

Gender role stereotyping in radio advertisements. A Spanish case.

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Narrator (woman) 1: “As a psychologist I say you should leave that job and forget your wife, she absorbs all your positive energy”.

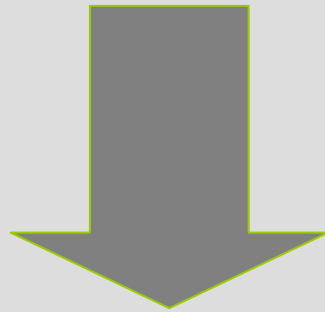
Narrator (man)1: “¿“To leave my Puri? ¡But you're crazy, if my Puri is the greatest thing!. ¡Obviously, you have not tasted Puri's croquettes! ”

Narrator (man)2: “If your life is how you choose to let it be ¿your investment should not be the same? Buy Treasury Bills in tesoro.es. Public treasury.
Government of Spain”

Year	% radio allegations
1999	2,41
2000	3,24
2001	1,5
2002	2
2003	2,3
2004	2,3
2005	2,8
2006	3,1
2007	1,2

Source: Publiradio, based on reports from the *Observatorio de la Imagen de las Mujeres - Observatory of the image of the women. Spain-*

Low rates of allegations considered sexist in radio advertising are found, that's because...



¿ Few cases or absence of gender stereotyping in radio advertising?

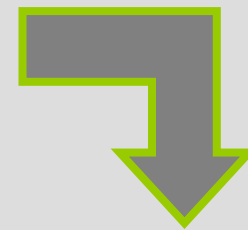
Research objectives

Check if radio advertisements
transmit and **perpetuate**
certain stereotypes about women

2 complementary points of view



Presence (number and
gender of *voices* in radio
advertisements)
Quantitative



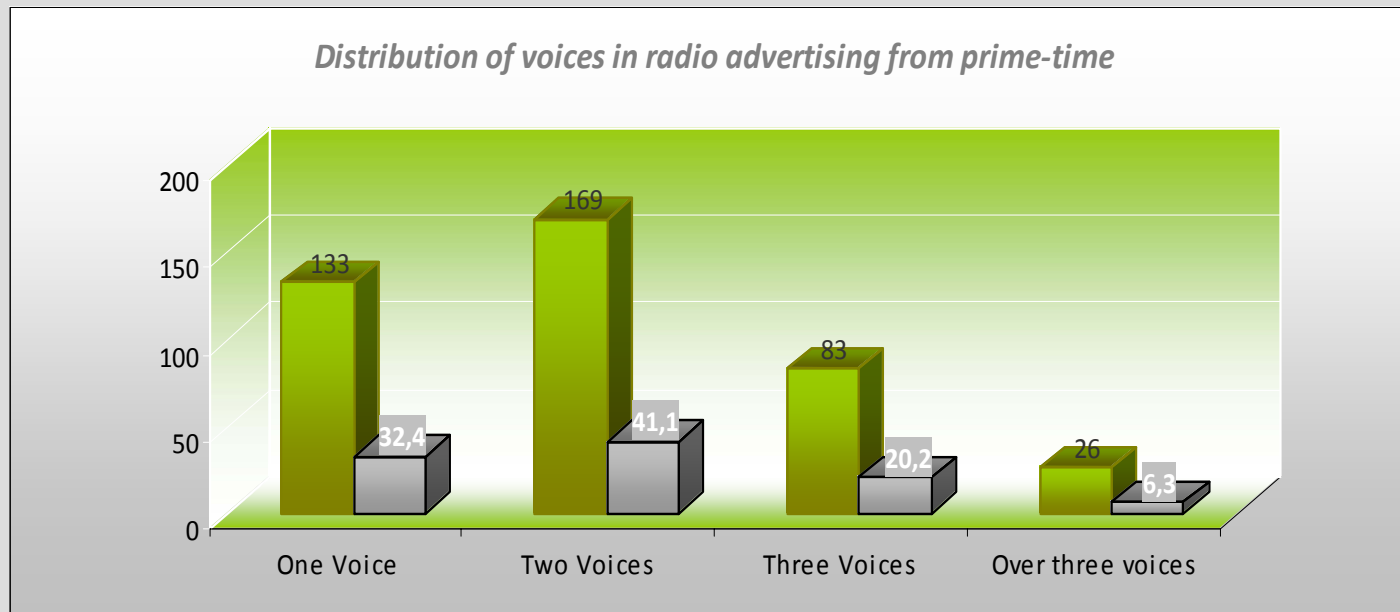
Role of the actors's
voice
Content analysis,
qualitative

Methodology

- Since 2005, Publiradio makes a selection of the prime-time from main spanish radio stations and Cope and Punto radio.
- Framework research: "Structure of advertising on prime-time radio. The advertising stars".
 - Commercials (357)
 - Microspaces (18)
 - Mentions (14)
 - Sponsorship (14)
 - Mixed (8)
- **Sample**: 411 advertisements; 9-11 a.m.; Broadcasts: Ser, Cope and Punto radio tuned from Catalunya.

Results: presence

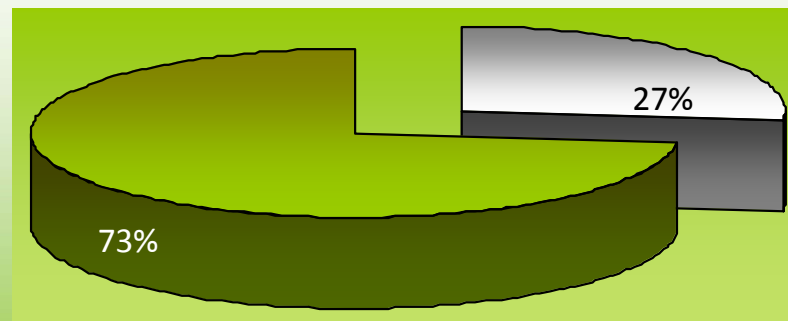
**One element predominate in radiophonic language:
the voice**



Results: presence

Women's voices in a clear minority in all cases analyzed

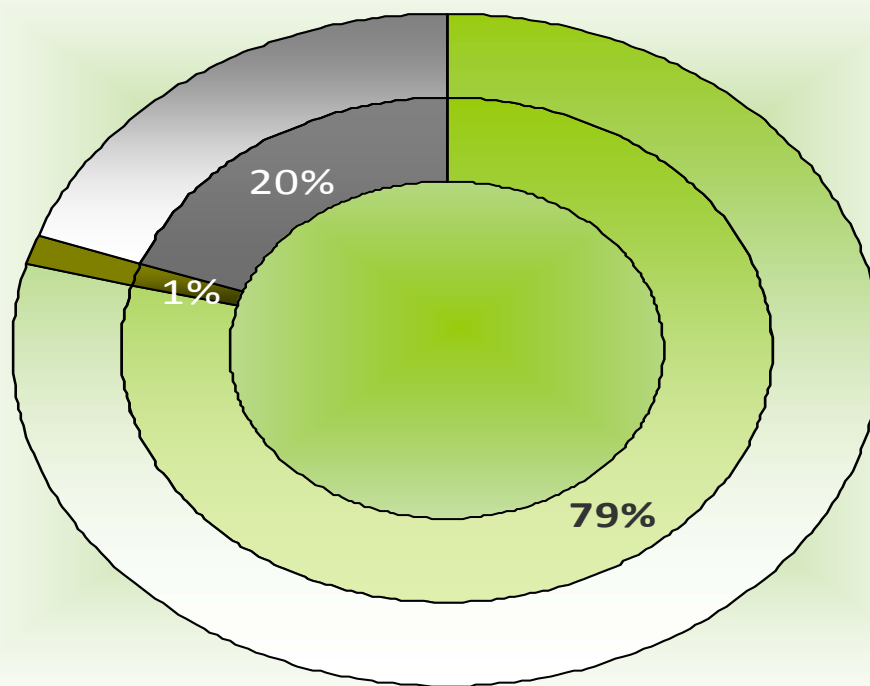
*Advertisements with one voice
from prime-time*



□ Woman Voice ■ Man Voice

Results: presence

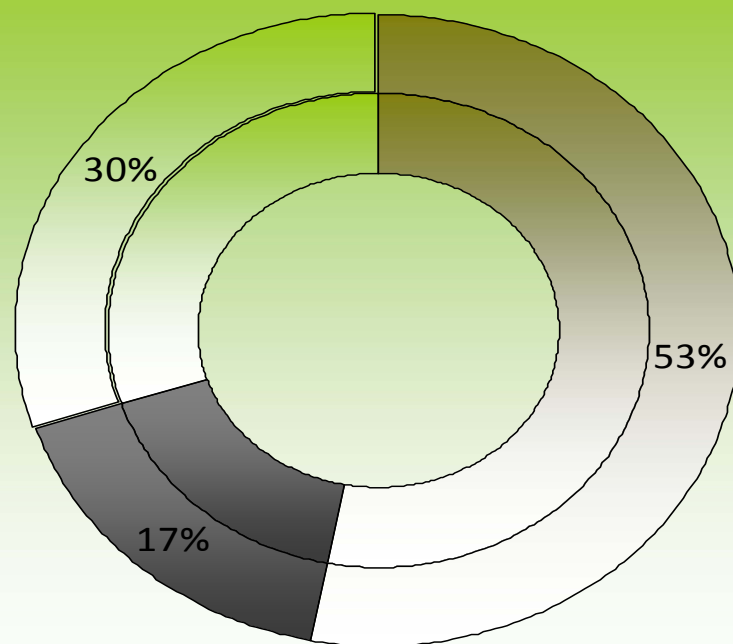
Advertisements from prime-time
with two voices



■ One Woman voice & one man Voice ■ Two women voices ■ Two men voices

Results: presence

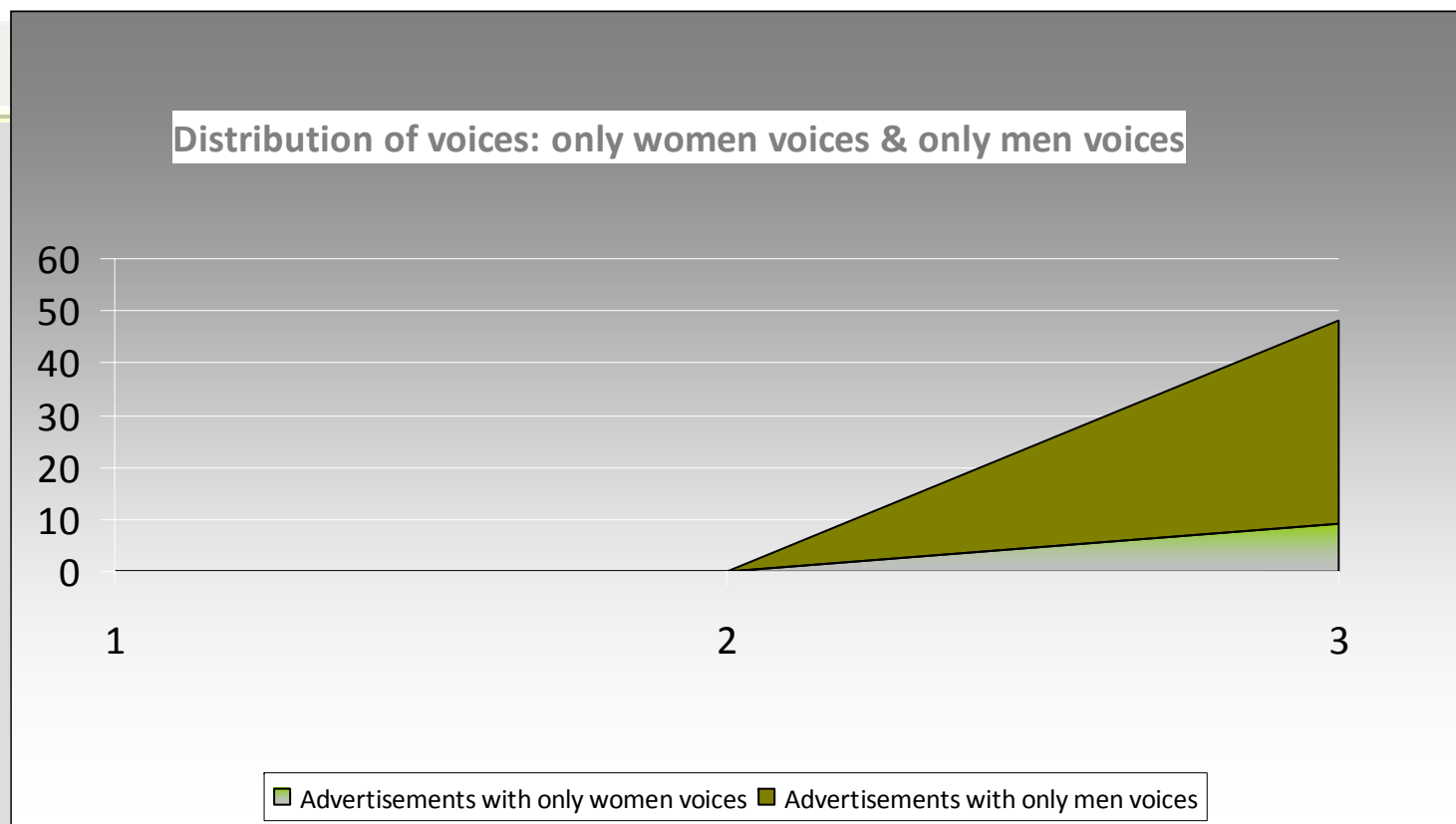
Advertisements from prime-time with three voices



■ One Woman voice & two men voices
■ Two women & one man voice
■ Three men voices

In all the cases we found the presence of the male voice

Results: presence



Conclusions about *presence*

- Presence of woman as main character and transmitter of the advertising message is clearly lower than man (except on microspace format: 89% have female voices)
- Scarce and non-symmetric presence
- Characteristics attributed to the voices: deep voices (serious, credible, safety, adult and powerful) vs. Shrill voices (infantile, sweet, happy and colloquial)
- Information gender wins = so, we find more male voices in radio advertising
- Credibility and authority is wanted, not identifying
- Invisibility as a form of stereotyping and discrimination

Results : roles

- Dominant style on prime-time radio advertising of the main Spanish broadcasts: Informative (69%) fiction-dramatic (1,2%), mixed (29,8%)
- Male voices: expert, prescriber, authority, “the one who knows” the voice of the company, spokesman
- Female voices: counselors (from the product users point of view), friends.

Results: roles

Advertised Products :

- Female voices advertised products in the following sectors: textiles and clothing, beauty and hygiene, food, drinks, public and private services.
- Male voices in the fields of: sports & leisure, culture, education and media, delivery, trade and hospitality sector, telecommunications and Internet;
- Women does not appear (unlike men) in automotive, energy, office equipment, tobacco, telecommunications and Internet

Conclusions about roles

- The woman is portrayed as a purchaser, which looks after the welfare of the family in food issues, the caring of their children, the cooking, which has to be beautiful, she has to take care of the line and lose weight of suffering from intestinal problems and regular, a bargain hunters.
- Promoting values youth, beauty and approval of the family as a reward.
- The woman is still stereotyped as a housewife, mother, and caring, good wife and companion .

Conclusions about roles

Man is presented as an expert, a winner and a guard (he addresses the 'big' issues such as security and protection of the family).

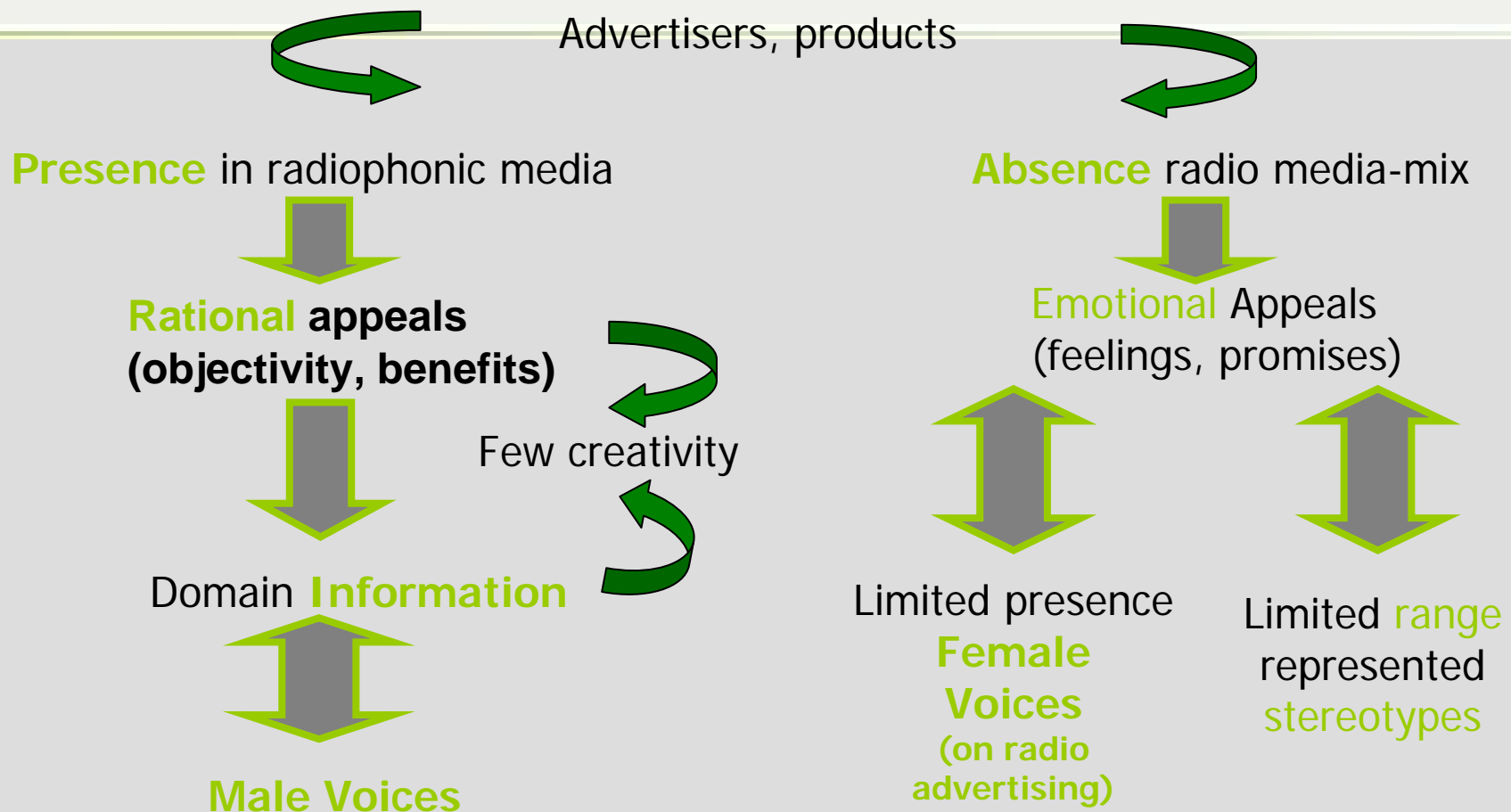
CONCLUSIONS

- Male and female representations are not symmetrical, nor from the point of view of the presence neither from playing roles.
- Minor perception of sexism in the radio media explained by lack of images, a lower range in the representation of stereotypes and the supremacy of information gender (rational, objective, exposure characteristics).
- Minor presence of gender stereotypes number does not mean that we can speak of their "non-existence."

CONCLUSIONS

- Women that have the main character take roles advertisements diametrically opposed to those of their male counterparts.
- Women's image through prime-time radio advertising is clearly stereotyped.
- Unlike other media (television, newspapers and magazines) archaic and rancid stereotypes, with the supremacy of woman as a housewife, are found on radio advertising.

CONCLUSIONS



THANKS

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