

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/306438694>

Gender stereotypes in advertising: A review of current research

Article in *International Journal of Advertising* · August 2016

DOI: 10.1080/02650487.2016.1203556

CITATIONS

84

READS

31,859

2 authors:



[Stacy Landreth Grau](#)

Texas Christian University

35 PUBLICATIONS 1,862 CITATIONS

[SEE PROFILE](#)



[Yorgos Zotos](#)

Cyprus University of Technology

127 PUBLICATIONS 1,566 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



Gender Issues in Advertising [View project](#)



The effectiveness of minimal, figurative advertising [View project](#)



International Journal of Advertising

The Review of Marketing Communications

ISSN: 0265-0487 (Print) 1759-3948 (Online) Journal homepage: <http://www.tandfonline.com/loi/rina20>

Gender stereotypes in advertising: a review of current research

Stacy Landreth Grau & Yorgos C. Zotos

To cite this article: Stacy Landreth Grau & Yorgos C. Zotos (2016) Gender stereotypes in advertising: a review of current research, International Journal of Advertising, 35:5, 761-770

To link to this article: <http://dx.doi.org/10.1080/02650487.2016.1203556>



Published online: 11 Jul 2016.



Submit your article to this journal [↗](#)



Article views: 38



View related articles [↗](#)



View Crossmark data [↗](#)

Full Terms & Conditions of access and use can be found at
<http://www.tandfonline.com/action/journalInformation?journalCode=rina20>

Gender stereotypes in advertising: a review of current research

Stacy Landreth Grau^a and Yorgos C. Zotos^{b*}

^a*Department of Marketing Fort Worth, Texas Christian University, Texas, USA;* ^b*Communication and Internet Studies, Cyprus University of Technology, Limassol, Cyprus*

The purpose of this paper is to highlight the historical context of gender stereotypes in advertising and then examine the scholarship related to gender stereotypes. Gender portrayals in advertising have been examined extensively in the last five decades and still remain an important topic. Changing role structure in the family and in the labor force has brought significant variation in both male and female roles and subsequently how it is reflected in advertising. It has been noted that there is a culture lag. Sexes for a long period of time were depicted in advertising in more traditional roles. Women were presented in an inferior manner relative to their potential and capabilities, while at the same time the data indicated a shift towards more positive role portrayals. The changing role of men is the area that has seen the greatest interest in the past few years. Men are depicted in advertising in ‘softer’ roles, while interacting with their children. Men are also shown in more egalitarian roles. The paper finally attempts to outline the future research direction of gender portrayals in advertising. First, research should focus on examining gender portrayals in online platforms, and find ways to modify current coding schemes to digital formats. Second, companies and the media are beginning to pay attention to a once largely ignored segment the lesbian/gay/bisexual/transgender (LGBT) consumer. Third, recent advertising has focused on the ‘empowered’ women called femvertising.

Keywords: gender; advertising; stereotypes

Introduction

Scholars have been interested in stereotypes – particularly of women – in advertising for more than 50 years. In that time, researchers have been interested not only in the ‘what’ (e.g., what stereotypes are used to portray women and men) but also the ‘why’ (e.g., the cultural implications of using stereotypes and advertising and the ‘now what’ (e.g., the social consequences of stereotypes and advertising (Hawkins and Coney 1976; Lundstrom and Sciglimpaglia 1977; McArthur and Resko 1975). The purpose of this paper is to examine research in this area since 2010 and provide direction for the next five years in a fragmented media environment.

Stereotypes are beliefs about a social category (Vinacke 1957) especially those that differentiate genders (Ashmore and Del Boca 1981). Stereotypes become problematic when they lead to expectations about one social category over another or restrict opportunities for one social category over another. Over the years, several content analyses have examined components such as physical characteristics (e.g., body size, height), occupational status, roles (e.g., leadership) and traits (e.g., self-assertion). Research has shown that women are generally presented in more decorative roles (e.g., for their beauty or body), in more family oriented roles, in fewer professional roles and in more demure roles (Uray and Burnaz 2003) while men are typically shown as more independent,

*Corresponding author. Email: Yorgos.zotos@cut.ac.cy

authoritarian and professional with little regard to age and physical appearances (Reichert and Carpenter 2004).

That said, there is still much to be learned about the changing role of gender representations in advertising. This introduction to the *International Journal of Advertising's* special issue on Gender Stereotypes in Advertising highlights some of the historical context of gender stereotypes in advertising and then examine scholarship related to gender stereotypes since 2010 to identify the current key areas being studied.

Gender stereotypes in advertising

Gender stereotypes in advertising is a topic with more than five decades of related research. The outcome of literature was ignited by social and historical contingencies. First, the rise of feminism in the 1960s challenged equal opportunities for men and women and initiated a gradual change in occupational opportunities and domestic structures (Zotos and Lysonski 1994; Plakoyiannaki et al. 2008; Plakoyiannaki and Zotos 2009; Zotos and Tsihla 2014) especially for women. Second, changes in the labor force brought significant variation in both male and female roles and subsequently how they are reflected in advertising (Zotos and Lysonski 1994; Zotos and Tsihla 2014). Third, the changing role structure in the family has created significant variations in the female role (Zotos and Lysonski 1994) and more recently the male role. During these years, women were presented in an inferior manner relative to their potential and capabilities, while at the same time the data indicated a slow shift towards more positive role portrayals. Past literature (Lysonski 1985; Corteze 1999; Kilbourne 1999; Lazar 2006; Plakoyiannaki and Zotos 2009) has proposed that advertising contributes to gender inequality by promoting 'sexism', and distorted body image symbols as valid and acceptable. Since then, women's roles have undergone dramatic changes and there have been changes in portrayals as well.

The 'mirror' versus the 'mold' debate

There is a long-lasting debate between advertisers and sociologists, about the role and the social nature of advertising, especially when it comes to stereotypes within advertising. Two opposing points of view have been developed – the 'mirror' versus the 'mold' argument. Following the 'mirror' point of view, advertising reflects values that exist and are dominant in society. Furthermore, this view suggests that the best that advertising can succeed to do is to act as a magnified lens, which offers an extrapolated picture of a social phenomenon (Pollay 1986, 1987). A possible interpretation of this argument suggests that in the contemporary socioeconomic and political environment, which influences the value system of a society, multiple factors are interfaced and interrelated. Therefore, the impact of advertising is not valued as being significant. Hence the way that women and men presented in advertising would follow the dominant concepts held regarding gender roles (Zotos and Tsihla 2014).

In contrast, the 'mold' point of views advertising as a *reflection* of society and its prevailing values (Manstead and McCulloch 1981; Pollay 1986, 1987). Cultivation theory suggests that peoples' perception of social reality is shaped by the media (Gerbner 1998). They incorporate stereotypes presented by the media into their own system of values, ideas, and beliefs about the quality of life (Zotos and Tsihla 2014). They start creating a concept of reality, which tends to match the advertised images. At the end of a long process, individual behavior and human beings relationships are formulated in such a manner

that could be characterized as a 'hybrid.' Advertising's impact is a crucial factor, which contributes to the development of this 'hybrid.' It is accepted the gender representations are socially constructed. According to this viewpoint, advertising campaigns create gender identity, based on their images, the stereotyped iconography of masculinity and femininity (Schroeder and Zwick 2004).

Based on the aforementioned analysis, it could be suggested that the 'mirror' and the 'mold' argument is a continuum. The real life examples lie in this continuum according to the social values which are promoted, and the type of the advertised products (Zotos and Tsihla 2014). Accepting advertising as a system of visual representation, which creates meaning within the framework of culture, it seems that reflects and contributes to culture (Hall 1980; Albers-Miller and Gelb 1996; Zotos and Tsihla 2014). To grasp these ideas in an integrated manner, this long-lasting debate between the 'mirror' and the 'mold' argument should reflect Kilbourne's (1999, 57–58) statement: 'Advertising is our environment. We swim in it as fish swim in the water. We cannot escape it... advertising messages are inside our intimate relationships, our home, our hearts, our heads.'

Gender stereotypes in advertising: recent research since 2010

Despite the fact that gender stereotypes in advertising have been studied for many years, the past six years have seen a robust addition to the literature. We highlighted research found in four key advertising journals: *Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues in Research in Advertising*, and *Journal of Advertising Research* as well as other marketing communications journals. Several important themes emerged (see Table 1).

Updated trends and directions

Recent research shows that, in general, gender stereotyping in advertising still exists and is prevalent in many countries around the world. Eisend (2010) set out to explore the degree of gender stereotyping as well as any changes over the years. The primary contribution of his work is to provide a quantitative review of 64 studies in a meta-analysis on the effects of gender stereotypes in advertising. He found that some stereotyping still persists — particularly for women. Occupational status still showed the highest degree of stereotyping, despite the education, occupation and status changes earned by women over the past several years. Interestingly, Eisend (2010) also found that the degree of stereotyping has decreased over the years due mostly to improvements in high masculinity societies (such as Japan). There was no substantial decrease in low masculinity societies like Sweden.

Knoll, Eisend and Steinhagen (2011) developed a new way to measure the degree of stereotyping in advertising. They found that gender stereotyping was still prevalent in German television and that this stereotyping depends on the type of channel (public vs. private channels). Across both types of channels, Knoll et al. (2011) found that women were more likely to be younger and depicted as product users with domestic products and more likely to be portrayed at home in dependent roles. Men were more likely depicted as authoritarian and older and are more likely to be portrayed outside of the home in independent roles. These findings are in line with other studies of several other cultures. However, on public channels, stereotyping was higher for variables like role and location as well as occupational status. On private channels, stereotyping relates more to role behavior and physical characteristics. The results of stereotyping were not limited to the USA

Table 1. Gender stereotypes in advertising: research since 2010

Research	Theory	Methodology	Key findings
Baxter, Kulczynski, and Illicic (2015) <i>International Journal of Advertising</i>	Gender role ideologies	181 Australian consumers; online panel; typical vs. atypical caregivers	Consumers perceive in-ad gender role portrayals of males as caregivers as atypical of the current advertising environment. Those holding more egalitarian gender role ideology have more positive attitudes about advertising that challenges traditional roles.
Chu, Lee, and Kim (2016) <i>International Journal of Advertising</i>	Non-stereotypical gender role (NSGR), self-construal, need for uniqueness, perceived novelty, cognitive resistance	5 experiments with Korean consumers	The overall effects NSGR advertising depends on the self-construal and need for uniqueness. The authors found dual mediation effect of novelty perception and cognitive resistance.
Eisend (2010) <i>Journal of the Academy of Marketing Science</i>	Mirror vs. mold theory	Meta-analysis	The results show empirical support for the mirror argument over the mold argument.
Fowler and Thomas (2015) <i>Journal of Marketing Communications</i>	Traditional and contemporary gender roles	Content analysis of depictions of males between 2003 and 2008. Male depictions in lead role (2003 = 907 prime time commercials; 2008 = 961 prime time commercials in four networks	Some aspects of male depictions are counter to the changing gender roles in society while others are reflective of these changes.
Gentry and Harrison (2010) <i>Marketing Theory</i>	Hegemonic masculinity	Content analysis of ads targeted to men (1392 ads in sports programming), women (200 ads on afternoon TV) and children (225 ads on kids TV)	The research found that male portrayals still reflect a very traditional masculine perspective. They have not become more gender neutral
Eisend, Plagemann, and Sollwedel (2014) <i>Journal of Advertising</i>	Information processing theories	Content analysis & Experiment	The research finds that they way that women and men are stereotyped in advertising is dependent on humor. Specifically, traditional male stereotypes are more prevalent in humorous ads where female stereotypes are more prevalent in non-humorous ads

(continued)

Table 1. (Continued)

Research	Theory	Methodology	Key findings
Knoll, Eisend, and Steinhagen (2011) <i>International Journal of Advertising</i>	Stereotyping and gender equality	Content analysis of ads on public and private German TV channels; June 2008	This research provides a measure for the degree of stereotyping in advertising. It still prevails German TV and there is a difference between public and private channels.
Lee (2014) <i>International Journal of Advertising</i>	Gender stereotypes; resonance theory, negative bias, expectancy-disconfirmation theory	Experiment with voters in Taiwan	Examined gender stereotypes in political advertising context. It examines the persuasive impact of a campaign theme that is congruent or incongruent with gender stereotypes and a positive vs. negative ad style
Marshall et al. (2014) <i>Journal of Marketing Management</i>	Hegemonic masculinity	Content analysis of ads in Good Housekeeping from 1950–2010.	Family related advertising in women's magazines does little to challenge traditional roles of paternal masculinity. But is some broadening of breadwinner roles.
Rubie-Davis, Liu, and Lee (2013) <i>Journal of Social Psychology</i>	Cultivation theory	Content analysis of 3,000 TV ads in New Zealand	Men and women are less often depicted in stereotypical roles than previously reported but they found differences between white and Maori/Pacific Island people.
Shao (2014) <i>International Journal of Advertising</i>	Mirror vs. mold theory	Interviews of ad professionals in China.	This research examines how Chinese ad professionals' culture perceptions of gender influence on their work.
Van Hellemond and Van de Bulck (2012) <i>International Journal of Advertising</i>		Belgium; online survey of advertising and marketing professionals; gender equal opportunity workers and consumers	Examines differences in adherence of three sectors to 2008 EU Parliament Resolution on marketing and advertising equality. Results suggest a degree of tolerance that varies according to sector, language, gender and age.
Zawisza and Cinnirella (2010) <i>Journal of Applied Social Psychology</i>	Stereotype content model & stereo content hypothesis	2 experiments that investigate the effectiveness of ads that use (non) traditional stereotypes of women and men	The paternalistic ad strategies were more effective than envious ones. This supported the predictions the stereotype content model.
Zayer and Coleman (2015) <i>Journal of Advertising</i>	Institutional theory	Interviews of advertising professionals	Research shows professionals' perceptions about women's vulnerability and men's immunity to the negative consequences of advertising. Four themes are derived.

and Europe. Work by Rubie-Davies, Liu, and Lee (2013) found that in their examination of television advertising in New Zealand men and women were less often depicted in stereotypical roles than in the past. This research suggests progress in stereotyped portrayals in the country.

There are caveats to the consequences of stereotyping. Eisend, Plagemann, and Sollwedel (2014) found that while stereotyping does exist in advertising, consumer's perceptions about it might be less serious than expected. They examined the role of humor in advertising and its relationship to gender stereotyping. They found that gender role portrayals are less serious if they are used as sources of humor. Specifically, male stereotypes are more prevalent in humorous ads, while female stereotypes are more prevalent in non-humorous ads. This points to the influence of other variables in determining the ultimate effects of stereotypes in advertising that require additional examination. It is important to continue to track changes in gender stereotypes in advertising and examine factors that could affect consumers' reactions to these portrayals.

View from practitioners

Advertising professionals are often considered 'cultural intermediaries' (Cronin 2004) who develop messages. And yet their decision making process about gender portrayals in advertising campaigns is barely considered. Despite Grow's (2008) call for more research, little has been done on the 'gendered voice of advertising' until the past two years. Shao (2014) examined Chinese advertising practitioners and how Chinese culture impacts advertising creation. In terms of similarities and differences, Chinese advertising depicts males in more occupational and recreational roles whereas women were depicted in more decorative roles (Cheng 1997). However, Johansson (1999) found that Chinese advertising depicted women as shy and subordinate compared to stronger roles for women in the USA. But in general there are more similarities than differences in how women and men are depicted in China compared to other societies. In 26 interviews with advertising professionals, Shao (2014) found that Chinese advertising professionals do not reflect on their role in perpetuating stereotypes, claiming that they mirror reality rather than representing or distorting it. They claimed that they were simply reflecting Chinese culture.

Zayer and Coleman (2015) examined advertising professionals' perceptions of how gender portrayals impact men and women and how these perceptions influence their strategic and creative decisions. Using institutional theory as a foundation, the authors provide a more holistic viewpoint of advertising ethics. Their interview respondents claimed they also mirror the dominant viewpoints of society regarding gender stereotypes but point out that men are not immune to the gender stereotypes and call for more research on the negative impact of gender stereotypes of men in advertising as well.

Few studies have examined advertising that is viewed as unfriendly towards men or women by other stakeholders. Van HelleMont and Van de Bulck (2012) examined the views of advertising professionals in Belgium about 10 ads that were identified as potentially offensive due to their stereotypical depictions of both men and women. Interestingly, advertising professionals and consumers did not differ in their perceptions of advertising deemed potentially unfriendly to women and men. Furthermore, the study finds that advertising professionals were more tolerant of these messages than consumers. These insights can prove useful in understanding their role as cultural intermediaries and their responsibility to promote more gender equality in advertising. More research should

work towards understanding the role of advertising professionals in crafting campaigns, specifically when it comes to portraying men and women.

Stereotypes in contexts

There are certain contexts where gender stereotypes play an enhanced role. In other words, the consequences are greater than enhanced sales for the product. Lee (2014) examined the role of gender stereotypes in political advertising, a unique context because of the larger implications beyond consumerism. Recently, political communication researchers have paid more attention to gender differences in political advertising and Lee's (2014) study examined the effects of gender in a fictitious Taiwanese election. The results showed that emphasizing gender stereotypes in politics is a double edged sword. Lee found that important traits and issues in campaigns are not static so candidates should emphasize or deemphasize gender based stereotypes based on positive or negative campaigning.

Role of European interventions

In the EU, advertising's self-regulatory bodies as well as the European Advertising Standard Alliance (EASA) began updating their ethical guidelines on gender portrayals following increased complaints by consumers as well as the approval of anti-discrimination laws in several European countries. In 2008, a EU resolution was adopted on how marketing and advertising affects equality between women and men. Van Hellemont and Van de Bulck (2012) argue that less restrictive (or non-restrictive) literacy programs and awards for positive advertising are more effective at reducing gender stereotyping as opposed to increased legislation and regulation. Alternatively, Knoll et al. (2011) argue that the steps taken by the European Parliament move in the right direction given the presence of gender stereotypes and that self-regulation is already current practice and has not been successful especially on German public channels.

Changing portrayal of men in advertising

The changing role of men is perhaps the area that has seen the greatest interest in the past few years. As recently as the 2015 Super Bowl, advertising from Dove Men Care showing men in much 'softer' roles while interacting with their children and was well received. Other brands have followed. Yet there is a lack of research about the stereotypes associated with men in advertising. As such, Marshall et al. (2014) examined 60 years of advertising portrayals of men in the role as a father. They found that most of the advertising in Good Housekeeping (1950–2010) does little to challenge traditional models of paternal masculinity (Marshall et al. 2014). They seem to reinforce traditional gender roles. More recently there does seem to see a wider view of the original 'breadwinner' role for men, thus updating how we view fathers. Similarly, Fowler and Thomas (2015) conducted a content analysis of television advertising in primetime from 2003 to 2008. This was one of the few studies to focus exclusively on men and provides a baseline for further research. Fowler and Thomas (2015) found that there were changes in the five-year time frame. First, they found fewer men in the lead and some suggest that male characters are being portrayed to reflect society's changing view of men and women's roles. Second, they found an increased in men portrayed as fathers, for example. However, the research showed that these trends are small.

While that research used content analysis to show the presence of stereotypes, other research examined how consumers feel about these newer portrayals of men in advertising. Chu, Lee, and Kim (2016) examined 'non-stereotypical gender role representation' (NSGR) and found that consumers do see this advertising in a positive light. NSGR is used to achieve marketing objectives like increasing attention, gaining interest and increasing sales. Chu, Lee, and Kim (2016) also found that the presence of NSGR advertising can actually lead to minor changes in society since they found a decrease in gender stereotyping after exposure to this type of advertising. Baxter, Kulczynski, and Illicic (2015) examined consumer reactions to atypical images of men (e.g., men as caregivers) and found that consumer reactions depended on whether they were traditionalists, transitionalists or egalitarians. Their findings show that while men as caregivers was seen as atypical for the current advertising environment, consumers did express positive attitudes and that while these ads do cut through the clutter, it is important to emphasize product benefits as well.

Most of the research on gender stereotypes deals with unfair depictions of women and is steeped in feminist critical scholarship. But in order to get a full picture of gender stereotypes it becomes apparent that research in masculinity theories are also appropriate. Gentry and Harrison (2010) argue that 'if scholars are to effectively challenge issues of gender roles in advertising, it is important to critically examine the discursive frameworks that shape our understanding of such topics' (90). They found that while there may be advertising that show men in more egalitarian roles, men are not likely to see them because they are typically not the target audience for them. Additionally the depictions of men in advertising also dependent on the product advertised. They call for 'father's portrayal in the media should facilitate active parenthood, not sustain the more distant perspective from the past' (91).

Future research directions

The past 50 years have proven to be pivotal in our understanding of how people – primarily women – are portrayed in television and print advertising. As we move into a more postmodern and digital age, there are several areas that warrant attention. First, most of the current research on gender stereotypes has been examined in print (e.g., magazine) and television advertising. However, both of these media have seen steady decreases in readership and viewership. At the same time, people spend more time online – with videos, social media and apps. But little research has examined gender portrayals in online platforms (Plakoyiannaki et al. 2008 is one exception). Future research should examine ways to modify current coding schemes in print and television advertising to digital formats and also work to develop completely new coding schemes that will allow researchers to truly examine the role of gender stereotypes in digital advertising, native advertising and social media advertising formats. Additionally, more research needs to examine the role of gender stereotypes in non 'paid' formats such as owned media and content marketing.

Second, companies (and the media) are beginning to pay attention to a once largely ignored segment – the lesbian/gay/bisexual/transgender (LGBT) consumer. Some companies have been more open about using same sex couples in their advertising. However, other companies have decided to use more coded representations, which may appear invisible to heterosexual consumers, but possibly be interpreted as 'gay' by LGBT consumers. This strategy known as 'gay window advertising' (Bronski 1984) stems from some advertisers' fear of alienating heterosexual consumers (Greenlee 2004; Oakenfull 2004). Future research should examine the stereotypes of LGBT consumers in advertising.

Third, recent advertising has focused on the ‘empowered’ women (e.g., Pantene, Always) called femvertising. The goal of this ‘pro-women’ messaging is to celebrate women rather than objectifying them in advertising (Bahadur 2014). In a SheKnows poll, 91% of respondents say that how women are portrayed in advertising has a direct impact on girls’ self-esteem and that 51% of respondents say that these ads help break down gender equality. A key to the effectiveness of these ads is the idea of authenticity. Indeed, there is a fear that some companies are simply jumping on the bandwagon of femvertising to increase sales. Future research needs to examine femvertising in more detail and identify the elements that make it more or less effective.

Overall, while there has been major progress in examining the types of stereotypes of women and men and how portrayals have changed. Over the next five years, we hope to see new and interesting insights in these areas.

Disclosure statement

No potential conflict of interest was reported by the authors.

References

- Ashmore, R.D., and F.K. Del Boca. 1981. Conceptual approaches to stereotypes and stereotyping. In *Cognitive processes in stereotyping and intergroup behavior*, ed. D.L. Hamilton, 1–35. Hillsdale: Lawrence Erlbaum Associates.
- Albers-Miller, N.D., and B.D. Gelb. 1996. Business advertising appeals as a mirror of cultural dimensions: A study of eleven countries. *Journal of Advertising* 25: 57–70.
- Bahadur, Nina. 2014. Femvertising ads are empowering women – and making money for brands. *Huffington Post* (October 3). http://www.huffingtonpost.com/2014/10/02/femvertising-advertising-empowering-women_n_5921000.html
- Baxter, S.M., A. Kulczynski, and J. Illicic. 2015. Ads aimed at dads: Exploring consumers’ reactions towards advertising that conforms and challenges traditional gender role ideologies. *International Journal of Advertising*, <http://dx.doi.org/10.1080/02650487.2015.1077605>
- Bronski, M. 1984. *Culture clash: The making of gay sensibility*. Boston, MA: South End Press.
- Cheng, M. 1997. Holding up half of the sky? A socio-cultural comparison of gender-role portrayals in Chinese and US advertising. *International Journal of Advertising* 16, no. 4: 295–319.
- Chu, K., D-H. Lee, and J.Y. Kim. 2016. The effect of non-stereotypical gender role advertising on consumer evaluation. *International Journal of Advertising* 35, no. 1: 106–34.
- Cortese, A.J. 1999. *Provocateur, images of women and minorities in advertising*. New York, NY: Rowman and Littlefield Publishers.
- Cronin, A.M. 2004. Regimes of mediation: Advertising practitioners as cultural intermediaries? *Consumption, Market and Culture* 7, no. 4: 349–69.
- Eisend, M. 2010. A meta-analysis of gender roles in advertising. *Journal of the Academy of Marketing Science* 38: 418–40.
- Eisend, M., J. Plagemann, and J. Sollwedel. 2014. Gender roles and humor in advertising: The occurrence of stereotyping in humorous and nonhumorous advertising and its consequences for advertising effectiveness. *Journal of Advertising* 43, no. 3: 256–73.
- Fowler, K., and V. Thomas. 2015. A content analysis of male roles in television advertising: Do traditional roles still hold?. *Journal of Marketing Communications* 21, no. 5: 356–71.
- Gentry, J., and R. Harrison. 2010. Is Advertising a barrier to male movement toward gender change? *Marketing Theory* 10, no. 1: 74–96.
- Gerbner, G. 1998. Cultivation analysis: An overview. *Mass Communication and Society* 1: 175–94.
- Greenlee, T.B. 2004. Mainstream marketers advertise to gays and lesbians: Strategic issues and research agenda. In *Diversity in Advertising*, ed. J.D. Williams, W.N. Lee, and C.P. Haugtvedt, 357–67. London: Lawrence Erlbaum.
- Grow, J.M. 2008. The gender of branding: Early Nike women’s advertising a feminist antenarrative. *Women’s Studies in Communication* 31, no. 3: 312–43.
- Hall, S. 1980. Encoding/decoding. In *Culture, media, language*, ed. S. Hall, D., Hobson, A., Lowe, and P., Willis, 117–27. London: Hutchison.

- Hawkins, D.I., and K.A. Coney. 1976. Advertising and differentiated sex roles in contemporary American society. *Journal of the Academy of Marketing Science* 4: 418–28.
- Johansson, P. 1999. Consuming the other: The fetish of the western women in Chinese advertising and popular culture. *Postcolonial Studies: Culture, Politics, Economy* 2, no. 3: 377–88.
- Kilbourne, J. 1999. *Deadly persuasion: Why women and girls must fight the addictive power of advertising*. New York, NY: The Free Press.
- Knoll, S., M. Eisend, and J. Steinhagen. 2011. Gender roles in advertising: Measuring and comparing gender stereotyping on public and private TV channels in Germany. *International Journal of Advertising* 30, no. 5: 867–88.
- Lazar, M. 2006. Discover the power of femininity! Analyzing global ‘power femininity’ in local advertising. *Feminist Media Studies* 6: 505–17.
- Lee, Y.K. 2014. Gender stereotypes as a double-edged sword in political advertising: Persuasion effects of campaign theme and advertising style. *International Journal of Advertising* 33, no. 2.
- Lundstrom, W.J., and D. Sciglimpaglia. 1977. Sex role portrayals in advertising. *Journal of Marketing* 41: 72–129.
- Lyonski, S. 1985. Role portrayals in British magazine advertisements. *European Journal of Marketing* 19, no. 7: 37–55.
- Manstead, A.S.R., and R. McCulloch. 1981. Sex-role stereotyping in British television advertisements. *British Journal of Social Psychology* 20: 171–80.
- Marshall, D., T. Davis, M.K. Hogg, T. Schneider, and A. Petersen. 2014. From overt provider to invisible presence: Discursive shifts in advertising portrayals of the father in Good Housekeeping, 1950–2010. *Journal of Marketing Management* 30, no. 15–16: 1654–79.
- McArthur, L.Z., and B.G. Resko. 1975. The portrayal of men and women in American television commercials. *Journal of Social Psychology* 97: 209–20.
- Oakenfull, G.K. 2004. Targeting consumer segments based on sexual orientation: Can advertisers swing both ways? In *Diversity in Advertising*, ed. J.D. Williams, W.N. Lee, and C.P. Haugtvedt, 369–81. London: Lawrence Erlbaum.
- Plakoyiannaki, E., and Y. Zotos. 2009. Female role stereotypes in print advertising: Identifying associations with magazine and product categories. *European Journal of Marketing* 43, no. 11–12, 1411–34.
- Plakoyiannaki, E., K. Mathioudaki, P. Dimitratos, and Y. Zotos. 2008. Images of women in online advertisements of global products: Does sexism exist?. *Journal of Business Ethics* 83: 101–12.
- Pollay, R.W. 1986. The distorted mirror: Reflections on the unintended consequences of advertising. *Journal of Marketing* 50, no. 2: 18–36.
- Pollay, R.W. 1987. On the value of reflections on the values in ‘The distorted mirror.’ *Journal of Marketing* 51, no. 3: 104–09.
- Reichert, T., and C. Carpenter. 2004. An update on sex in magazine advertising: 1983–2003. *Journalism & Mass Communication* 81, no. 4: 823–37.
- Rubie-Davis, C., S. Liu, and K.C. K. Lee. 2013. Watching each other: Portrayals of gender and ethnicity in television advertisements. *Journal of Social Psychology* 153, no. 2: 175–95.
- Schroeder, J.E., and D. Zwick. 2004. Mirrors of masculinity: Representation and identity in advertising images. *Consumption, Markets and Culture* 7: 21–52.
- Shao, Y. 2014. Chinese advertising practitioners’ conceptualization of gender representation. *International Journal of Advertising* 33, no. 2: 329–50.
- Uray, N., and S. Burnaz. 2003. An analysis of the portrayal of gender roles in Turkish television advertising. *Sex Roles* 48, no. 1–2: 77–87.
- Van Hellemon, C., and H. Van de Bulck. 2012. Impacts of advertisements that are unfriendly to women and men. *International Journal of Advertising* 31, no. 3: 623–56.
- Vinacke, W.E. 1957. Stereotypes ad social concepts. *Journal of Social Psychology* 46: 229–43.
- Zawisza, M., and M. Cinnirella. 2010. What matters more – breaking tradition or stereotype content? Envious and paternalistic gender stereotypes and advertising effectiveness. *Journal of Applied Social Psychology* 40, no. 7: 1767–97.
- Zayer, L.T., and C. Coleman. 2015. Advertising professionals’ perceptions of the impact of gender portrayals on men and women: A question of ethics?. *Journal of Advertising* 44, no. 3: 264–75.
- Zotos, Y. C., and S. Lyonski. 1994. Gender representations: The case of Greek Magazine advertisements. *Journal of Euromarketing* 3, no. 2: 27–47.
- Zotos, Y., and E. Tsihla. 2014. Snapshots of men and women in interaction: An investigation of stereotypes in print advertisement relationship portrayals. *Journal of Euromarketing* 23, no. 3: 35–58.