass media to attract the audience and to sell their products; especially they attract the youth and women. The attitude of young and women viewers towards the consumption of products projected by TV advertisement is more as compare to the old age men. In age difference youth are more interested in advertisement and in gender women are more interested (Yasin, 2013).

To promote the consuming patterns advertisers use technical strategies. Particular language is used to capture the attentions. Designers use attractive colours schemes, especially in women clothing. New trends which were introduced by media for women clothes consciously and unconsciously accelerate the modernity and co modification (Saeed & Kunwal, 2014).

**Media and Gender**

Men are more in advertisement as a central character in Indian advertisement. In stereotypes differences both men and women are in ads, female central characters are younger as their counterpart. Usually females portrayed in a relationship roles (Das, 2010). Gender in advertisement is used according to the targeted audience. Presentation of gender affects the consumption of product which is being advertised. Presence of gender affects the decision of consumers about the products (Sadiqque and Ahmad, 2013). There is a difference between the reality and the
representation of both genders in media and especially in advertisement. To create more diversity media construct stereotype images of both gender; more muscular men and more feminine women in their half mirror representation (Gill, 2007)

**Changing Trends of Pakistani TV Advertisements**

After the introduction of Television in Pakistan, women remain the main part of the Television especially in drama serials. In Zia-ul-Haq era, he also used this phenomenon for his doctrine of Islamization. These policies of Zia influenced even the 90’s era. This policy creates an anxiety in women relationship in Media. Serials were written, produced, and consumed by women and these serials were describing the limits of women in Islamic patriarchal society (Kothari, 2006).

Indian satellite Television programs become famous in 90’s in Pakistan and it was a threat to Islamic identity. Pakistan was created on the basis of two nation theory and Islam. Benazir and Nawaz planned to took some steps. They allowed national broadcasters to save national interest and to protect the current government and break the traditional ways. In Benazir era TV adopts a liberal policy for some issues of women and gender but in Nawaz era it adopts a conservative policy (Barraclough, S. 2001). The following historical glimpses in different phases would help out to understand the changing trends of advertisements with special reference to Pakistani TV industry.

**1947-1964**

At the time of independence Pakistan had no proper advertising agencies. Dawn, Jang and Nawa-e-waqt was the Newspapers which Pakistan got at the time of independence.
Usually the advertisements which were published in these newspapers were the ads of Biscuits, soaps, weapons and food items. There were moral restrictions on advertisement. APNS was formulated in 1953 and new newspapers were started. Some news agencies were established. At that time advertisers use emotions appeals regarding family relationship to influence the audiences. In early 60's PBC was formulated and electronic technology was started to use in advertisements.

1964-1978
After the arrival of Television and after establishment of PTV the trends of advertisement were utterly changed. More focus was on television advertisement. Urban areas were the priority of advertisers to capture. Famous actors and actresses become brand symbols. PAA was established in 1973 and it was associated with federal ministry of commerce and industry.

1978-1988
Colour transmission was started and in this era international advertisement agencies established their offices in Pakistan. Dramas got popularity in country side and in neighborhood. Songs and music were excessively used in this era of advertisement.

1988-1998
New computer based technologies and graphic was used and attracts the audience. Some foreign actresses were used in advertisement. PAS (Pakistan advertising society) was established in 1996. Flex Printing was introduce in Pakistan.
1998-2008
Visual catching effects and animations were used in the beginning of 21 century. In this era advertising industry got boom. More than fifty percent new national and international advertising agencies were established. Many sports celebrities were introduced in advertising. PEMRA was established in 2002 and it formulates code of ethics for advertising.

2008-present
Animated characters were introduced especially to attract children. Indian actresses and actor were hired in advertising. Advertisements of some new products were started like the brands of furniture. Cellular companies’ ads were increased hundred times. Investment in advertising industry is still increasing day by day (Siddiqui, 2010).

Statement of the Problem
In every age women are used as an object to attract the males. In caves the portrayal of women was seductive to seek the attentions of the male. Even now in cricket matches there are some women who are supposed to Dance in the entire match in cricket stadiums, with attractive and seductive manners and sexual expressions. The commercials of Television are also full with presentation of women in such manners. Advertisers are dealing with female as an object not as a human just to increase the sale of their clients. They are just treating female as a body not as somebody. The famous models and actresses are hired in TV advertisements because they already have some fame and popularity among the audience. Even in the house hold items and men used items advertisement female are presented in objectify
manner just to increase the viewership and to persuade the audience to buy the product and they used those famous models that already have thousands of fans and they can give some emotional appeals. This research study would analyze representation of women in advertisements, being televised in main stream TV channels of Pakistan during the year 2014-2015 in the context of objectification theory.

**Review of Literature:**
Aubrey (2006) argued that media objectified images socialize individuals to take an outer side perspective of their physical self. Media socialize them to monitor their selves daily. A two year study was conducted and researched exposed their subjects with sexually objectify content. Sexually objectify television and magazine increased surveillance on body in men only, usually female avoid sexually objectify contents. Emma & associates (2011) provided firm evidence based on the experiment which included 122 British undergraduate women, that objectification can be divided into two types; women as passive and agentic sex objects. Second is more hostile. Women were exposed to both passive and agentic advertisements, latter aroused more weight dissatisfaction. Research focuses more on thinness of models rather than framing and concludes how contemporary images are more hostile towards women, than contemporary ones. Stice and Shaw (1994) argued that thin body ideal images portrayed by media affects the eating pathology of females. Female exposed to pictures of magazines containing extra slim models, averaged size modals and no modals. Thin body images resultant dissatisfaction of body, depression, shame,
guilt and insecurity. Socio cultural factors play vital role in eating disorder. Importance of women appearance in societal success is also a key factor in this phenomenon. According to socio cultural modal of bulimia achieving of ultra-slender body image increased pressure on women. Harrison and Fredrickson (2006) suggested that media sports exposure linked with adolescents body perceptions. Researchers’ surveyed 426 females aged 10-19 with sports magazines. In older adolescents there is more body satisfaction. Self-objectification in all aged adolescents predicted mental health risks like body shame, eating disorders and depression. Watching lean sports affects white females more for self-objectification. They also studied hoe athlete female objectify in non-lean and lean sports. The effects of lean and non-lean sports are same. Shahwar, D (2008) Argued that female in media portrayal to serve men. Communication of media is highly responsible for spreading the stereotypes in masses. Media use female in advertisement to increase their sell. Electronic media is now a day’s more clearly objectifying women for this purpose. In advertisement role of women characters in Pakistani media are usually submissive and obeying. They present as a object rather than a human. Print media pages are also full of female models that are just in papers to advertise the products or services. Huda, Ahmed, R & Ali, Roshaan, A. (2015) argued about the role providence of women in advertisement of mass media. After the feminism the role of women in media has been changed. Female models often seen in advertisements sensually dressed to allure the customers. Media present their youthful look and bloomy beauty. Female are objectifying in all forms of media but especially in advertisement. Overall objectification of female
are decreasing the image of women and increasing the stereotypes about females. Watson, L, B. et al (2012) examined, using feminist thought and objectification theory, how racist, classist and sexist ideologies participated in objectification experiences among African-American women. Experimental results of such women indicated how socio-cultural factors, for instance, history of slavery and patriarchal structure contributed in objectification. Objectification ranged from unusual and unethical comments to savage gaze and extreme physical torture. Khan, H, N. (2014) argues that female objectification is now an established field for feminist scholars. Objectification of women in Pakistani TV advertisement idealizing some particular images, like the images of thin and soft body, shiny hairs, spotless skin. Image of ideal women creates self-objectification among women. Media is representing female as sex symbol. Media is focusing on physical appearance of female and creating a fantasy world which is harmful for society. Szymanski and Feltman (2014) examined the self-objectification and job outcomes in waitresses in US restaurants. The results indicate that sexual self-objectification supports in jobs. It maintains the cultural standards of beauty and positively correlates with job satisfaction but it is negatively correlates with depression. Results justify both self-objectification and sexually objectify environment. Carr, E, R. et al (2011) examined a relationship between females having different sexually objectified experiences and females who experienced substance abuse. Results explained how both normal and extreme victimizations were not independent completely but were co-related with different drugs including alcohol and nicotine. However, through results it is also supported that sexual objectification is connected to
substance abuse through body shame and depression. Hill and Fischer (2008) argued a society in which women are objectified too much; women in turn treat themselves as objects. Study takes its roots from cultural-sexual objectification perspectives. Shelly and associates (2008) suggested that mass media thin ideal women body images are linked with the body image disturbance in women. The study examined these two variables regarding dissatisfaction of body. Qadir et al (2011) argued how gender disadvantage in Pakistani culture leads to psychological morbidity in women. The article contains survey of 525 women who were observed having gender disadvantages, which include less parental care, marriage at very early stage, low economy and martial dissatisfaction. Results contained multitude of desires by women in which most overlapping desire was of having a male baby. Last part discusses different institutions, for instance, policy making and legislation which can prevent all these psychological effects on women. Mornen and associates (2001) examined the pre-existing body image problems and media images of females. Media thin images and animated images affects negatively as compare to the average and large size body images. It affects are more on less than 19 females and creates body dissatisfactions. Heflick, A, N. Goldenberg, I, J. (2009) explained the effects of objectification in the light of empirical evidence which any of the previous researches lack. Basic hypothesis is if women are perceived by virtue of their appearance, less attention is brought towards their competence. Research uses experimental evidence of two women, Sarah Palin and Angelina Jolie, as a source to describe the function of objectification. Research is explained in the light of elections prior to 2008.
Theoretical Framework
This research study is theoretically linked with Objectification Theory of Mass Media. Barbara L Fredrickson and Tomi-Ann Roberts (1996) proposed the Objectification theory and defined it as; Objectification theory is an understanding framework for experimental consequences of sexually objectifying female bodies. In Objectification women or girls are acculturated in a way that observer perceives them as physical selves. They are treated as an Object. Stolenberg (1989) further explained, women are objectified when they are treated as bodies, especially when they are objectified for the pleasure and use of males. Objectification explains especially the relationship between the sexual objectification and self-objectification. Objectification is seeing women as a body.

Research Questions
1. How females are being represented overall in Pakistani TV commercials?
2. Did advertisers use female as seductive and sexual commodity as market strategy?
3. Do advertisers observe code of ethics while depicting women in TV commercials?
4. How nonverbal features of female models are being represented in Pakistani TV commercials?
5. How verbal communication of female in TV commercials is being presented?

Methodology
In order to explore the objectification of women in Pakistani TV commercials the mix research methodology comprises of both Qualitative and Quantitative would be used.
Research Design

The study operates in mixed research design with Critical Discourse analysis (CDA) and Content analysis.

**Universe**
Pakistani Private Television commercials were the universe of the study.

**Population**
Commercials of any product based on apparent objectification of women televised on mainstream Pakistani Television channels in 2014 were the population of the study.

**Sample**
A multi sampling technique was used in order to select the sample for purpose of analysis. In this connection 30 Television commercials were selected with the help of convenient and purposive sampling technique. The selected Television commercials were televised during January 2014 to December 2014. Convenient sampling technique was used because those advertisement are selected which were easily available on internet. Purposive sampling technique was used because of those commercials which were fulfilling the purpose of research. Television commercials were downloaded from internet because the study was based on commercials of 2014. To get these commercials from television channels or advertisement agencies was not possible. That’s why internet was used to retrieve the commercials. Selected advertisements are of popular products of different national and multinational products.
Selected Sample
1. Slice Mango Juice (45 seconds)
2. McDonald’s (55 seconds)
3. Golden pearl beauty cream (1 minute & 2 seconds)
4. Nisa Whiting cream (43 seconds)
5. Lux beauty soap (31 seconds)
6. White secret beauty cream (33 seconds)
7. Slice Mango Juice (1 minute & 5 seconds)
8. Soft touch cleansing cream (45 seconds)
9. Tulsi (1 minutes & 35 seconds)
10. Cornetto Ice cream (19 seconds)
11. Fair & lovely(26 seconds)
12. Sprite Soft drink (45 seconds)
13. Sun sink shampoo (30 seconds)
14. Tarang milk ( 1 minute & 9 seconds)
15. Al karam Lawn (42 seconds)
16. Care honey lotion (45 seconds)
17. Capri Soap (37 seconds)
18. Lux beauty soap (25 seconds)
19. Omore Ice cream (51 seconds)
20. Magnum Ice cream (30 second)
21. Veet hair removing cream (30 seconds)
22. Q mobile (46 seconds)
23. Pel refrigerator( 45 seconds)
24. Classic lawn (50 seconds)
25. Care lotion (44 seconds)
26. Q mobile (55 seconds)
27. Borjan shoes (1 minute)
28. Diamond foam ( 40 seconds)
29. Q mobile (50 seconds)
30. Pound’s face wash (20 seconds)

Unit of Analysis
Each Frame of Television commercials focusing on females has been selected as unit of analysis.

**Conceptual Definitions**

1. **Gaze/ Eye Contact**: Gaze or eye contact is a type of nonverbal communication. Looking steadily and intently, especially in surprise, admiration or thought is gaze. (Oxford online, 2015)

2. **Touching**: Arouses feelings of sympathy or gratitude. It is also a type of nonverbal communication. (Oxford online, 2015)

3. **Facial Expression**: Facial expressions are the expressions on face. This explains the moods and the feelings of the person. It also depicts about the behavior of a person. (Communication terminologies, 2015)

4. **Gait**: Gait is a person’s manner of walk. How and in which way he or she walks. It is also a part of nonverbal communication. (Communication terminologies, 2015)

5. **Posture**: Posture is the particular position of body in standing or sitting position. (Communication terminologies, 2015)

6. **Camera Angle**: The point or direction from which any object or person is photographed or filmed. Camera angles and movements combine to create a sequence of images. (Communication terminologies, 2015)

7. **Outfits**: A set of worn clothes, especially for a particular party or occasion. Outfits are matched or harmonious set of garments and accessories. (Communication terminologies, 2015)

8. **Feminine beauty**: Feminine beauty is socially constructed notion that physical attractiveness is one of
women’s most important assets, and something all women should strive to achieve and maintain. (communication terminologies, 2015)

9. **White complexion**: White Complexion refers to white color, texture and appearance of the skin, especially that of the face. (communication terminologies, 2015)

10. **Flawless skin**: Flawless skin is spotless, stainless plain and clean and exemplary skin, without imperfection. (Oxford online, 2015)

11. **Paralanguage**: Vocal features that accompany speech and contribute to communication, as vocal quality, tempo, pitch and volume. (Communication terminologies, 2015)

**Operational Definition**

**Objectification of Women**

Women are objectified if their eye content is seductive, inviting and alluring or if she is winking the eyes. Women are objectifying if their touching is arousing the erotic or sexual feelings. They are objectified if their facial expressions are provocative, seductive and catching or their white, soft and flawless skin is portraying a standard feminine beauty. They are objectified if their gait is elegant and swinging in a way in which her body parts are visible, if their postures are showing them as a commercial object. They are objectified if camera angles are highlighting their feminine parts especially the bust and back and if their outfits are as in which their bodies are shown in a valorous way. They are also objectified if their voices are intoxicated, sleepy and tantalizing. If overall ratio of objectified frames in selected commercial would be found
greater than non-objectified frame; such commercial would be treated as objectified.

Variables analyses

1. **Gaze/ Eye Contact:** In the light of above advertisements. Majority of the female model use seductive eye contact. Their eyes were full of romance and captivation. The eyes were inviting and alluring. The movements of eyes were intoxicating. Camera focused on makeup of eyes and their seductive messages.

2. **Touching:** In many advertisements, touching was performed to show the intimacy of relationship. The touching shows the elegant and captivating manners. In many places the touching of male and female characters were not necessary and just to capture and show the relation.

3. **Facial Expression:** Facial expressions were different according to the theme and the role of female character. In household characters female objectified in a shy manner. In professional roles female objectified in bold way. Alluring and provocative expressions used to attract the audience and to get the attention of males.

4. **Gait:** Gait of female models highlights the curves of models. The gait was flabby and clumsy. Special parts of the females focused in movement during the walk. In many advertisement walk was just for the sake of a body show.

5. **Posture:** The modeling of the models in advertisement and their postures during different frames shows of their bodies. Their posture in sitting positions and especially during the walk is seductive. In many advertisements
they put their hands on her love handles. The postures during the dance were redundant. The standing positions were provocative, their curves were highlighting in their positions. The bust and love handles were highlighted in many positions.

6. **Camera Angle:** Camera angling used to highlight the females in an objectified manner. In many advertisement extreme close up shots were taken to focus the upper front, neck and lower back sides. The camera set from the bottom side to the model to show the slim, curvy and flabby body of the female models. Beauty bone, love handles, bust, and lips were focused in majority of the ads.

7. **Outfits:** Outfits were one of the major components which used for objectification. In majority ads western and short clothes were used with low cleavages. Sleeveless shirts and tight jeans were used to show the curves of bodies and to show the spotless and clean bodies of the female models. Shorts were used to highlight the legs of the models. These western clothes were also a component of objectification for Pakistani society.

8. **Feminine beauty:** Female treated in advertisement as the symbol of beauty and sex. Her professional skills and other qualities were bypassed with her beauty. In all ads slim, smart and charming models were used. Contributions of female in all fields were ignored and not in a single ad any women with a great contribution in any field were hired.

9. **White complexion:** Females only with white complexions were used as model. White complexions were considered
as symbol of beauty. In beauty creams advertisements women with dark complexions were used for comparison. Women with white skin is superior to the women with dark skin, such messages cultivate from the advertisements.

10. **Flawless skin:** Spotless, plain and smooth skin was considered a part of beauty. Camera highlights the flawless skin of women to objectify them. In the ads of beauty soaps smooth and plain skin was focused. Female models or the male characters touch the plain skin seductively. Short and sleeveless clothes were also used to show the spotless and plain skin of women.

11. **Paralanguage:** Intoxicated, deep and sleepy voice of female models was used to attract the males. The seductive voices create a melody and romantic environment. In many ads female whisper in the ear of male model in a seductive manner.
Quantitative analysis:

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<th>Sr. No. of advertisement</th>
<th>Duration in seconds</th>
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<td>32 (100%)</td>
<td>17 (53%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>25</td>
<td>44</td>
<td>29</td>
<td>23 (79%)</td>
<td>16 (100%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>26</td>
<td>55</td>
<td>25</td>
<td>21 (84%)</td>
<td>19 (90%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>27</td>
<td>104</td>
<td>44</td>
<td>39 (89%)</td>
<td>32 (82%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>28</td>
<td>40</td>
<td>13</td>
<td>11 (85%)</td>
<td>07 (63%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>29</td>
<td>50</td>
<td>32</td>
<td>28 (87%)</td>
<td>21 (75%)</td>
<td>Objectified</td>
</tr>
<tr>
<td>30</td>
<td>20</td>
<td>16</td>
<td>13 (81%)</td>
<td>07 (54%)</td>
<td>Objectified</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1377</strong></td>
<td><strong>774</strong></td>
<td><strong>650 (84%)</strong></td>
<td><strong>488 (75%)</strong></td>
<td><strong>Objectified</strong></td>
</tr>
</tbody>
</table>

Total Duration of 30 selected advertisements was 1377 seconds. Total frames of selected advertisements were 774. Average duration of the selected advertisements was 46 seconds. In 774 frames women were represented in 650 frames.
In remaining 124 frames male characters, out-door scene or graphics of the products were displayed. 488 frames were those in 650 frames in which women were objectified in different ways. Table also shows that in 5 advertisements women were objectified in all frames. There was not a single frame in which women were not objectified. 4 advertisements were those in which women were never absent in any frame. Table shows that in every advertisement women were presented more than half time of the total time. In some advertisement women were in the entire ad, even more than the product of the advertisement. Overall the ad was objectified if more than 50 percent of frames were women Objectified frames in those frames in which women were present. In 30 selected advertisements only two ads were those in which women objectified frames were less than fifty percent. In 28 advertisements women objectified frames were more than fifty percent of those frames in which women were presented.

**Discussion**

In today's globalized world where there are hundreds of thousands ways of persuasion and information, No one can deny the importance of advertisement, especially the eminent role of Television commercials. In advertisement, advertisers focus on the targeted audience and study their psychographics and demographics. The one of the major purposes of the advertisement is to enhance the sales of products or services and for this they even deliberately overlook the particular product's prolific features and use their marketing approach to capture the attention of public. Representation of women in advertisement is also a strategic marketing approach to seek the attention of audience. In this representation women are being objectified in Television
commercials. In the case of Television commercial famous, gorgeous, slim and attractive models are selected to fantasize the advertisement. On the similar patterns, Pakistani advertisers are also relying on the same marking strategy linked to objectification of women in order to glue the attentions of potential consumers and general viewers as well.

This study presented an analysis based on representation of women in Pakistani Television commercials in the mirror of objectification theory. Representation of women in Pakistani television advertisements was explored with the help of different categories; which were facial expressions, gait, gaze, postures, white complexions, voice, outfits and camera angles. The phenomenon of Objectification was investigated by designing and developing mix research methodology. Critical discourse analysis was chosen in sphere of Qualitative research and content analysis for the purpose of Quantitative research. Purposive sampling technique was used to select the sample. The thirty advertisements of different products depicting woman as a leading model, on aired in mainstream Pakistani TV channels in the year 2014 were selected as sample.

Outfits were a major source to objectify women and to present her as an object. Selected outfits were western, sleeveless, short and flabby in which shapely, curvy bodies of women were visible. The dresses worn by ideal figures were giving a voluptuous impression to audience. This element was explored prominently in most of the selected advertisements as women models were projected in such dresses in which their feminine parts were visible especially bust and back, as the similar findings were also endorsed in the study of Stice and Shaw (1994). Likewise as it was found in this study that 22 out of 30 selected commercials women models were portrayed in sleeveless dresses with low cleavage. Their bodies’ features were visible and prominent which proved that the objectification based marketing strategy was used in crafty and artistic manners by tempting
the audiences in the world of fantasy. Generally speaking, such objectified contents of TV commercials are discussed by the males’ viewers which precisely may be described as a successful marketing strategy. Their other feminine parts were also presented in captivating, alluring and seductive ways in Pakistani TV commercials. In rest of eight Pakistani TV commercials despite the woman models were in full dresses yet appealing factors exited as they were being objectified through their other non-verbal indicators namely gazing, facial expressions, postures, eye contact, touching, gestures and above all through their elegant and alluring gait or walking style. Women were also objectified in the overall idea or theme of the advertisement. Usually female characters were submissive and ordinary. Shahwar, D (2009). In theme a relation with male was being created in such a way as to give an impression that female was for male. (Stolenberg 1989). Women’s gestures, gaze, gait, voice, postures, touching, all these variables were used to objectify them. In many commercials women was even more focused then the particular product of the advertisement. Like the ad of Pel refrigerator, the whole duration of the ad was 45 seconds and any one could not guess in first 35 seconds that it was the ad of a refrigerator. In first 35 seconds, only women were objectified. In classic lawn ad Katrina was more focused than the prints or stuff of the lawn. Every Q mobile advertisement has a popular leading model, in one ad she was doing a photo shoot and in another, she was doing a nonstop dance. Here a question arises. What is the need of a female model’s dance or photo shoot in the advertisement of cellular mobile?

Two ice cream commercials were included in the selected sample. There was not a single sentence about the ice cream or about the quality or ingredients of the ice cream, but the model was walking on the roads in mid night to meet a male character. In advertisements negative images of women were presented, which were already proved in Beck (2012) and Daniel (2009) studies. In another ice cream ad model was just
seductively sucking the ice cream. The ads seemed vulpine and voluptuous shows of female sexual objectification. Women were just perceived by the virtue of their physical appearance not with their competency (McConnell 2004). Different camera angle techniques were used to objectify women. In many advertisements extreme close up shots were given. In some other ads side shot and shot from below the shoulder were given to highlight the bust or beauty bones of women. In the commercials like slice juice, classic lawn and Capri soap extreme close up shots were unnecessary to highlight the spotless skin and white complexions of models.

The advertisements were the violation of PEMRA code of conduct for the advertisement. On the basis of overall findings it can be said in convenient manners that the all the concerned gate keepers could not do the scrutiny of such objectified advertisements which should not be televised in Islamic Republic of Pakistan. In order to fix this issue, it is need of the hour that the regulatory bodies should be more empowered as well as their performance should be monitored by the consumer or civil societies and intelligentsia as well. The advertisers’ associations, societies and the censor board of advertisement televised all these advertisements without objecting all these objectifying techniques which were destroying the images of women in whole society.

**Conclusion**

In the light of overall findings, it is convenient to conclude that most of the female models in Pakistani television commercials are being portrayed as a sex object, by using all seductive verbal and non-verbal tactics based on objectification approach. Women are being represented in advertisement in captivating and alluring manners. General ethics for production of TV advertisements are not being observed in letter and spirit. Women are being presented
merely as body and the ads are just highlighting their physical appearance. Pakistani commercials are creating an illusion that an ideal woman’s just one, who has an attractive, slim and smart physique, white complexion, spotless skin and bouncing silky hair. These ideal images are inculcating the imaginary bodies, faces and white complexions in the minds of females. The ideal images of women through these commercials are creating a fantasy world, which is totally opposite of the real.
References


