

Abstract: *This research study signifies the objectification of women in television advertisements in Pakistan and the portrayal of women as sexual objects that are used as an attraction for the opposite gender. Content analysis was conducted of the leading Pakistani entertainment channel “Hum TV”, advertisements during the prime time for one whole month and the patterns were identified, and then the survey was conducted, 200 questionnaires were distributed among the students of University Central Punjab to know the impacts. Cultivation theory was employed to find theoretical foundations. The results of the study showed that excessive exposure to television advertisements where women are treated as sexual objects and used for the purpose of selling things cultivate an objectified image of women in society as a sex symbol. The findings also suggest that there is a high involvement of sexual content in the advertisement. Efforts are made in this regard, but there’s a long way to go.*

Key Words: Objectification, Women, Television Advertisements, Body Image

Introduction

Advertising is an extremely influential commercial activity that is carried out to attract customers towards a certain product in order to sell that and earn revenue from the sales. Advertising is an important element of the promotional mix and plays a tremendous role in the success of any commercial and non-commercial organization. One thing that’s quite common nowadays, and has deep roots in history as well, which indeed is very alarming, is the “Objectification of women in these advertisements”. The research focuses on television advertisements in Pakistan.

Television Advertisements and the electronic media have raised the comparison between what is shown on television and what is the actual reality. The images being shown on television are completely unattainable for common people. (Heinberg et al., 1999)

The desire to achieve a thin and attractive body image has become a global phenomenon. The standards and requirements vary between cultures. (Ford et al., 1990)

Less attention is paid to this aspect in Pakistan as compared to other developing countries. Pakistani

television advertisement objectifies women in many different ways, often by their skin color (fairness), body structure, figure, height, shiny and long hair, and delicate, clear and soft skin, and thinness. A particular image of women is shown (fair, thin, gorgeous, appealing), and this leads to serious complexes and disorders among women. By just focusing on the appearance of women that might be temporary actually harms the dignity of women and stereotypically label them as sex symbol which destroys their identity. (Ullah and khan, 2014)

According to the discourse analysis of one ad campaign of “Fair and lovely cream,” it was evaluated that just considering fairness and white complexion to be the only identity of a women’s beauty has pushed many women into thinking that it’s a necessity for them to be fair in order to lead a happy and successful life and get a good man to spend their life with. That indeed has led to the emergence of inferiority complexes among women, who either start hating themselves or start using Fair and lovely cream to get instant fairness. (Jaggi, 2013).

Certain set criteria for a perfect female body are actually impractical for most women to have

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because their lifestyles and circumstances are different. Every woman cannot be like a model. Exposure to such advertisements creates a lot of dissatisfaction and depression among women in Western culture. As they are unable to achieve similar bodies, they start considering themselves inferior to others, and they might then go for unhealthy ways to achieve such characteristics. With the explosion of television content in Pakistan due to the emergence of so many new channels, women in Pakistan are facing similar dissatisfaction and complexes. (Body image and Advertising, 2000)

The basic concept of the skinny and thin body was considered weak, and people having such a body structure were considered poor, those lacking the means of living. On the other hand, healthy and fat people were considered to be prosperous and rich and were considered more beautiful. With time these criteria's have changed in the East as well. Currently, media plays a dynamic role in building a perfect body image and making women particularly conscious about their bodies. There has been a drastic increase in the advertisements regarding fitness, dieting, slimming teas etc. (Berg, 2011)

Images of women shown in media are extremely skinny and glamorous and different from most of the women in reality; this inculcates several complexes and dissatisfactions regarding one's body image among women. (Mason, 2012)

Women are portrayed in these advertisements as weak, deprived, and often busy in doing household work, taking care of the family and nurturing the kids. Women are shown as performing domestic roles with perfection as if they are born to do that. Reality is a bit different; women are no more just restricted to these domestic roles; rather, they are independent, educated and self-fulfilling and are playing an active role in many other fields like medicine, media, entrepreneurship etc. But these are not highlighted. Although women on media now are shown as doctors, sports players, teachers, drivers, businesswomen, but still much work needs to be done. (Hassan, 2013)

Previously Pakistani women were not that conscious about their well-being and bodies; rather, they were more concerned with their family norms and values. After pregnancy, they often lose their body shape but were satisfied and considered it normal. But the situation is no more the same. With the advancement is of technology and the increased accessibility of electronic media, women are now more conscious about their bodies, complexion, lifestyle and dressing. They take guidance by observing their favourite actors and personalities

that might belong to different cultures through television. (Abideen et al., 2011)

Television has become an indispensable part of every household, and exposure has increased. Television is extremely influential in shaping minds and developing ideologies. Women form a larger segment of the audience, and therefore, their needs cannot be ignored. The basic question lies here "whether women are rightly represented in television commercials or not?" Advertising should be used for development purposes. (Sundas, 2011)

Excessive accessibility of media content affects the body image of women, and they enter into certain types of inferiority complexes, lose their self-confidence and start considering themselves misfit for society. (Stice and Shaw, 1994)

Women are stereotyped in a certain way that limits their progressiveness. Often, they are misused and ill-treated. Women are still shown in the traditional obsolete role while men's status has been improved, which has negative consequences. (Pillay, 2008)

Key terms of the topic are the objectification of women, Television advertisement in Pakistan and impact on body image. Objectification of women occurs when these television advertisements highlight certain body parts of women and identify women from those parts. Television advertisements are commercials shown during the break between programs. Different rating is allocated to different time period. Body image could be defined as an individual's own perception about their body. They start comparing it with the models shown in these advertisements. A woman could be defined as a female adult.

Problem Statement

This research study was conducted to identify areas on which research wasn't conducted previously. Much work has been done on women objectification worldwide, but considering Pakistan, less work has been done on it. It was an attempt to analyze the latest trends and dimensions on women empowerment and the objectification that has led to serious drawbacks.

Objectives of the Study

To analyze the objectification shown in Pakistani advertisements

To investigate the effects of objectification shown in Pakistani television advertisements on the body image of women

Significance of the Study

The significance of this research study is to identify the areas of women objectification in television

advertisements in Pakistan. The overall status of women has been marginalized in society. As media in general and advertising, in particular, is very influential in changing mindsets and developing ideologies in our minds. The representation of women as weak and dependent, often busy in doing domestic work, the use of sexual content in the advertising for the purpose of marketing the product and increasing sales, the portrayal of women as sex objects whose sexuality is used to promote and sell a product and create demand. Bodily attributes of fairness, figure, beauty, thinness that is the outer beauty (appearance) are given much priority than the intellectual qualities of women, and that leaves a greater impact on the body image of women who start considering themselves misfits for the society.

Fallon (1990), Heinberg and Thompson (1995) and Altabe and Thomson (1996) stated that the portrayal of ideally thin bodies had caused a lot of dissatisfaction and depression among women. Women might opt for extreme dieting, which might lead to eating disorders.

This research study aims to provide an insight to women and help them critically analyze the situation and objectification that they are undergoing on a regular basis and encourage them to move out of all complexes and identify their hidden beauty and talents instead of just being worried about their looks. This is an attempt to explore different angles of women objectification to spread awareness among women so that they can take a stand against their misuse and mistreatment.

This research study will add up to the existing body of knowledge by further explaining the significance of demographics and its contribution in shaping the thinking of women regarding thin and attractive bodies. As most of the attention is paid to the physical characteristics of women, therefore they need to be guided in order to maintain balance and consider the other aspects of their personality as well, for example, intelligence, talents, confidence, sense of humor.

According to the study conducted by Grogan (1999), women were encouraged to suffer pain and fatigue to modify their bodies according to the ideal standards.

Literature Review

This research study, "The Objectification of Women in Television Advertisements in Pakistan", highlighted the objectification of women in Pakistan. Western

media, unlike the Pakistani media, has conducted many researches on this topic. Women representation and their objectification in television advertisements have received little attention in Pakistan; therefore, it was extremely significant to critically examine the objectification of women in a television advertisement in Pakistan. This study examines how television advertisements in Pakistan objectify women and idealize particular images of sensitive and delicate women. Qualitative methodology (Critical discourse analysis) has been employed in order to deeply analyze and highlight the sexist media construct or objectified images of feminine beauty, and it is also argued that a certain image of an ideal woman is created which is appealing to all the negative consequences it has on the personalities of women. It might lead to some serious types of physical problems and complexes among women, which at times are difficult to overcome. (Ullah and Khan, 2014)

This study, "Portrayal of women in Pakistani media" examines the portrayal of Pakistani women in print, broadcast, social media and advertisement. Media objectified women in all sectors and presented them as weaker sex and subject to domestic violence and harassment. This study aims to investigate the image and portrayal of women in media regarding the biasness, depiction and role providence. Women are subject to serious pressures and constraints in domestic and social areas. A survey technique was used with a set of open-ended questions. Random sampling was used, and around 100 questionnaires were filled online through the internet. Women have dedicatedly entered into all fields, including media, and are playing an active role in it, but despite all that, they are still unable to cross boundaries made by the stereotypical barriers. Objectification has deteriorated their image and has imposed labels on them. (Huda and Ali, 2015)

The research study "The use of sexual content in Pakistani advertisement" was conducted to gain a better understanding of consumer behaviour as well as the reasons behind including sexual content in advertising. The study was particularly conducted to examine the situation in Pakistan. The employment of sexual content in advertising could be dated back to history when the global advertising industry noticed the significance of using sexual content in an advertisement for their business. Both qualitative and quantitative methods of research were employed, questionnaires and interviews were conducted. The study highlights the effects of this on the general perception towards the use of sex appeal in advertisements. The outcome suggested that

there were different opinions on how sexual content in advertising could be defined. There was a clear difference in opinion between the advertisement audience and the professional advertisers who made these advertisements. [\[Khan, S.S \(2014\)\]](#)

This study, "The portrayal of men and women in British Television advertisement", comprised of a review of 14 "content-analytic studies" of gender role stereotyping in television commercials. All these studies were based on the McArthur and Resko content categories. He conducted a comparative analysis, and this study made it possible to examine how gender roles in advertising changed over the period of a past 10-year period in Great Britain. The results showed negligible changes during this period despite that there were changes in gender roles in society as a whole. There was very little change observed in the way men and women were portrayed in television advertisements. [\[Furnham and Paltzer, 2011\]](#)

This study, "Gender discrimination in media", explains that women are looked upon as house makers rather than independent. In mainstream advertisements, they are either testing a new detergent or frying kebabs, which have negative effects on the self-esteem and personal interpretation of women. In advertisement, women are shown as a dumb consumer who needs advice. It aims at understanding the role of media in creating and sustaining gender stereotyping and gender biases in society. The basic objective of media is to use advertisement, electronic media and print media to spread information on a larger scale. Media has the capacity to change mindsets and modify our behavior. Media is extremely influential in shaping public opinion and affecting our perception of society and others. Content analysis of newspapers was conducted. A comparison of how women are portrayed in Dawn and daily Jang was carefully analyzed. It is undoubted that media can lead to women empowerment. This research study focuses on how women are represented in Pakistani Media and how effectively is media playing its role in the development of women and their empowerment.

This study, "Gender discrimination in Curriculum", was conducted to identify the gender discrimination and gender stereotyping in textbooks which play a negative role in the construction of gender roles by creating a gender-oriented picture in the textbooks. The study proved helpful in scientifically understanding the transformation of roles in the curriculum of Punjab, Pakistan. The content analysis method was used; a detailed analysis of the content was done. This study concluded that the literature reflects male strength

and superiority, whereas female's role seems to be limited when it is compared with male. [\[Jabeen et al., 2014\]](#)

This research study, "Role of Civil Society in Empowering Pakistani Women" explains that Civil society in Pakistan has been trying a lot and playing a fundamental role in the social, economic and political empowerment of women who are otherwise suffering oppression and are deprived of basic rights. Although now media, Ngo's and political parties are enthusiastically highlighting the issues related to women, still women are suffering and struggling hard for equal status and rights. Women empowerment is deeply linked to the overall change in our mainstream patriarchal society and a deeper understanding of our religion Islam. Islam teaches us equality, tolerance and justice. Although many efforts have been made, they are often reflected by the barriers imposed by the dominating male society in which women are treated as objects and articles. Content analysis was conducted to deeply understand the role and contributions of several Ngo's and civil society. In the end, we can say that the efforts of media, women organizations and political parties to empower Pakistani women cannot be fruitful until the patriarchal mindset of the society changes. [\[Awan, 2012\]](#)

The basic objective of this study, "The portrayal of women in television advertisements on SABC3: A reflection on stereotypical representation" is to explore the ways that female characters are portrayed in South African advertising content and to compare this with how male characters are portrayed. Both qualitative and quantitative analysis of advertisement has been conducted in order to identify the themes and patterns in the representation and portrayal of men and women on media. The content analysis method was used. The main argument was that female is stereotyped and labelled in a certain way that results in a very narrow and limited view of women in advertising. Often, they are objectified and misused. Women today are still stereotyped in traditional roles, whereas men have progressed with time. [\[Pillay, 2008\]](#)

The main aim and target of this book (study) "Women and girls as subjects of media's attention and advertisement campaign" are to measure and evaluate the system through which the gender representation on media channels like television, newspaper, and advertising makes it even more difficult to achieve gender equality for women. It explains the situation prevailing in Europe. This study highlights the main definitions, theories and studies that support the argument. It tells about the administrative act that's prevailing in Europe. A

detailed analysis was conducted, and different areas were explained in detail in different chapters. This study was conducted under the European parliament. All member countries of the European Union are mentioned in the study. (Brodolini et al., 2013)

The basic aim of the study/thesis "Portrayal of the role of women in Pakistani television commercials" is to answer the question, "whether Pakistani television commercials reflect the role of women in Pakistani society or not?" Television, since its beginning, has played a very significant and innovative role in the development of Pakistani society. Television has now become an important component of almost every household. Television commercials are the main source of revenue generation for television channels. Television as a medium is very influential in shaping the mindset and changing the preferences of people. Women form a larger segment that views television, and therefore, their demands couldn't be ignored. There lies confusion here, on which we need to think. Whether the way women are shown in television commercials is a true depiction of women in our society or whether it's a manipulated representation of women?" Both primary and secondary research was conducted. The Dissertation analysis was conducted of different aspects, group and individual sessions were conducted, and detailed interviews were conducted. The basic aim of the research was to understand that how effective messages are conveyed to the audience through advertising. Several aspects were considered. Brand loyalty and brand awareness are created through advertising. Advertising should be used to modify the societies towards development. (Sundas, 2011)

This research study, "Women in Indian television advertising: The discourse in the Fair & lovely Ad campaign", has been conducted to analyze the gender stereotyping of women in an Indian television commercial. A critical discourse analysis was conducted. It focused on the detailed analysis of the Fair and lovely (Fair beauty cream) campaigns over the past few years in India, and the research has identified that the campaigns have highlighted just one aspect of women's beauty that's her fair skin. Being fair is the key to success. All happiness is due to the fair complexion. Women are portrayed as weak and dependent on their fair complexion to be able to achieve success. It's driving women with darker complexions into several inferiority complexes. It sets a certain physical criterion to attain success; therefore, every woman is shown to be willing to use this cream and get a fair complexion. Women who are continuously exposed to these

advertisements are more likely to be conscious of their beauty. (Jaggi, 2013)

In this article, "Advertisements showing Pakistani women's role", it is said that the time duration of advertisement between programs and otherwise also has tremendously increased. People's exposure to these advertisements has dramatically increased, and they are quite influential. The focus of this article is on the quality of the content and the messages that are transmitted through these advertisements. Women are portrayed as deprived, weak and helpless, often busy doing household chores. Taking care of kids and family and nurturing them. But in reality, women are excelling in all fields, whether it's corporate organizations, medical, media etc. But sadly, this is not shown in these advertisements. Several advertisements were carefully analyzed, and the message within was decoded (driven out). So, the advertisements are actually not the true depiction of women's role in our society. Expect creative Ads that show women in strong social roles playing their part in the development of the society, for example, Aquafina, Tapal tea and Mobilink etc. Greater emphasis should be laid on the content of these advertisements, and they can shape mindsets in any direction. The focus that they put on the outer beauty of women should be shifted to the qualities and talents they possess. (Hassan, 2013)

This article, "Pakistani women in the Pakistani Advertisement world", highlights the way women are portrayed in Pakistani advertisements. They are underestimating the role and status of women and the empowerment that took place over all these years. Women are still shown as submissive, tolerant and quite often busy in doing household chores and taking care of their families and caring less about themselves and more about others. Women drive the higher satisfaction and sense of achievement from buying and using household things like toilet cleaner, washing powder etc. But women are far beyond that. True women empowerment lies in pursuing education, selecting one's career and making necessary choices with confidence. Different advertisements were analyzed, and therefore, content analysis technique was used in the article. This article suggests that women's true role in society has been overshadowed by the misleading and falsified representation of women. Women are used in advertisements to make them appealing and ultimately sell the products. (Sheikh, 2012)

This research study, "Representation of women in the advertisement," focused on the use of language in everyday conversations and the impact it has on the relationship between people. It helps us to

be more expressive and share our feelings and desires openly with others. Environment plays a great role in the learning process and development. This research study encouraged the empirical evaluation of the influence the environment has on our use of language. This research study created consciousness among people about their use of words and what effect that will have on society. It's human nature to exercise good behavior with others and be praised by others. The portrayal of gender in television advertisements plays a tremendous role in understanding one's role and status in society as a male or female because gender is very well defined and differentiated in the advertisement. A survey was conducted in which the linkage between the two was identified. Certain characteristics are assigned to each gender, and each gender is shown to be struggling hard to achieve excellence in those and get appreciation. Advertisement tends to reinforce the traditional role of women often busy in household chores, but the trend is changing somehow, and now it's challenging the dominant patriarchal system and identifying the increased similarity in the roles of both.

This research study, "Impact of television commercials on the social and moral behavior of Indian viewers- Empirical evidence" was an attempt to understand whether television commercials are posing a threat to individuals and society. These advertisements are continuously breaching ethical values and causing harmful consequences and distorting the status and respect of women in society. These advertisements are also causing hurdles in relationships among Indian families. This research study attempted to search out solutions for reducing the damage caused by these advertisements. Advertisement has become a commercial activity, and maximization of profit is the ultimate goal; by-products of this activity and its drawbacks are ignored. It has been concluded here that ongoing advertisements leave a strong impact on the social and moral attitudes of consumers. This study was conducted in India. The survey was conducted, and 600 questionnaires were distributed among people. 520 questionnaires were filled properly and were utilized. [\(Singh and Sandhu,2011\)](#)

This research study, "Stereotyping of women as a domestic being in Bangladeshi television commercials: A critical study of discourse" attempts to identify whether women in Bangladesh are stereotypically portrayed as domestic laborers in the Bangladeshi television commercials and what impact it has on them. A sample of 40 television commercials was selected, and the time period chosen was five months (January 2011-May 2011).

The results of the research suggested that women are shown in domestic roles like cooking, nurturing children, washing etc. This has a negative impact on the integrity of women in Bangladesh. They are considered to be subordinates with fewer rights. [\(Haq,2011\)](#)

This research article, "Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach", examined the reaction of people viewing these advertisements either at day time or prime time and how do they perceive the representation of women in these advertisements. It was later identified that women who consider themselves more liberal were more against the way women are portrayed than men. 921 advertisements were recorded from 43 hours of prime time and 34 hours of daytime programming. Content analysis and survey were conducted. Different attributes of the models were highlighted, and respondents were being exposed to the advertisements, and then their perceptions were evaluated. [\(Sharits and Lammers, 1980\)](#)

This research study, "Sex Role Portrayals in Advertising", basically tries to understand whether men and women are sceptical about the advertisements or not and whether they pay due attention or not? And how does this affect their consumer behaviors. Television is by far the strongest medium. [\(Lundstorm and Scigliompaglia, 1997\)](#)

Theoretical Framework

Theoretical Framework provides a foundation on which the research study could be based. It helps in the formulation of the research question and hypotheses. Theories that are relevant to this research study are Objectification theory and Narrative theory.

Objectification Theory: This theory was founded by Fredrickson and Robert in 1997. According to this theory, women are identified by their specific body parts and sexuality instead of their individual identity. Women start perceiving themselves from the viewpoint of others and lose confidence.

This theory is relevant to the current study because it helps in understanding how objectification takes place in television advertisements and how the body image of women is affected by it. This will help in answering the first research question regarding the portrayal of women.

Narrative Theory: This theory was given by Walter Fisher in the 20th Century. According to this theory, human beings are storytellers and narrators. They

narrate events and occurrences through communication and drive meaning out of them. All meaning full communication could be regarded as storytelling. It's mostly referred to as a paradigm rather than a theory because of its extensive approach. Human beings learn and understand the realities of life through the ongoing events in one's life.

This theory is relevant to this research study, seeing is believing; therefore television advertisement portrays (objectify) or narrates an incident in such a way that leaves an impact on the body image of women. People believe and get inspired by what they are shown. This will help in answering the second research question that deals with the body image of women.

Research Question

- Q1:** Do Pakistani television advertisements objectify the image of women in Pakistani society?
- Q2:** Are Pakistani television advertisements relating and promoting the thin body image of women with success, beauty and prosperity?

Methodology

A mixed-method approach was applied in the study. Content analysis and survey were conducted. Both are types of quantitative research. Quantitative Content analysis was conducted of the leading Pakistani entertainment channel "Hum TV", advertisements during the prime time (7-10 pm) for one whole month (25th January-25th February 2019)

and the patterns were identified. During the time, notes were taken, and advertisements were closely monitored and observed. A sample of 15 Advertisements was selected.

A Survey of 200 questionnaires was distributed among the students of University Central Punjab. It consisted of 18 questions. Different tools were developed after detailed research. The survey was conducted in the month of February 2019. The respondents were selected on the basis of the convenience sampling method, which allowed choosing the respondents who accidentally come into contact with the researcher.

The Rationale of Using Content Analysis and Survey:

Content analysis was used in order to understand the way women are being portrayed in Pakistani television advertisements and would help to find answers for the first research question, "Do Pakistani television advertisements objectify the image of women in Pakistani society?" On the other hand, the survey will help in understanding the impact of such objectified portrayal of women on women and society. This will answer the second research question, ". Are Pakistani television advertisements relating and promoting thin body image of women with success, beauty and prosperity?"

Content Analysis

Content Analysis: 25th January- 25th February, Hum TV, Prime Time Advertisement

Table Objectification of Women in Pakistani Television Advertisement and its Impact on the Body Image of Women (whole Month)

Table 1. Total Frequency for the Month (25th January- 25th February)

Advertisement on Hum Tv	Total Frequency for Month
Coca Cola: Mahira khan and Sheharyar Munawar	750 Times
Lux: Mahira khan and Fawad khan	815 Times
Sunsilk: Hania	1060 Times
Kenwood: Ayesha Khan and Nawaz ud din	820 Times
Zong 4G	1216 Times
Gul Ahmed: Amna Ilyas and other models	1150 Times
Sprite: Momina Mustehsan and other models	920 Times
Huawei : Sheharyar Munawar	860 Times
Emporium Mall : Mahira Khan	980 Times
Satrangi Summer Affairs	430 Times
Green Tea : Shraddha Kapoor	1190 Times
Psl: Jazz Ali Azmat	1012 Times
HBL: Psl Ali Zafar	1020 Times
Q mobile Z12 Pro: Mahira khan	892 Times
Tapal Danedar	856 Times

Table 2. Objectification of Women in Pakistani Television Advertisement and its Impact on the Body Image of Women: 7-10 pm

Advertisement	Frequency	Liberal/Bold/ Sexually Appealing	Suppressed	Conscious
Coca Cola	750	✓		
Lux	815	✓		
Sunsilk	1060	✓		✓
Kenwood	820	✓		✓
Zong 4G	1216	✓		
Gul Ahmad	1150	✓		
Sprite	920	✓		
Hawavi	860	✓		
Emporium Mal	980	✓		
Satrangi	430	✓		
Green Tea	1190	✓		✓
Psl: jazz Ali azmat	1012	✓		
HBL:Psl Ali zafar	1020	✓		
Q mobile Z12	892	✓		
Tapal Danadar	856	✓	✓	✓

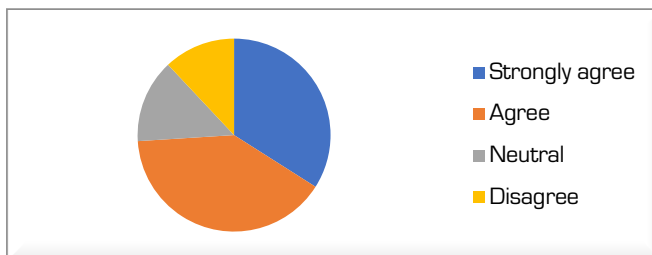
Conclusion/ Analysis of Table 2: Most of the advertisements that were selected as a sample showed women in a bold avatar and liberal. There was also the involvement of sexual content in the advertisements. There was just one advertisement that showed the leading actress in a domestic role, but she was also dressed up in jeans and a shirt. Four Advertisements showed some type of consciousness among women regarding their diet etc. These are the leading Advertisements, and we can conclude that audiences are more exposed to the advertisements in which women are shown as bold, independent, liberal and confident. This inculcates the common idea that women empowerment has taken place.

Data Analysis, Finding and Interpretation

Survey: 18 questions were formulated, and the questionnaires were distributed among 200 students of University Central Punjab. 16 close-ended questions and 2 open-ended questions. Likert scale was applied. The results were as following.

58% of the respondents belong to the age group of 21-25 years, 26% belong to 16-20 years, and 16% belonged to the age group of 26-30. There was no respondent who belonged to the last age group. Its university offering Bachelor's degree program; therefore, most of the students are from the [21-25] age group. Convenience sampling was used; the survey was distributed among both males and females. 68% females and 32% males participated in the survey.

According to the results of the third question, "Nowadays ads use women only as a decorative object for influencing the mindset of people", 34% of respondents strongly agreed to this, 40% of respondents agreed to this statement, while 14% of people were neutral about it. They neither think that women are used as decorative objects, nor they are against them. On the other hand, 12% of respondents disagree with the statement, and none of the respondents strongly disagreed.

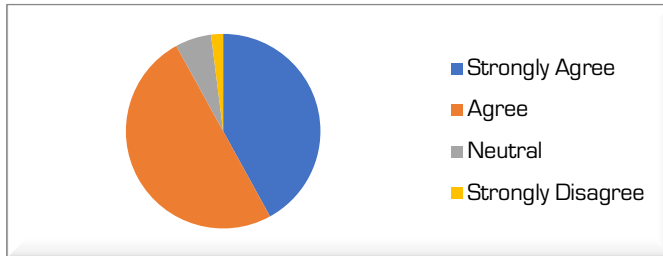


According to the results of 4th question, "does most ads overemphasize the physical beauty and sexuality

of women in an exaggerated manner?" 42% of respondents strongly agreed that they do over

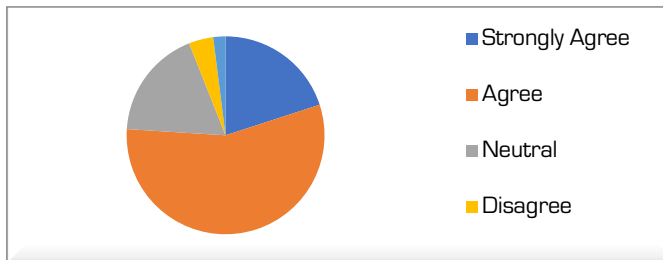
emphasize the physical beauty and sexuality of women. 50% of respondents agreed to the statement, 6% were neutral about it. No one

disagreed with the statement, while 2% of respondents strongly disagreed.



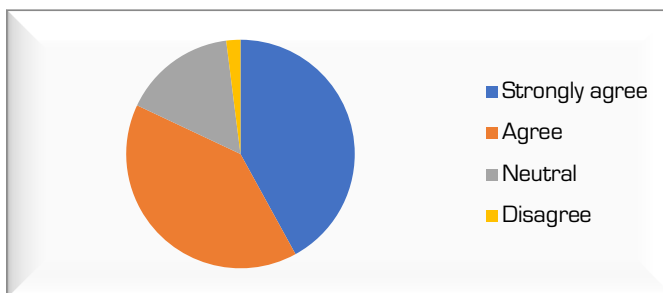
The results of the 5th question, “Does the portrayal of women in Ads affect our cultural values?” shows that 20% of respondents strongly agreed that it affected our cultural values and harmed our traditions, 56%

of respondents agreed to it, 18% of respondents were neutral about it. They neither approved nor disapproved. 4% disagreed with it while 2% strongly disagreed with it.



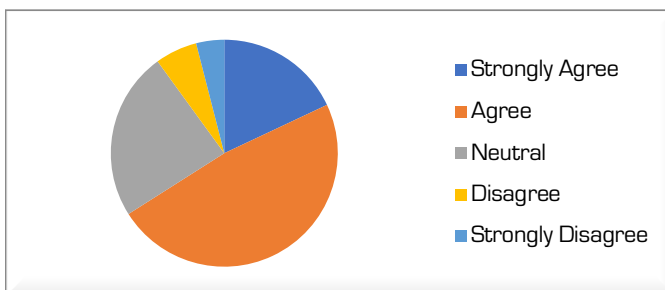
The results of the 6th question, “Do you think there is a need for the regulation of the content of advertisement?” shows that 42% of respondents have strongly agreed to the need for regulations in order to monitor the content, 40% respondents

agreed to it, 16% were neutral about it, and 2% disagreed with it. They might believe that it might harm the freedom from which they use the content. No one strongly disagreed.



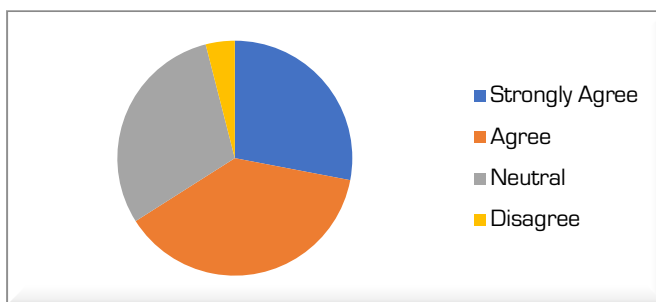
The results of the 7th question, “Do you feel that media creates an unattainable body image for women?” shows that 18% of respondents strongly agreed that media does create unattainable body

image for women, 48% agreed to this, 24% of respondents were neutral, 6% respondents disagreed with it while 4% respondents strongly disagreed with it.



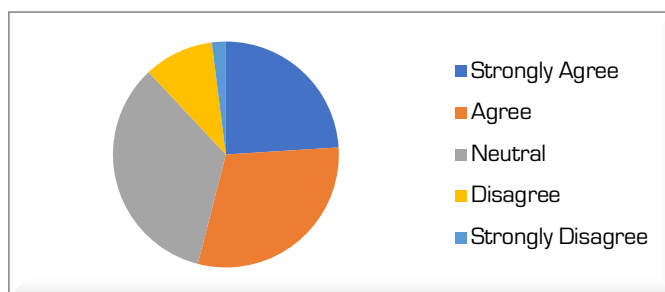
The results of the 8th question, “do you think that women feel depressed in any way about their bodies?” shows that 28% of respondents strongly agreed that women do feel conscious and depressed about their bodies, for example, due to being fat,

short, extra thin, dark etc. 38% respondents agree to this, 30% respondents were neutral about this, 4% respondents disagree with this while no one strongly disagreed with this.



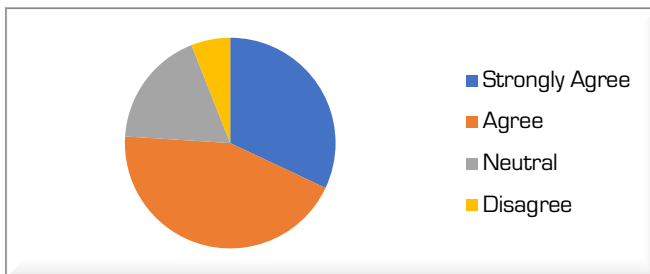
According to the 9th question, “Do you think that Pakistani television advertisements portray the ideal body image?” shows that 24% of respondents strongly agreed that Pakistani television advertisements portray and promote ideal body

image, 30% of respondents agreed to this, 34% respondents were neutral about it, and 10% respondents disagreed with this while 2% respondents strongly disagreed.



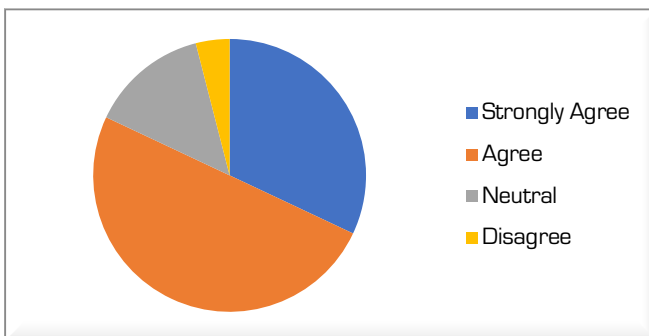
The results of the 10th question, “Do you believe that majority of women feel the need to be the ideal weight to be happy?” shows that 32% of respondents strongly agreed with this, 44% of

respondents agreed to this, while 18% respondents were neutral about this. 6% of respondents disagreed with this, while no one strongly disagreed



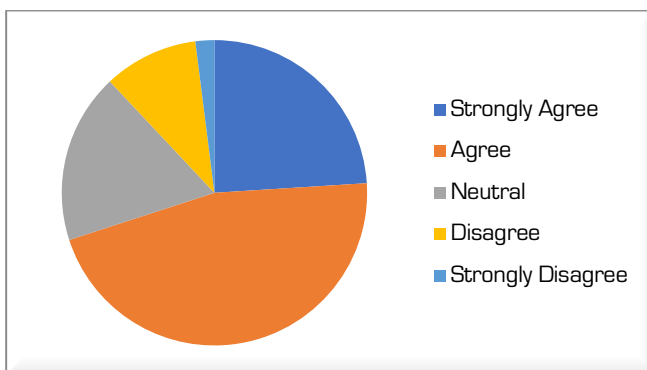
The results of the 11th question, “Do you think that women set some ideals for themselves and try to follow them?” shows that 32% of respondents strongly agreed to this, 50% respondents agreed to

it, 14% of respondents remained neutral about this, 4% respondents disagreed with this while no one strongly disagreed with it.



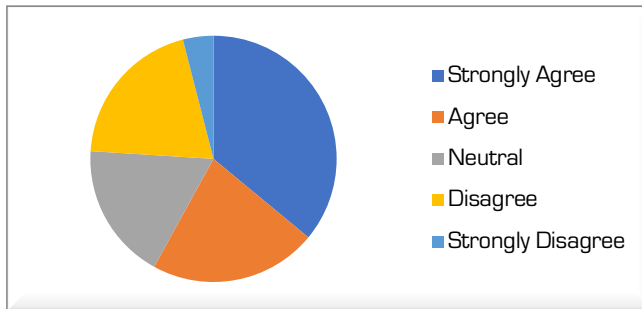
The results of 12th question “Do you think women are used unnecessarily in television advertisements for marketing purpose?” shows that 24% respondents strongly agreed to this, 46% respondents agreed

with this, 18% respondents were neutral about this, 10% respondents disagreed with this while 2% respondents strongly disagreed with this.



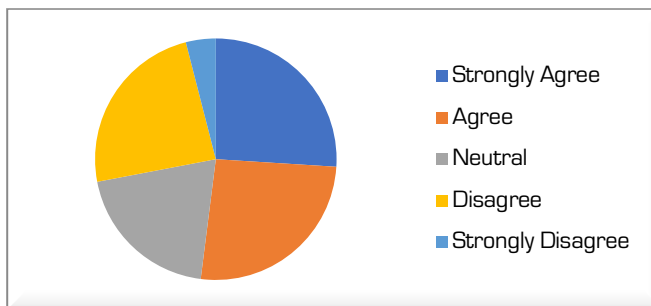
The results of the 13th question, “Do you think fairness could be criteria for women to get success in life as shown in television advertisements?” shows that 36% of respondents strongly agreed with this that fairness earns success for women, 22%

respondents agreed with this, 18% respondents were neutral, 20% respondents disagreed with this, they might be of the view that personality, education and skills matter more than complexion, while 4% respondents strongly disagreed with it.



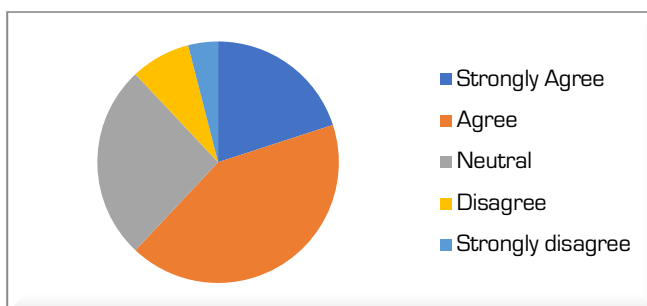
The results of the 14th question, “Do you think smartness could be criteria for women to get success in life as shown in television advertisements?” shows that 26% of respondents strongly agreed with this. They believe that slim,

smart and attractive women are more likely to be successful as compared to others. 26% of respondents agreed to this, 20% of respondents were neutral on this, 24% of respondents disagreed with this, while 4% strongly disagreed with this.



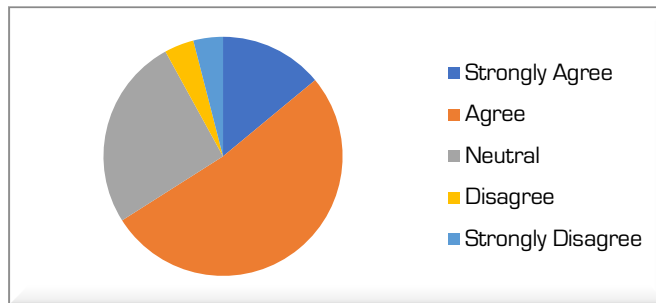
The results of the 15th question, “Do you think that the objectification of women in television advertisements create frustration among women?” shows that 20% of respondents strongly agreed, 42% respondents

agreed to this, 26% respondents remained neutral about it, 8% respondents disagreed with this while 4% respondents strongly disagreed with this.



The results of the 16th question, “Do you think that the objectification of women in television advertisements create dissatisfaction among women?” shows that 14% of respondents strongly agreed to this that it does inculcate dissatisfaction among women, 52%

of respondents agreed to this, 26% respondents remained neutral. 4% of respondents disagreed with this, while 4% respondents strongly disagreed with this.



The last two questions were open-ended. The results of the 17th question, “Who is your favorite Pakistani female fashion model?” shows a variety of answers. 10 respondents said Nadia Hussain, 7 respondents said Mehreen syed, 8 respondents said Ayan Ali, 6 respondents said Aiza khan, 4 respondents said Mahira Khan, 2 respondents said Maya Ali, 2 respondents said Saba Qamar, 2 respondents said Mavra Hussain, 2 respondents said Sadaf Kanwal, 6 respondents said Amna Ilyas. Names of other female fashion models like Amna Haq, Mehwish Hayat, Aliza Gabol, Vaniza, Sonnita Marshals, and Neelum Munir appeared once in the results. This shows the diversity of choice that people had and the dissimilarity in the results showed the difference in preferences. Our sample consisted of both males and females therefore, there was a variety in answers.

The results of the 18th question, “Why do you like her” were very interesting. Respondents also found these last two questions very interesting. Respondents gave a variety of reasons to justify their choice, and most of the reasons were related to the physical attributes and sexuality of these female models. The reasons given were that they like these models because they are beautiful, stylish, smart, thin, decent, have a good personality, elegant, attractive, sweet-natured, cute, hot (sexually appealing), shaped body, have good expressions and graceful. One answer that was a bit different was the reason given behind liking Aiza Khan, which was that she has a handsome husband, and the couple looks adorable.

Conclusion

Female respondents were in the majority. The results conclude that most of the respondents

believed that objectification and portrayal of ideal body image affect women, and there should be some check and balance on the content so that women are not used unnecessarily in the television advertisement for the purpose of appealing to others and marketing the products. Most of the respondents were having the belief that women set some ideals for themselves and try to follow them, and if they can't, then they get frustrated and depressed about their bodies. Most of the respondents believed that objectification of women in these advertisements leads to frustration and dissatisfaction among women. Most of the respondents believed that fairness and smartness are the criteria set for women to achieve success as shown in these television advertisements. The last two questions were open ended and provided a variety of results. Respondents pointed out the names of different female fashion models and gave interesting reasons behind their choice.

Recommendations and Implications of the Study

This research study will provide an understanding regarding the way women are being portrayed in the television Advertisement and what impact will this inculcate on the women of Pakistan. It will help in identifying the areas where media objectifies women and create sexual appeal in order to attract consumers towards the product being advertised. the researcher recommended that PEMRA should keep a skeptical eye on the objectification shown in Pakistani television advertisement. Furthermore, Government of Pakistan should investigate the damage that has been done in society due to the use of sexual content in advertisements.

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