

Women Objectification and Gender Roles: Discourse Analysis of Billboard Advertisements in Pakistan



Rukhshanda Mushtaq	Assistant Professor, Department of Education, University of Wah (UW), Wah Cantonment, Punjab, Pakistan.
Naveed Ahmad Taseer	MPhil English, Department of English, University of Sargodha, Sargodha, Punjab, Pakistan. & MPhil Education, Institute of Education and Research, University of the Punjab, Lahore, Punjab, Pakistan.
Shabir Ullah	MPhil Scholar, Department of English, Qurtuba University of Science and Information Technology, D. I. Khan, KP, Pakistan. Email: shabirullah316@gmail.com

Abstract: Gender advertisement is the depiction of stereotypical gender roles presented in billboard advertisements. Advertisers frequently employ gendered presentations to emphasize women's sexual orientation in the advertisements. The present qualitative descriptive research tried to examine the multi-layered significance of billboards advertisements by extension, investigation and explication of intentions, motives and societal practices displayed in billboard advertisements. For this reason, the text of two (2) billboard advertisements were systematically examined employing Fairclough's Three-Dimensional Framework. These three aspects are description, interpretation, and explanation. The acquired findings demonstrated that both these billboards have underneath connotations regarding gender roles, feminine depiction, and patriarchal notions as significant aspects.

Key Words: Billboard Advertisements, Description, Interpretation, Explanation, Fairclough, Gender Exploitation, Feminine Depiction, Patriarchal Notions, 3-Dimensional Model

Introduction

Advertisement is an obvious kind of marketing and publicity in today's world. Advertisements are used to promote and sell things, as well as to attract clients. When making commercials, the advertising department intends to make each advertisement distinctive to attract customers/audiences. [Durmaz \(2011\)](#) described advertising as "the practice of announcing a sale or attempting to encourage customers to purchase a product or service". It is a strategy for selling items to a targeted audience.

Additionally, [Zulu \(2019\)](#) noted, "Advertisement as a means of marketing and information, communicate to several people and pursue their attention to the subject of advertising, the establishment or maintenance of interest in it and its promotion on the market". [Ryans \(1996\)](#) also has the same views as advertisements seen as a significant and crucial component for the growth of marketers and businesses. Advertising is one of the essential marketing communications tools that help sell products, services, ideas and images ([Armstrong et al., 2018](#)). Advertising departments use a variety of tactics

to seek individuals and sell their goods to potential buyers. Nowadays, consumers are inundated with advertisements through media outlets such as newspapers, magazines, billboards, television, and the internet ([Latif & Abideen, 2011](#)).

Advertisements are a means of reaching a large audience. Companies encourage the public to purchase their goods and project an idealized picture of individuals, fostering a feeling of inferiority amongst the general population ([Ali & Shahwar, 2011](#)). The ads' faces, colours, and language convey various implicit meanings and agendas. Billboard advertisements, in particular, carry cultural connotations, ideological underpinnings, and societal complexes.

A billboard advertisement is regarded as a direct and effective kind of advertising in marketing. The phrase "billboard" is derived from "billing board," which refers to anything straightforward, striking, and inventive. Billboards are intended to attract vehicles' and pedestrians' attention. Billboard advertisements are highly relevant advertising used to deliver a

message to the audience that a company wishes to attract. Billboards attract attention to the advertiser's or marketer's product or service (Taylor & Franke, 2003). Billboards target the advertiser or marketer's clients to sell their goods and increase market share. Due to the vast and repetitive viewing, billboard advertising is an excellent way to market items and services, raise customer awareness, and place products and services among consumers. Additionally, it fosters direct marketing via big word sizes, images of celebrities and brands/products, and concise descriptions of features and advantages.

Additionally, billboard advertising communicates the company's social responsibilities, cultural manifestations, and ideologies. These marketing techniques have a sizable impact on culture and society. These advertisements forecast the society's culture and are required to depict it accurately; however, they are frequently untrue (Davidson, 2013). Thus, billboards advertise products, but they also carry an underlying message (ibid). These interpretations are significant because they can influence public opinion (Wang, 2016). To analyze these intended hidden discourses, Fairclough's (1993, 2013) Three-Dimensional (3D) Model: Description, Interpretation, and Explanation can be used (Hassan, Shafi, & Masood, 2021).

The purpose of adopting foreign faces instead of local actors has been explained in this article. In addition, billboard advertising is examined for its role in constructing and delivering the belief system of flawlessness and perfection. For starters, it illustrates the gender pay gap to discover why billboard advertising costs so much. Second, it aims to reveal the attitude that underlies advertising investing money rather than enhancing knowledge. Finding out how billboards portray gender stereotypes is the major purpose of this research. Using Fairclough's 3-Dimensional Model of gender objectification, this research has examined how gender is shown in billboard advertisements.

Problem Statement

Advertising on billboards is a way to get the message in front of a large audience. Everywhere one looks, there are billboards. Advertisements on billboards help firms become well-known. There is a tremendous impact on society by depicting the company's social duties and the construction of genders (Ahmed, Shafi, & Masood, 2021). It generated a dispute since the

advertisements represent the indigenous culture, which should be relevant to the population. According to this study, these billboards show men and women that respect the local culture. Billboard advertisements of Lahore's landscape in 2021 are examined in this research.

TV commercials throughout the globe objectify both men and women. Many studies have been done on the objectification of men and women in television advertising throughout the years. However, a precise representation of gender objectification is still lacking due to increasing cultural constraints on women (Matthes, Prielor, & Adam, 2016). These aspects create a sense of marginalization (Fatima, Rahim, & Musaddiq, 2021) and class consciousness (Fatima, Ahmed, & Shafi, 2021) among the people.

Research Objectives

The objectives of the study are important for the conceptual framework of the research work. The current study aims at the following objectives:

- i. To uncover the gender stereotypes in billboard advertisements
- ii. To identify the monetization intentions of these advertisements
- iii. To critically examine the cultural impact of billboard advertisements

Research Questions

The current study proposed the following three research questions as follows:

- i. What specific roles do men and women play in billboard advertisements?
- ii. How do billboard advertisements influence the purchasing decisions of the general public?
- iii. How have billboard advertisements influenced cultural values?

Significance of the Study

This study contributes to expanding information concerning the present billboard commercials. It makes the readers conscious of the changes in their lives due to these adverts. This research also reveals the underlying ideas that advertising is preaching, keeping Pakistani Cultural aspects in mind. The way genders are depicted, and the aims marketers intend to accomplish by expressing different gender in commercials is underlined in the current research. It is

crucial to undertake this study since these billboards are viewed every day; consequently, no one can disregard the relevance of these billboard advertisements. They depict elegance and excellence in every imaginable method. Men and women portrayed are exhibited higher to reality than the commoner's level. The ad-makers deploy hyperreality—makeup, excellent photography, and editing—for the perfection antithetical to reality.

Literature Review

For years, customers have relied on advertisements to persuade them to buy certain products from specific brands. Social transformation is brought about through language and syntactic patterns (Shaikh, Bughio, & Kadri, 2015) (Masood & Shafi, 2020). Authors' themes or motives are significant, and these topics serve as a vehicle for conveying emotions (Masood et al., 2020a, 2020b; Masood, Shafi, & Darwesh, 2020). The language of the advertisements, colour patterns, and portrayal of pictures is therefore important in their description and impact on people.

The billboard advertisements have various perspectives, including pragmatics, semantics, syntax, and lexicon. These notions are essential for capturing emotions (Shafi, 2019). As a result, billboard advertising attracts a large audience. Nevertheless, many of these people are not paying attention to the underlying ideas behind the commercials. Advertisement design is influenced by various factors, including the people's beliefs who create them. Thereupon, the education of all these aspects is vital (Roohi, Masood, & Mushtaq, 2021).

Orth and Halancova (2004) conducted a study on advertisements. One can deduce that advertisements depict traditional gender roles more popular with consumers. There are numerous advertisements showing women as sex objects. Males and females are viewed as separate beings. Women are often portrayed as strong, self-sufficient individuals in commercials. The advertisement makers believe that depicting gender in such advertisements draws a wide audience. Hence, they carefully define how gender is expressed in advertisements. Women in the public eye are compelled to buy certain products to achieve the level of flawlessness depicted in this image (Adorno, 2013).

According to Fowler (2013), discourse analysis goes back to the fundamentals of ideology. It aids in creating a distinctive discourse to present to the

general audience in various ways. This method is unfamiliar to many individuals. When creating commercials, precise concepts are kept in mind that focus on a single point of view. Anusha (2008) said that the media refuses to portray a woman truthfully. advertisements are wonderful things that objectify women and promote their goods by accentuating certain areas of a female body.

Hussain, Arif, & Saleem (2021) bolstered consumers' beliefs that billboard advertisements are mostly a result of cultural norms and adherence to prevailing society behaviours. The descriptive research was performed using Fairclough's 3-Dimensional Model, which was applied on six (6) billboard advertising picked using convenient sampling from the Islamabad region for qualitative data. The goals contributed to present understanding in a variety of ways, including intellectual, social, behavioural, and communal transformation on a worldwide scale.

Objectification of women is an alarm for society. The only goal is to convince the audience that those commercials impact and are not just a waste of time. Much money is spent on advertising for specific business themes. Women are compelled to give up their beliefs and personalities to work in the profession. Adverts have harmed our society because they are obsessed with perfection. Girls want to be like the women they see as role models. To slim down, they skip meals altogether (Kilbourine, 1999).

As a result of the stereotyped distinction of gender in TV commercials, data from 13 European American and Asian nations are obtained. One thousand seven hundred seventy-five gathered advertisements relied on the sexual orientation of the essential character, age, and environment. Cliché is a big part of the marketing strategy. According to these results, the cliché component in the commercials had no link to the improvement of sex balance in a country. A person's lifestyle does not significantly influence how they are portrayed in advertisements. Many studies have been done on sexual orientation in TV advertising in the last four decades (Matthes, Prieler, & Adam, 2016).

Mohammadi (2011) believed that the growth in the main talk of one sexual orientation in the advertisements inadvertently and indirectly affects the typical arrangement of gender and gender roles in Iran. Thus, the analyst decided Iran has opened up future females in Bodoni areas. As of the late number of ladies have grown in numerous discourses. The

pieces of evidence are present at the number of open offices as entrepreneurs, police, law transport officials, engineers, experts, clergy members, pastors, and many more; consequently, the media should show women's exemplary portrayal and duties.

[Laham \(2020\)](#) stated that the women are often shown in commercials as a source of amusement by revealing intimate aspects of their bodies. Women aspired to be like the models they saw in magazines and on billboards. It is distressing to see how many women attempt to follow any idealist put in front of them. They even cut down on their eating habits to slim down. As a result of these commercials, there was a continued emphasis on gender inequality and objectification of women. Instead of embracing the ideal lifestyle represented in commercials, individuals should lead and live their actual lives in the researcher's opinion.

Literary analysis that the advertisements revealed that these advertisements concentrate on particular beliefs. In terms of sexual orientation and sex direction, male and female characters were far more critical of each other. These advertisements established a massive patriarchal civilization on female enslavement ([Wang, 2016](#)). Advertisements have a significant effect in shaping the public's perception of gender roles. A man's freedom and strength are often connoted when he appears in commercials. Specialized and careful, they were the best of the best. They had a distinct advantage over females when it came to insight. Women are more energetic, affectionate, and dependent ([Ali, 2019](#)).

Billboards are one of the most cost-effective methods for multinational corporations to reach out to the general public. Corporate social responsibility may be shown in these billboard commercials (CSR). CSR is more than simply a way to fund someone for the sake of branding; it also represents the company's ethos. Many national and multinational corporations are concerned about environmental issues, and certain operations are carried out as part of their corporate social responsibility (CSR). Language usage must be examined among them. For the discourse analysis study of billboards, the language and narrative of the billboards is important. In relation to language usage, it has been discovered that Bengali and English are employed randomly in advertisements, which is detrimental to the respect of the Bengali language ([Islam, 2016](#)).

Male and female objectification in TV advertisements is examined. Still, it is unlikely that a separate examination of billboard advertisements has been conducted. The significance of the boards cannot be overstated because they are seen by everyone who has a place in society. Despite the importance of portraying their sexual orientation following the way of life of Pakistan's general population, this is not the case. The researcher has attempted to deconstruct billboards which are frequently seen in majority's veiled beliefs. In addition, the billboards selected from the highly populated landscape of Pakistan: Lahore.

Research Methodology

The chosen billboards are being analyzed using Fairclough's 3-dimensional framework. According to [Fairclough \(1993\)](#), "Language is social practice". It is not only concerned with the content but also with the process. On the opposite, the language reflects society via the lens of electronic media. Its comprehension has yet to be observed concerning regular contact and the social setting in which it is formed ([Fairclough, 2013](#)).

According to Fairclough, every communication has three components. It may be spoken expressions, or it may also be written in visuals or can be a combination of these two. It is a lengthy process that requires the development and examination of information in the form of social phenomenon. Fairclough defined three stages of Critical Discourse Analysis (CDA) in connection to the three discourse levels.

As part of the first step, description stage analyses are performed to identify linguistic and stylistic components like grammar, syntax and vocabulary in a given text. A secondary interpretation claim is that the connection between the primary text and its creation is reexamined. To understand a text's meaning, one must look at the relationship between the text and its creation, which is why interpretation is closely linked to this interaction. Additionally, the discourse is influenced by two different processes: discourse and editing. At this point, the third stage of explanation deals with the text's link to its creation in the social context ([Fairclough, 1993](#)).

This research study follows the qualitative method of advertisements analysis as the investigation is descriptive ([Ullah, Arif, & Qaisar, 2020](#)). The thematic analysis is carried out by keeping Fairclough's 3D Model in view. There are two (2) sample advertisements gathered convenient sampling

techniques from the landscape of Lahore for the 2021 year. The secondary sample is examined following Fairclough's 3-Dimensional Model.

Findings and Discussion

Under this section, two billboard advertising are examined using Fairclough's 3-Dimensional Model. In the year 2021, these billboards were prevalent in Lahore. The information captured from the resources

is analysed using the Critical Discourse Analysis (CDA) theoretical framework. The header represents the number and title of the advertisement, and the image of the billboard is placed underneath the title. The captions for the photographs may be found below them. The photos were investigated in a descriptive manner, which is a qualitative way of analysis, with Fairclough's 3-Dimensional model serving as a fundamental framework of analysis.

Billboard Advertisement No. 1: Mobilink Jazz Mobile Network



Figure 1: Mobilink Jazz Mobile Network

The term "description," which is often regarded as "text analysis," refers to the process of analysing the content and colour combination of a billboard advertisement. In Figure No. 1, the background of the picture is a light colour. The logo of "Jazz" can be seen on the left side in a circle and at the end on the left side is the tag line of Jazz "Duniya ko bataa do" in yellow colour with red background. In the middle left is the prominent face of a model who is looking happy and pretty with a charming smile on her face. The right side has a line in red colour saying "Look who's talking!" and right beneath it is the description of the "Speed Test" of Jazz network in white colour with a dull black background. The speed score is stated 16.01 for "Jazz Super 4G" and 7.02 for "Speed Speed Speed?" showing the speed of other networks. The word "4G" is written in white with a red background on the top right corner of the advertisement.

A most notable part of this advertisement, as per the interpretation (also known as the processing analysis), is the model featured in it; the backdrop of the poster is intentionally kept light coloured so that all emphasis is attracted to the figure, who is clad

entirely in a yellow colour dress. This results in a seductive and enticing image. The girl in the picture attracts the public's attention to the brand. "Look who's talking!" proclaims the headline, and she is shown as a gorgeous, immaculate, and flawless entity in the picture. Her appearance in the picture is more prominent. She is displayed in the middle with a yellow colour dress which symbolized a sense of friendship and trust. She has a fair colour with a charming smile which has similar connotations. The colour of her dress aligns with the colour of "Jazz" and its tag line "Duniya ko bataa do" which gives a sense of trust in the network too. The red colour of other content is to attract the viewers from a distance as it has got the highest wavelength.

While doing the explanation of the advertisement, one has to keep in mind the society, culture, and norms prevalent in the social system where the billboard is being displayed. Lahore is a busy place and the second most populous city of Pakistan. The impact of billboards on its roads has something to influence the minds of the people. The model in the billboard is displayed to sell the project. She is

deliberately made prominent in the picture instead of product name, tag line, or other characteristics of the company. Her pretty looking face with a charming smile creates a sense of attraction among the people. This might become a reason for some accidents as the

billboards are displayed on the busy roads of the city. Her image is also not culturally accepted as she is not showing the true cultural identity of Pakistan and is a symbol of Western dressing. This would cause a sense of deprivation among the minds of females.

Billboard Advertisement No. 2: Nestle Cerelac Baby Food



Figure 2: Nestle Cerelac Baby Food

Figure No. 2 is a billboard advertisement for Nestle Cerelac which is a famous baby food brand in Pakistan. The advertisement is in English as well as Urdu. The background of the advertisement is light red coloured. The left side of the advertisement is the portrayal of two images of packs of Nestle Cerelac. These two packs represent two different flavours of Nestle Cerelac. There is a word on top of it in yellow colour with a small blue background in the Urdu language “Naya” meaning “New”. This means that these two flavours are current addition to the brand. The middle of the advertisement is written in four colours, 2 font sizes, and white background. It is saying “1 saal sai barray bachon k liye” meaning “For babies over one year of age”. “1 Saal” is written in green-large font, “barray” is written in purple-large font, “bachay” is written in orange-large font, and “Sai and “k liye” is written in a dull-purple-small font. There is a small negligible zigzag ribbon beneath it. The right side of the advertisement is a picture of a mother and a son with a red ribbon at its top-right end.

In the Interpretation part of the analysis, one can see the significance of the bright red colour background which attracts the vision of persons passing by and also has a long wavelength, so it can be seen from a distance. The yellow word “Naya (new)” with blue background is a symbol of curiosity. It makes

people curious to buy the flavours at least once. Some fonts sizes are large, and some fonts are small with different colours. Small fonts are the areas of less preference while the large font words are important for the advertisers. The word like “1 saal (1year)”, “barray (younger)” and “bachay (babies)” signify the priority of the advertisers. All these words have different font sizes and colours. So when they are independently focused, they display the three keywords of the product. It means that the product is used by 1 year age, babies and younger ones. The language used in Urdu as it is easily understood by most people in Pakistan. The picture on the right is the symbol of affection. The primary consumers of the product and their smiling faces makes a strong, affectionate and pleasing effect.

In the explanation phase, which is also known as the social analysis, one can look for the use of language and portrayal of images. The use of both English and Urdu is detrimental to the Urdu language and the culture as it promotes the feeling of superiority of the English language and culture over Urdu (Islam, 2016). The use of Urdu is extensive except for the name of the product which is written on the packet as “Cerelac”. The use of Urdu language can be a positive sign as well which is used to reach a majority of the audience. The picture on the right portrays a smiling

woman with a baby in front of her. One can assume them to be mother and son from the picture. The message given by the picture is problematic as it is a sign of the portrayal of gender roles. The caring nature is given to the mother instead of the father and her role is assigned to be being a caretaker. The baby is male in the picture which is an act of promotion of patriarchy or love for sons. It shows a mother caring for a male baby instead of a female baby is a negative sign.

Conclusion

The whole study mainly provides insights into female portrayal in billboard advertisements. The study is assisted by Fairclough's 3-Dimensional Model for critically evaluating the objectification of women. Females are subjected to exploitation daily, as well as advertisements inspire them to keep moving beyond their complexes and classify their elegance and abilities

rather than being preoccupied with their appearance. This is an effort to determine many aspects of female's commodification to draw attention amongst girls so that they could speak out against their abuse.

This investigation would contribute to the current range of evidence by elaborating on the relevance of demographics, characteristics and their role in determining females' perceptions of slender and beautiful figures. Because women's physical attributes receive so much emphasis, women ought to be directed to ensure stability and explore other parts of their personalities, such as courage, confidence, intellect, abilities, charisma, and sense of humour. The education of researchers is significant ([Masood et al., 2021](#); [Siddiq et al., 2021](#)), therefore the advertisement discourse should be taught to linguistics, gender studies, women studies, and mass communication students.

References

- Adorno, M. (2013). *Gender and advertising: A content and semiotic analysis of women's health and men's health advertisements*. GRIN Verlag.
- Ahmed, F., Shafi, S., & Masood, M. H. (2021). Critical media discourse analysis of honour/Honor killings in Pakistan. *Academia Letters*. <https://doi.org/10.20935/al1242>
- Ali, S. (2019). *The gendered media: From structural and representational perspectives* (1st ed.). LAMBERT Academic Publishing.
- Ali, S., & Shahwar, D. (2011). Men, women and T.V. Ads: The representation of men and women in the advertisements of Pakistani electronic media. *Journal of Media and Communication Studies*, 3(4), 151-159. https://academicjournals.org/article/article1380108492_Ali%20and%20Shahwar.pdf
- Anusha, C. (2008). Portrayal of Woman in Print Media. *Women Studies & Development Centre, Delhi University*.
- Armstrong, G. M., Adam, S., Denize, S. M., Volkov, M., & Kotler, P. (2018). *Principles of Marketing*. Pearson Education Australia.
- Davidson, M. P. (2013). *The consumerist manifesto: Advertising in postmodern times*. Routledge.
- Durmaz, D. Y. (2011). A Theoretical Approach to the Concept of Advertising in Marketing. *The Interdisciplinary Journal of Education Research*, 2(6), 46-50.
- Fairclough, N. (1993). *Discourse and social change*. Polity.
- Fairclough, N. (2013). *Critical discourse analysis: The critical study of language*. Routledge.
- Fatima, K., Ahmed, A., & Shafi, S. (2021, September 10). Marxism in Zakia Mashhadi's *Death of an Insect*. *Global Social Sciences Review*, 6(3), 28-37. [http://dx.doi.org/10.31703/gssr.2021\(VI-III\).04](http://dx.doi.org/10.31703/gssr.2021(VI-III).04)
- Fatima, K., Rahim, M. Y., & Musaddiq, K. (2021, September). Marginalization In Hussain's *The Desolate City: A Postcolonial Critique*. *Global Language Review*, 6(3), 24-35. [https://doi.org/10.31703/glr.2021\(VI-III\).03](https://doi.org/10.31703/glr.2021(VI-III).03)
- Fowler, R. (2013). *Language in the News: Discourse and ideology in the press*. Routledge.
- Hassan, M., Shafi, S., & Masood, M. H. (2021). Literary discourse study: A critical media analysis amidst gender roles and society in Pakistan. *International Journal of Pukhtunkhwa (Pukhtunkhwa Journal)*, 6(1), 64-84. <https://pukhtunkhwajournal.org/journals/2021/64-84.pdf>
- Hussain, Z., Arif, I. M. Q., & Saleem, N. (2021). Thematic discourse analysis of gender objectification in billboard advertisements of Pakistan. *Global Language Review*, 6(1), 222-232. [https://doi.org/10.31703/glr.2021\(vi-i\).24](https://doi.org/10.31703/glr.2021(vi-i).24)
- Islam, N. N. (2016). Billboard advertisements: A critical discourse analysis on corporate social responsibilities. *Australian Journal of Law, Ethics and Governance*, 2(2), 154-164.
- Kilbourne, J. (1999). *Deadly persuasion: Why women and girls must fight the addictive power of advertising*. New York, Free Press Publishers.
- Laham, M. (2020). *Made up: How the beauty industry manipulates consumers, preys on women's insecurities, and promotes unattainable beauty standards*. Rowman & Littlefield Publishers.
- Latif, A., & Abideen, Z. U. (2011). Effects of Television Advertising on Children: A Pakistani Perspective. *European Journal of Economics, Finance and Administrative Sciences*, (30), 38-49.
- Masood, M. H., Shafi, S. C., Shah, A. A., Kamran, M., Yousaf, M., & Saleem, K. (2020b, September). Governance Reforms under the Justice and Development Party in Turkey as Model for Pakistan. *Elementary Education Online*, 9(3), 2701-2712. <https://doi.org/10.17051/ilkonline.2020.03.735429>
- Masood, M. H., Shafi, S., Sultana, R., & Firdous, M. (2021, May 16). *Transformation Towards Emerging Online Teaching Methodologies from Traditional Classrooms During Covid-19 Pandemic in Pakistan* [Conference session]. First All Pakistan Online Education Summit (APOES 2020) (p. 33), University of Management & Technology, Lahore, Pakistan.
- Masood, M. H., & Shafi, S. (2020). Exploring Marxist perspective amidst exploitation and false consciousness in Hosain's *the old man*. *International Journal of Applied Linguistics and English Literature*, 9(3), 18. <https://doi.org/10.7575/aic.ijalel.v.9n.3p.18>
- Masood, M. H., Shafi, S., & Darwesh, M. A. (2020). *Study of Shakespearean themes and characters through*

- corpus based Voyant Tools approach. National Conference on Education (NCE-2020).
- Masood, M. H., Shafi, S., Rahim, M. Y., & Darwesh, M. A. (2020a). Interference of L1 (Urdu) in L2 (English) in Pakistan: Teaching English as a second language. *International Journal of Applied Linguistics and English Literature*, 9(5), 110. <https://doi.org/10.7575/aiac.ijalel.v.9n.5p.110>
- Matthes, J., Prieler, M., & Adam, K. (2016). Gender-role portrayals in television advertising across the globe. *Sex Roles*, 75(7-8), 314-327. <https://doi.org/10.1007/s11199-016-0617-y>
- Mohammadi, A. H. (2011). Critical analysis of women's representation in TV advertisements from a cultural studies perspective. *International Journal of Women's Research*, 1, 107-122. https://ijwr.ut.ac.ir/article_21844_94403b28336b2e81a74381a3edcee02c.pdf
- Orth, U. R., & Holancova, D. (2004). Men's and women's responses to sex role portrayals in advertisements. *International Journal of Research in Marketing*, 21(1), 77-88. <https://doi.org/10.1016/j.ijresmar.2003.05.003>
- Roohi, T., Masood, M. H., & Mushtaq, R. (2021, September). An Analysis of Equity in Secondary School Education: A Headteachers' Perspective. *Global Educational Studies Review*, 6(3), 29-40. [http://dx.doi.org/10.31703/gesr.2021\(VI-III\).04](http://dx.doi.org/10.31703/gesr.2021(VI-III).04)
- Ryans, C. (1996). Consumer Resources. *Journal of Small Business Management*, 34, 63-65.
- Shafi, S. (2019). *Portrayal of two emotions in TV Corpus: A corpus based study*. In *5th International Multidisciplinary Research Conference (IMRC)* (p. 24). Shaheed Benazir Bhutto Women University, Peshawar, Pakistan.
- Shaikh, M., Bughio, F. A., & Kadri, S. A. (2015). The representation of men and women in advertisements: A critical discourse analysis. *The Women - Annual Research Journal of Gender Studies*, 7(7), 108-141. <https://sujood.usindh.edu.pk/index.php/THEWOMEN/article/view/895>
- Siddiq, M., Arif, I. M. Q., Shafi, S. C., & Masood, M. H. (2021, June). A survey research analysis of effectiveness of vocabulary learning through English vocabulary corpus. *International Journal of Education and Pedagogy*, 3(2), 1-13. <http://myjms.mohe.gov.my/index.php/ijeap/article/view/13763/7108>
- Taylor, C. R., & Franke, G. R. (2003). Business perceptions of the role of billboards in the U.S. economy. *Journal of Advertising Research*, 43(2), 150-161. <https://doi.org/10.2501/jar-43-2-150-161>
- Ullah, Z., Arif, I. M. Q., & Qaisar, R. (2020, February 12). *Comparative analysis of productivity apps on time management: A survey-based study* [Conference session]. National Conference on Education (NCE-2020) (p. 49), National University of Modern Languages (NUML), H-9 Islamabad, Pakistan.
- Wang, Y. (2016). *Sexual objectification of women in advertising*. GRIN Verlag.
- Zulu, M. (2019). *The Impact of Billboard Advertising on Product Promotion. (A case study of Cavendish University Zambia)* [Unpublished master's thesis]. Cavendish University Zambia.