

1. Title of the submission:

Sex-Role Stereotyping in Television Commercials: A Study of Singapore

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6. Abstract of paper (attached below)

#### Abstract

#### **Sex-Role Stereotyping in Television Commercials: A Study of Singapore**

The stereotyping of females and their use as sex objects in advertisements has been a hot topic of research. Advertisers tend to use women as “decoratives” in various promotional strategies. This study focuses on the nature of female stereotyping in Singapore’s television industry. A content analysis of one working week of television commercials was conducted on Singapore’s English language channel. The coding technique was derived from works such as Craig (1992) and Furnham and Bihar (1993), while various variables were employed to examine how and in what situations were women portrayed in these commercials. The study revealed that women were depicted in more diversified roles—ranging from

homemaking and baby-caring to endorsing beauty products and working in offices. However, some degree of patriarchy is still prevalent. The study argues that advertisers should portray men and women in more equal partnerships since they now have to manage the increasing demands imposed by work and family.

Key words: sex-role stereotyping, commercials, homemaking, professionals, patriarchy, partnership, gender perception, authority-figures, users.