

**Breaking Gender Stereotypes: A Multimodal Analysis of Selected
Pakistani Electronic Media Advertisement**

By

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ABSTRACT

Thesis Title: Breaking Gender Stereotypes: A Multimodal Analysis of Selected Pakistani Electronic Media Advertisement.

Nowadays, media is playing an optimistic role in portraying a positive image of women in the TV advertisement which might help in breaking all types of socio-cultural stereotypes. The present study investigates the role of media in breaking gender stereotypes. This study particularly applied the multimodal analysis to investigate the relationship of media and women, and its role in creating a new and more refined mindset to embrace gender equality. In addition, the functional theory of multimodality, color symbolism and liberal feminism are applied to uncover the hidden narrative of media advertisements where women are in the limelight. The study is conducted in two phases: the first one focuses on the analysis of five Pakistani TV advertisements that are helping in breaking gender stereotypes by displaying women performing masculine activities. The second phase deals with the analysis of responses of Pakistani students regarding steps of media to elevate the status of women in Pakistan. The finding of the study shows that the Pakistani media is taking initiatives in breaking gender stereotypes against women by portraying them capable to perform all tasks that are traditionally associated with men.

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DEDICATION

To my lovely daddy (Dr. Mola Dad Shafa) and my caring and supportive mother (Mehr-ul-Nisa), for their prayers and support which led me to accomplish this important milestone in my life! Dad and Mom, you have always been my ultimate sources of inspiration!

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CHAPTER 1

INTRODUCTION

Whenever women have raised slogans for their rights, in most cases, either they have been suppressed or became a subject of violence. Therefore, during the last several centuries, gender equality and women liberation have been the storylines of all women movements. History clearly tells that women, since long, have been fighting the battle of equality and social freedom, and yet, no fruitful results have been achieved to address this perpetuating issue. In fact, the battle is still on with the continuing theme called gender equality. It is an indubitable reality that women have always been suppressed with patriarchy, violence, exploitation and misrepresentation. Moreover, they have always suffered in the hands of various cultural, social, and religious stereotypes. Thus, these stereotypes have deprived women of their rights and status.

Even today in this modern world, gender stereotypes have become a source of great obstacles for women in their emancipation. Over the last two centuries, women have been the victims of inequality. They have always been labelled as a weak creation which is meant only to be housewives, house caretakers, objects of lust and pleasure, sources of beauty and glamour, and symbols of subjugation. Furthermore, since the advent of electronic media, stereotypic thoughts against women have gained a surge. The media, rather than helping women in their fight against gender inequality, has targeted them in the same brutal way. It has marked women only with fashion, beauty and glamour, rather than representing them as social reformers, nation builders and comrades of men in every sphere of life. With the passage of time, the media has realized the suffering of women in the hands of stereotypes. Thus, today, there has been a great shift in the attitude of media towards women. After so many decades of misrepresenting women, now media seems to take their side and tends to aid them in their battle of breaking all kinds of gender stereotypes.

Today, the electronic media, although at a very slow pace, seems to have realized that women are equal partners in the society. If they are treated equally as men, then they can not only reform societies but also contribute immensely to the socio-economic development. To attain this narrative, media has started portraying women as a symbol of strength, a champion of sports, and a powerful competitor of men in all areas of life.

The key focus of this chapter is to draw a comprehensive map for the understanding of the role of women vis-à-vis the digital media. Moreover, this chapter tends to clearly explain the purpose of the study and its significance.

1.1 - Media and its Influence on Human Mind

In this modern world, people are surrounded by technologies. The electronic media is one of them and it not only surrounds people but also greatly influences human minds. Every new day brings with it the advancement of technology, and, with the passage of time, electronic media is also advancing at an astonishing speed. The electronic media is shaping and reshaping our thinking capabilities related to breaking gender stereotypes. In other words, “media plays a powerful role in establishing and perpetuating social norms” (Katz, 1999, p 230,). Media is considered as a highly powerful tool to influence public opinion and to generate public ideas. It has the power to not only construct public opinion but also to transform and remould it according to its own will.

In the current scenario, media is so much influential that it has affected and changed our living style and sense of perceiving things (Vine, 2001, p 14). Moreover, these words further elaborate this idea: “every message we see or hear will have some impact on us, however, large or small” (Bill, 2010, p 46). We frequently encounter messages of media in the form of commercials, entertainment genres, billboards and other advertisements; and all these blatantly tell us who we ought to be or what we should want to be. In addition, the media as an entertainment tool also has a subtle influence on society. It has strong impacts on our ways of thinking and ways of living. This is largely due to media that we copy our lifestyle and reshape our lives according to the images portrayed in media. Thus, electronic media is a great source of influence in our day-to-day lives (Stanley, 2004).

On the other hand, print media is marked as the most effective source in shaping public opinion, as they not only educate but also give the readers with credible information and knowledge of unknown facts (Neil, 2001). Various studies have shown that the print media especially newspapers are used by people for developing a general opinion on day-to-day trends in the society. So, the print media is a powerful source of yielding deep thinking and is consequently a source of bringing change in people's general perception, beliefs and attitudes in a positive way. In order to gauge the opinion of Pakistani youth regarding gender stereotypes, the study incorporated the views of Pakistani university students.

Smith (2006) asserts that we are in the middle of a pictorial turn and the graphical images are playing an increasingly significant role in digital and multimodal communication. Similarly, another surprising fact is that we are consciously aware of the impact of things on our mind that are being displayed on the media, therefore, it is logical to argue that the media plays a crucial role in influencing thinking patterns and lifestyle of people (Mitchell, p 37-39, 2005). Furthermore, researchers have also noted that television is not just limited to influencing our thought processes; it has the power to shape the values and attitudes of its users. In the same manner, it has been pointed out that even those individuals who cannot read or write can be highly inclined by TV advertisements or commercials to purchase certain products or develop certain lifestyle values (Speck & Roy, 2008).

In the present audio-visual age, advertising has turned itself into a kind of multimodal assisted communication. It is greatly dependent on various multiple modes for effective promotion, and thus it is using multimodality as one of its prominent features for better communication (Bell, 2002). Multimodality is not a completely new term it is borrowed from Kress's (1997, 2001) notion of modes. It refers to the combination of different kinds of modes including visual, audio, written, oral and spatial in human communication (Kress & Leeuwen, 1996; 2003). The term multimodality in advertising suggests the use of a variety of communicative modes in a single advertisement. This can be illustrated with the fact that a printed advertisement uses a combination of various words, different illustrations, numerous fonts and colors to send a message, and this mixing and melding of several modalities represents what we call multimodality. During the process of communication of the messages

and intentions of advertisers, these varied yet integrated modes act interactively and produce a strong effect on the receiver (Hitch, 1997, p76-85).

It is quite evident that electronic media has a great tendency to display the positive image of women, but it does not always show so, rather it relies on representing partial positive image of women. The media is filled with many negative images which, in turn, distort the real image of women. It is an irrefutable fact that the audience of electronic media can be familiarized with constant and steady representative images of women for obtaining specific narratives. Fulfilling this concern, the media can also go under pressure to portray women in more positive aspects (Heathen, 2007).

Following the above statement, this study intends to explore how the media can project women in a more appropriate way that enables them to gain dignity and social equity. By doing multimodal analysis of electronic commercials about breaking gender stereotypes, there is a possibility of changing the orthodox and stereotypical ways of female representation. It might help in breaking orthodox gender roles associated with women. Media has an influence on its audience and Pakistani students' views regarding these advertisements, which can shed light on strong influence media has on youth to accept change.

1.2 - Discourse and Discourse Analysis

Discourse deals with the language used in the society (language in use). Generally, discourse is defined as the use of words or a variety of statements to interchange various ideas and thoughts. Whereas the term discourses analysis can be defined as: “a specific term used for various kinds of different approaches which are helpful to analyse any spoken, written or sign language expression or any other prominent semiotic event” (Beth, 2001, p 56).

Whereas, the multimodal analysis is a specific category of discourse analysis, it can be defined as ‘the kind of discourse that focuses on how the meaning is formed or extracted with the help of using multiple modes or other elements of communication’ (Mates, 2008, p 113). In the similar fashion, the multimodal discourse analysis plays an important role in the understanding and in-depth study of language. Since, it is a collection of numerous varieties

of semiotic resources, it serves as a tool for the analysis of language being used in daily common routine (Steve, 2003).

In the modern linguistics research studies, the multimodal discourse analysis is considered as significant medium for the analysis of a particular discourse and the interpretation of linguistic items used in technology (Wilber, 2008). In addition, it has become equally vital and a huge source of help in the study of different aspects of language in combination with other resources, including visual images, unique scientific symbolism, motion gesture, real or animated action, music and sound (O'Halloran, 2011). However, sometimes, there is a great complexity in dealing with the term multimodality or the modality, and so is the case with multimodal discourse analysis. To ease this confusion, 'modality' is believed to be derived from term modality found in grammatical studies especially modal verbs of English (James, 2002, p 71). Furthermore, the idea of "modality" needs to be distinguished from the term "mode" of communication, whereas, modality deals with forms whereas mode refers to methods or systematic procedures. Both work side by side to understand the process of communication and analysis of language (Venn, 2010).

It is an undeniable fact that the digital technology offers a unique platform for semiotic resources to intermix and unfold in a variety of ways. Therefore, it is not wrong to say that the digital technology is referred as the multimodal social semiotic technology. However, there arises a question that needs to be answered that how the digital technology is putting a great influence on different disciplines which, in turn, reshapes the new technology. In addition, another intriguing issue that arises is that how can the digital technology be used for interpreting and analysing video texts and other numerous interactive digital sites? The simple and effective answer to this question is that multimodal discourse analysis provides a highly comprehensive mechanism for understanding and analysing the basic framework and real functionality of the digital media technology (Steward, 2004).

Likewise, it is also assumed that digital technology is paving ways for the emergence of new theories and practices in the world of mathematics and science, and that, in turn, is bringing advancement in multimodal discourse analysis. It is also worth mentioning that nowadays an application has been developed with the name of Multimodal Corpus Authoring (MCA) that is considered as a significant source for analysis of video texts (Baldry &

Bertram, 2005). Hence, with these facts and figure in mind, the use of digital technology in multimodal discourse analysis is further explored and explained in this study.

1.3 - The Statement of the Problem

Gender stereotypes are developed by society but now-a-days the trends in Pakistan are changing with the advancement of technology. The stereotypes developed by people are, therefore, not static or carved in stone; they are shaped and reshaped with the advancement of knowledge. Many researches have been conducted on the gender discrimination and about the problems of women in Pakistan. But very rare or negligible researches have been conducted on gender equality and breaking gender stereotypes against women in Pakistan. So, the present study attempts to conduct a multimodal analysis of advertisements on breaking gender stereotypes in Pakistan. In addition, the views of Pakistani youth towards these advertisements are also explored.

1.4 - Significance of the Study

The print and electronic media have a significant role in increasing the access to the information and knowledge, and in helping people to critically review the challenges and reshape their worldviews about gender roles in society. With an increasingly independent and censor-less media and particularly the proactive and dynamic social media, the process of altering and challenging people views about gender stereotypes is increasing. Consequently, people are becoming aware of multiple realities rather than a single and fixed reality. This is a paradigmatic shift in people's perception of social reality that is always shaped and facilitated by their access to knowledge.

The true role of the media in popularizing the images and frames of the role model women who help in breaking the conventional stereotypes can never be over emphasized. In Pakistan, there are several such women leaders who have proved their leadership in various fields of life and astonishingly reshaped the image and perception related to women. While projecting these women in the commercials, media has made it possible for ordinary people to learn about these leaders/celebrities and change their deep-rooted views about women being weak and helpless. Therefore, it seems significant to study and analyse how these

celebrities help to reshape the images of women-folk and, hence, break the stereotypes related to gender.

Secondly, by doing multimodal analysis of advertisements this research points out how meaning is constructed and reconstructed through using different modes in the electronic media. The study recommends educating girls from the early age that they are not subordinate to boys.

This study is useful for different stakeholders such as policymakers, publishers, writers and teachers in bringing awareness regarding the gender images that are being transmitted to the next generation of Pakistan through the textbooks. This study encourages policymakers to define and implement the new strategies to ensure that textbooks should be free from gender partiality.

1.5 - Objectives of the Study

The main objectives of the study are:

- To investigate the hidden meanings and key messages in the context of advertisements;
- To find out the socio-cultural narratives those are displayed in the advertisements;
- To explore Pakistani students' views regarding breaking gender stereotypes in Pakistani electronic media.

1.6 - Research Questions

The main research questions of this research are as follow:

- 1) How does the electronic media represents groundbreaking images and roles of women in the advertisements?
- 2) How does the younger generation of Pakistan interpret these new gender images and roles?

1.7 - Delimitation

There are a huge number of advertisement companies in Pakistan which produce different types of advertisements according to their products. Thousands of advertisements are displayed on TV where women are in spotlight, yet they rarely depict the true strength

and real value of women. In Pakistan, although the media seems to take side of women, but very limited advertisements are found that help in breaking gender stereotypes. The researcher has tried to include all such advertisements that have recently been broadcasted on television with a theme of positive projection of women.

CHAPTER 2

THEORETICAL FRAMEWORK

This research intends to analyse the language and the visual image of Pakistani TV advertisements about the breaking of stereotypes. It is noteworthy that when people look at the advertisements containing both the elements of visual images and verbal captions, they make their place in the viewers' eyes as a visual entity. The theoretical framework of this research is specifically based on these models, the Multimodal Discourse Analysis, Visual Social Semiotics, Feminist Theory, Liberal Feminism, and the Color Symbolism.

2.1 - Multimodal Discourse Analysis

To explore all the possible interpretations of an advertisement, Multimodal Discourse Analysis is used. According to Jones (2012), multimodal discourse analysis is an approach to discourse which highly focuses on the theme that how meaning is made using multiple modes of communication as opposed to merely language.

2.2 - Multimodality

The term multimodality consists of all the tools to describe a practice or the representation in all its semiotic complexity and richness. It unfolds all the hidden lines of any specific discourse act. The term Multimodal Discourse Analysis was first developed by Kress and Van Leeuwen (1996) as a grammar of visual social semiotics. Visual social semiotics is highly functional in the sense that it clearly unfolds visual resources as being developed to do specific kinds of semiotic work. They are highly productive and operationalise multimodal discourse analysis by extensively making its tenets, namely the Representational (Experiential) Meaning, Interactive (Interpersonal) Meaning and Compositional (Textual) Meaning which are greatly appropriate for analysis of the multimodal texts. Therefore, this approach justified its choice as a framework for data analysis in this study.

2.3 - Mode and Medium in Multimodal Analysis

Mode and medium are two important terms in multimodality. Kress (2001), defines mode in two ways: first, according to him “mode is a socially and culturally shaped resource for making meaning. Image, layout, speech, moving images are examples of different modes.” Secondly, he asserts that “semiotic modes are shaped by both the intrinsic characteristics and potentialities of the medium and by the requirements, histories and values of societies and their cultures.” However, every mode has its own specifications and limitations. For example, breaking down of any written material in the advertisements into its modal recourses may be grammatical, lexical resources, syntactic and graphical resources. The graphics which are involved in the advertisements can be further divided into its font size, types, and colors. According to Kress (2001), in multimodality, mode is an important entity and it is meaningful. Basically, mode is shaped and reshaped by social, cultural and historical norms of societies. There are multiple modes in one social component such as a film which is composed of multiple modes including the visual modes, sounds, music, speech, dramatic action and many other modes.

The term Medium is another important component in Kress’s (2001) theory of Multimodality. Basically, “medium is a substance through which meaning is realized or made available to others” (Kress, 2001). For example, medium can be comprised of a film, text, audios or image. Secondly, if we take medium in broader spectrum, medium comprises of semiotic, socio-cultural and technological practices such as films, a billboard, newspapers, theater, radio, television, theater, and a classroom. In present time, because of the advancement of technology Multimodality is composed of “digital modes” and “electronic medium” by interweaving image, layout, writing, speech ad video.

2.4 - Origin of Multimodality

There are three major impetuses that became reasons for propagation of multimodality in the twentieth century:

- 1) Firstly, Kress and Leeuwen (2001) noted a shift in “western culture in “distinct preference for multimodality.” For example, both the popular and ‘high culture’ arts began “to use an increasing variety of materials and to cross

boundaries between the various art, design and performance disciplines, towards multimodal multimedia events and so on.”

- 2) Secondly, as Kress and Van Leeuwen (2001) claimed that “[T]he desire for crossing boundaries inspired twentieth century semiotics. The main schools of semiotics sought to develop a theoretical framework applicable to all semiotic modes, from folk costume to poetry, from traffic signs to classical music, from fashion to theatre”.
- 3) In the Twentieth Century, the third main force that became the source for the origination of multimodal analysis was the drastic advancement of technology. Due to that drastic change and easy access to computer it became easy to analyse multimodal text. Therefore, corpus linguistics techniques for critical discourse analysis (CDA) originated due to the advancement of technology (Baker et al. 2008; Mautner, 2007; 2009).

In addition, new software tools were developed for analysing visual data and to sort out immense complexities of multimodal communication. Although, there are many software resources to analyse multimodal data, but the software had been condemned by social sciences because they were unable to study or analyse abstract phenomenon. Moreover, with the advancement of technology, multimodal annotation tools have been developed (see Rohlffing et al., 2006). According to Wodak and Meyer (2009), there is still a lot that needs to be done, for the development of various softwares to fulfil the concerns of critical discourse analysis.

2.5 - Theories of Multimodality

There are three interwoven theories of multimodality:

2.5.1 - Communication drawn from multiplicity of modes

According to the first theory of multimodal analysis, communication and representation always consist of multiple modes and all these modes help in the meaning making process. This theory also focuses on examining and explaining how people use different resources such as gestures, visuals, written and spoken recourses in different contexts, and how they are organized to contribute to the meaning making process.

2.5.2 - Resources are socially shaped over time

The second theory of multimodality assumes that meaning is constructed and reconstructed socially and culturally over the passage of time according to demands and requirements of communities. These arranged sets of meaning making resources referred to as “modes” and these semiotic resources in communication work in distinct ways. Modes play vital roles in the meaning making process. The semiotic resource should be culturally and socially shaped to be mode and it should help in meaning making process in any communication.

2.5.3 - People orchestrate meaning through their selection and configuration of modes

According to the third theory of multimodality people construct meaning while using and configuring different modes in their communication. The modes which are used in one discourse are significantly interlinked with others in order to generate meaning. In a community, all the social acts or discourses are shaped by the norms and rules of that society and that are highly influenced by the interests of people in that specific social context.

2.6 - Fundamental Concepts in Multimodality: Key Terms

There are four basic concepts in multimodality. The core components provide the starting point for multimodal analysis for example mode, semiotic resources, modal affordance and inter-semiotic relations (Kress & Leeuwen, 2006).

2.6.1 - Mode

As mentioned above, mode is the socially and culturally shaped resource and is used in daily interaction of people.

2.6.2 - Semiotic resources

Semiotic resources are the ways and means through which people use different modes in their communication to convey their meaning.

2.6.3 - Modal affordance

In multimodality, modal affordance is the term that refers to material and cultural aspects of modes. Basically, modal affordance is the core concept which connects material as well as the cultural and socio-historical use of the mode.

2.6.4 - Inter-semiotic relationship

Modal affordance raises the concept of inter-semiotic relationship and it tries to answer that what is mode and what is its hidden meaning in a socio-cultural context.

2.7 - Visual Social Semiotics

Visual semiotics is a sub-group of semiotics. It is unique in function and analyses the ways by which visual images communicate a message. It is a philosophical approach that serves as a significant tool to interpret messages in terms of signs and various other patterns of symbolism. This term is derived from the famous work of Saussure and according to him; a sign can be a word, sound, or visual image. Saussure (1915/1966) divides a sign into two main components: one is the signifier (sound, image, or word) and the second is the signified (the concept or meaning the signifier represents). There are various issues with this division and a great problem of meaning arises from the fact that the relation between the signifier and the signified is arbitrary and conventional. In other words, we are supposed to agree that signs can mean anything as they refer. Similarly, they mean different things to different people. This is also true that nonverbal signs can produce many complex symbols and imply multiple meanings. Advertisements, very frequently use signs and symbols to convey messages to its audience. Likewise, audiences interpret these signs into the variety of ways according to their own perception.

2.8 - Feminist Theory

The term Feminism, originated from the Latin word “femina” that describes women issues. Feminism is highly concerned with females not just as a biological category, but the female gender as a social category. Feminist theory is the extension of feminism into theoretical or philosophical discourse. The terms Feminist or Feminist theory are two important terminologies that come under feminism.

Over the past centuries many writers, scholars and researchers have tried to define the term Feminism. Some of the writers used the term feminism to refer to some historical and political movement in USA and Europe. On the other hand, some of the scholars have used this term to highlight injustice and inequality that women faces in the society. Feminism as social or political movement focuses on the issues and the problems that a woman

experiences in her daily life. Likewise, it focuses to understand the nature of gender inequality. It also aims to examine women's social status, social roles, experiences, interests, chores and feminist politics in a variety of fields. One of the important functions of feminism was to establish equal rights and legal protection for women.

2.8.1) Three Waves of Feminism

The history of feminism can be divided into three waves; the First wave of feminism, the second wave of feminism and the third wave of feminism.

2.8.1.1) First Wave of Feminism

The first wave of feminism started in 1848 and lasted till 1920. The main focus of first wave of feminism was to focus on legal issues, primarily on gaining the right to vote. In the history, it refers to first political movement in West that aimed at achieving political equality for women. The main figures of first wave of feminism were F.Douglass, M.Stewart, and E.W. Harper.

2.8.2.2) Second Wave of Feminism

The second wave of feminism started in the 1963 and lasted till 1980. The main aim of second wave of feminism was to let women have freedom, equal opportunity and control over their lives. The second wave of feminism not only has the unifying goals about political rights but it also fought for social rights. The main feminist writers of this Era were B.Friedan, Simone, Brownmiller, B.Hooks, A.Walker and A. Lorde.

2.8.2.3) Third Wave of Feminism

Third wave of feminism started in 1990s. The main aim of third wave of feminism was to empower the girls. This movement embraced all kinds of ideas, language and aesthetics that the second wave had worked to reject. The main intellectual of this movement were N.Woolf, Kimberlé, Crenshaw, Kathleen Hanna and S.Falud.

In Nutshell, Feminist theory emerged from these feminist movements. It is manifested in a variety of disciplines such as feminist geography, feminist history and feminist literary criticism. The feminist movements aimed at examining women's social status, social roles, experiences, interests, chores, and feminist politics in a variety of fields. Modern feminists

strongly believe that men and women naturally have many differences. The real focus of these feminists is not to advocate the issue of biological equality between men and women, but to acknowledge these differences and let the society enables to perceive it in a positive way, and thus empowering both sexes.

9 - Liberal Feminism

Liberal Feminism is a sub-branch of feminism that focuses on the equal rights of women in all spheres of life. Its history stretches back to the social contract theory of government instituted by the American Revolution. Different theorists have tried to define the term liberal feminism. According to Mill (1860), “Liberal feminism is an individualistic form of feminist theory, which focuses on women's ability to maintain their equality through their own actions and choices”. This branch of feminism particularly focuses on the power of an individual person to change or breakdown the discriminatory practices against the women. Liberal feminism admits and concedes the existence of gender disparities in society and struggles to fight for gender equality.

Liberal Feminism has different aims and it fights for the gender equality in society. It has strongly highlighted the gender differences and according to this theory, biologically men and women are equal by birth and gender differences are created by the society. Liberal feminists defend the equal rationality of the sexes and emphasize the importance of structuring social, familial, and sexual roles in ways that promote women's autonomous self-fulfillment. The Liberal feminists focus more on the gender similarities rather than highlighting differences. They tend to promote the characteristics of both sexes as a single entity. In addition, the main quest of Liberal feminism is that every woman should be able to determine her social role with a great freedom as man. Therefore, Liberal feminism has played an important role in removing the social differences from the patriarchal societies. The major demands of liberal feminism is on the equality of women before law, to have equal educational and professional opportunities, changes in the marriage laws, property rights, inequitable divorce, equal pay for equal work, protection from rape, wife battering in the home and liberation from all dehumanizing forces. In short, it aims at bringing equality between women and men in the framework of the existing social systems-do not question the underlying basis of women's subordination.

Moreover, Liberal feminism highly rejects violence or threat against women, it argues that violence coerces them to follow the wishes of others and by doing this, they lose their autonomy, self-identity and reverence. Moreover, another major focus of liberal feminism is to enable women to have access to equal socio-political opportunities to live their own life in a more suitable way. In short, liberal feminism deals with the individualistic approach of women; it speaks about equality in terms of actions and choices made by the women themselves.

2.10 - Color Symbolism Theory

Color Symbolism refers to the use of various colors to analyze and understand emotions, cultures, gender roles, and psychological associations related to life. Simply, it is the use of colors as a representation or meaning of something. Colors have a very long history; they have always been used in arts, literature, sciences and other disciplines. The color symbolism theory is a set of systematic approaches that is based on the application of colors to find out unique characteristics of individuals, cultures and emotional responses. As far as gender differences are concerned, Radeloff (1990) has found that women were more likely than men to have a favourite colour.

The meanings associated with different colours are important to marketers because the tools used to communicate brand image are mechanisms of meaning transfer. If consumers associate specific meanings with individual colours and colour combinations, managers can select the colours that best fit their image strategy.

2.10.1 - The meanings of colors

There is a belief that colors themselves explain thousands of stories that are hidden in them, so every color has a different story to tell. Historians, writers, poets, and print or electronic media use different colors to create images of characters, scenes and events, and to convey their specific themes or agendas. According to Cerrato (2012) color symbolism is used to deliver an idea that is considered impossible to be delivered with the use of words. Cerrato (2012) in his book, has listed the colors and their specific meanings that are mentioned below:

- **Red** is the blood color commonly associated with anger, danger and violence, but it is also associated with beauty, love and passion.
- **Orange** represents autumn; it is the color of creativity, endurance and energy.
- **Yellow** is the color of life, it symbolizes happiness, energy, wisdom and hope.
- **Green** represents nature and growth; it refers to newness or freshness and prosperity.
- **Blue** is called the calming color; it represents something with great qualities or masculinity.
- **Purple** color is the symbol of power, royalty or richness.
- **Brown** is called as the earth color; it is associated with humility; down to earth virtue. It is the color of representing hardships in life or poverty.
- **Black** is known as the death color; it symbolizes darkness, sadness, evilness and witchcrafts.
- **Grey** is associated with decay or old age; it represents dullness in life.
- **White** symbolizes light, goodness, peace and purity.

2.10.2 - Color Symbolism and Gender

The relationship between colours and gender has been explored by many researchers. Birren (1952) found men preferred orange to yellow; while women placed orange at the bottom of the list. Guilford and Smith (1959) found men were generally more tolerant toward achromatic colors than women. Thus, Guilford and Smith proposed that women might be more color-conscious and their color tastes more flexible and diverse. Likewise, McInnis and Shearer (1964) found that blue green was more favored among women than men, and women preferred tints more than shades. They also found 56% of men and 76% of women preferred cool colors, and 51% men and 45% women chose bright colors. In a similar study, Plater (1967) found men had a tendency to prefer stronger chromas than women. Kuller (1976) conducted a study on the effects of color in two opposite environments. Six men and six women were asked to stay in two rooms, one room was colorful and complex; while the other was gray and sterile. Electroencephalogram (EEG) and pulse rates were recorded throughout the period, as well as the individuals' subjective emotional feelings. The results

showed heart rates were faster in the gray room than in the colorful room. Moreover, men were found to have stress reactions more than women. Men also became more bored than did the women in the gray room. Kuller also postulated that men could not achieve the same degree of mental relaxation as women.

2.10.3 - Colors Associations for Women

In this digital world where there are millions of colors, women are only associated with limited colors based on their qualities, likeness and emotional responses. According to Gorden (2004), for the last several decades, the most used color to represent women is pink, which means something delicate, sweet, charming and cute, playful and romantic, compassionate and caring something that is feminine in nature. Moreover, in past, women have been associated with black, meaning that they have been sources of evil and sorcery. Thus, to say, pink is considered as the most stereotypic color that marks women only with love and romance. Similarly, black is also a stereotypic color that takes women as a curse or evil.

In the modern world, the electronic media uses color symbolism techniques to portray women on televisions. Thus, color symbolism has become an important tool of the media to construct desired public opinion about women. Unfortunately, media has always used negative and degrading colors to represent women. The use of blackish, pinkish, reddish, orange and other glittering color shades for women by media indirectly mean that they are sources of wickedness, lust and beauty. Nowadays, the trends seem to be shifted, women are less portrayed in pink but more associated with blue, i.e. a masculine color. Women are represented with those colors which have been once entitled only for men. This study intends to explore, how is media using colors to depict women, and does the use of color symbolism by media help in breaking gender stereotypes? The chapter four of this study contains detailed analysis of color representation of women by Pakistani electronic media.

10.4 - Colors and Media

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CHAPTER 3

LITERATURE REVIEW

Years after years, researches have been conducted to study the relationship of women and media. The primary goal of these researches has been to investigate both the negative and the positive role of media in displaying the picture of women. All the previous researches have narrated that some decades back, media had been the rival of women, as it always depicted them as a sign of beauty and pleasure. Whereas, the present age researches have focused on exploring the role of media in elevating the status and dignity of women. Moreover, modern research works say that media is somehow or the other helping woman to attain gender equality and it is also aiding them in breaking all gender stereotypes.

The core focus of this chapter is to highlight some valuable research works related to this study. It gives a quick view of numerous researches that have been conducted on the stereotypes and stereotyping of women in advertisements and portrayal of women in Pakistani electronic and print media.

3.1 - Stereotypes and Stereotyping of Women in Advertisements

According to Merriam Webster dictionary “Stereotype is the most frequently referred to and often unfair and untrue belief that many people have about all people or things with a particular characteristic.” In Social Psychology “A stereotype is a thought that can be adopted about specific types of individuals or certain ways of doing things.”

Stereotypes are the important trades that are enforced upon the particular group of people because of their similar qualities, race, ethnicity, nationality and sexual orientation. These characteristics tend to be oversimplifications of the groups involved, and while some people truly embody the traits of their stereotype, they are not necessarily representative of all people within that group. Stereotypes are often considered to be negative perceptions of

groups, such as certain groups are dangerous or not intelligent, but stereotypes can also be positive perceptions, such as, certain races are smarter than others.

3.2 - Stereotypical Representation of Women in Advertisements

Advertisements do not merely sell products, they sell concepts, values and beliefs too (Khalid, 1990, p.23). They tell us who we are and what we should be and how we should govern our lives. Advertising industry has used women in this medium as a tool to attract the viewers. According to Kilbourne (1999), using scantily clad and attractive women as an object to stimulate desires among the public and to use the advertised goods or services is a cheap yet globally practiced technique of advertising.

Rosenkrantz, etal (1968) showed that women are presented more stereotypically in the advertisements all over the world. However, the representation of women in the media is permeating with the passage of time (Shrikant (2003). Her research has dealt more with the stereotypical representation of women in all forms of media. According to Shrikant (2003), women are represented in advertisements in seven roles as mentioned below:

- 1) Women are stereotypically represented at homes while doing house chores;
- 2) Women and their occupations;
- 3) Women and their age;
- 4) The physical appearance of women;
- 5) Women and their dresses;
- 6) In advertisements women are product representatives of users;
- 7) Women and their position in society (p. 16).

These roles are very frequently displayed one after the other, here it has to be mentioned that these roles are designed to enchain women in stereotypes and to make them submissive to men.

3.3 - Categories of Women Representation in Advertisement

Women are not portrayed in a single role in media, rather they are displayed with a variety of concepts, e.g. they are shown as housewives, child raisers, object of beauty, source of pleasure, and a profitable thing for selling products.

3.3.1 -Women as Housewives

Schumann (1967) analyzed the roles of female and male in the television commercials and they came up with the conclusion that women are portrayed as housewives and they are homebound.

Lundstrom (1977) conducted a survey to explore the point of view of the women to determine how accurately they felt when women were portrayed in advertisements. Their survey revealed that women were of the view that they were not represented well in the advertisements. In addition, they were of the view that women are offensively presented in the advertisements. Furthermore, this survey showed that women were not presented in all roles.

Gallagher (1978; 1979) illustrated that media represented women in limited roles. In media women are presented dichotomously which portrayed women as wholly good or evil mother, beautiful maiden girls, and housewives or dependents.

Craig (1997) conducted research on the portrayal of women in TV commercials. He came up with the conclusion that women are presented in TV commercials in four ways. Firstly, and most popularly, they are presented in TV commercials as housewives. A housewife who is very much fascinated by her new tablecloth or someone whose is confused about what should she cook for the dinner. Secondly, a woman is presented in TV commercials in a less traditional way but still she is shown in a typical way, for example, she is presented as “sexy seductress,” i.e. the objects of desire. She is over glamorously presented in the advertisements. The third category according to Steve in which women are stereotypically represented is cosmetic advertisements. They are over objectified, and women are hired to sell cosmetics. In cosmetic commercials, the woman is over beautified by using different digital effects, so that customers become attracted to their products. There is also

the fourth category of the advertisements in which women are only concerned about beauty and health issues.

3.3.2 - Women as Object of Beauty and Glamour

Courtney, Alice & Whipple (1974) conducted a research on portrayal of women in commercials and concluded significance differences in the representation of men and women in the TV commercials. According to their interpretation women were more used as glamorized objects in cosmetics advertisements and they were inadequately hired in car, trucks and other related advertisements. In all the advertisements seventy-five percent of women were used to sell kitchen, bathroom or other household products, revitalizing the stereotype that women are placed in the homes. Men in the advertisements were shown as strong and decision makers in business settings. The most important thing was that women were portrayed as dependent on men.

Likewise, Venkatesan (1975) analyzed the magazine advertisements from 1961-1975 and came up with the conclusion that women were projected in quite a positive way in magazines advertisements during 1975. Later, Lysonski, Steven, & Pollay, (1989) proclaimed after conducting research on gender stereotypes that women were shown as less dependent on men in magazines advertisements.

Whitney (1987) conducted research on the traditional and modern portrayals of women in advertisements and advertising effectiveness among different groups of women. The second part of the work was a survey where the researchers asked opinions of the young and traditional women about the portrayal of women in the advertisements. He concluded that the modern girls are of the view that women should be presented as strong, independent, bold, outspoken and they should not be presented stereotypically.

3.3.3 - Women as Object to Exercise Violence

Fernandez (1992, p.201) proclaimed that media should take initiative to demolish gender stereotypes. He further argued that women are considered as subordinate and underrepresented in the American TV about 3:1 ratio as men.

Busby (1975) illustrated that in advertisements; dramas and films males are presented as more violent and as compared to them females are presented as victims of violence on television.

3.3.4 - Women as Objects of Lust and Pleasure

Dickey (2006) declared that commercials and advertisements not only depict women all around the world as sex objects, but they also portray women for sexual pleasure. Mostly the advertisement agencies design their advertisements in such a way that shows all the cuts and curves of female body.

Hall (1994) conducted a research on women in television commercials. In this research he emphasized and analyzed the electronic advertisements in which women were presented in short and swimming dresses and as compared to them the male co-actors were properly dressed up in the advertisements. After analyzing the advertisements Hall claimed that women are presented stereotypically in the advertisements and most of the time the physique of women is exploited in order to make that advertisement more attractive and glamorous.

3.3.5 - Women as Child-Raisers

Stern & Mastro (2004) found that women are always seen in children-related commercials, whereas men are more likely seen in programming to be outside home setting in advertisements. These commercials also depict that women are often restricted to their homes. When viewers see these kinds of advertisements on television they assume women are only limited to household chores, raising up children and restricted to their homes only. On the other hand, men are able to do anything they want and have a variety of options to visit places.

3.3.6 - Women as Profitable Object

Kim (2003, p.45) laments that women are only exploited for unfair illustration for selling commodities and increasing earnings.

Similarly, Bough (2009, p.100) expresses his views that women are marked as the tool to earn huge amounts and to sell products like cosmetics and other items. According to him, a single woman in the TV commercial can give the company a profit of millions. Therefore, it can be said that media uses women.

Moreover, Furnham & Voli (1989) says that for advertising companies and product selling industries, women are the best way to collect big revenues and a quick medium to sell products.

All of the above researches have been conducted internationally. Now, some of researches that have been conducted in Pakistan are reviewed.

3.4 - Status of Women in Pakistan and Portrayal of Women in Media

The women of Pakistan are not socially and culturally free, as the women of the west. In Pakistan, women are chained with gender stereotypes, and these chains are hindering them to play their due role in the society and constraint them to live a life of their choice. These stereotypes are getting deeper and deeper with the passage of time. The Pakistani women are suppressed by both print and electronic media. She is depicted as bound to the four walls of their home and dependent on their husbands.

3.4.1 - Women in Pakistan: Enchained with Gender Stereotypes

Males and females are equal by birth, and no gender has superiority over other. However, due to lack of education and outdated cultural traditions, this sense of equality is not fully realized and recognized in many societies across the globe. In countries like Pakistan, the awareness related to gender equality is improving with education. However, there are gross violations of gender equity and equality on daily basis in the country.

Primarily, Pakistani society can be characterized as male dominated and patriarchal. Women are often treated as inferior to men and, consequently, are weak and suppressed. On the one hand, we had women heroes and celebrities such as Benazir Bhutto, who led Pakistan as the first female prime minister not only in the country but also in the entire Muslim world. In addition, we have Fehmida Mirza, Samina Baig, Sharmin Obaid Chinoy, and Ayesha Farooq who represent strong, competent, educated and bold ladies of Pakistan. Likewise, there is Mukhtaran Bibi, Tehmina Durrani and Malala Yusafzai who were the victims of violence and represent the suppressed class of Pakistani women. According to the World Economic Forum Global Gender Gap, Pakistan is one of the worst places for women in the world and it ranked 134th out of 135 countries on gender disparity issues. Likewise, according to one of the recent reports of United Nations Development Program (UNDP),

Pakistan is ranked as 123 out of 148 countries for gender inequality index (GII) (UNDP, 2013).

However, with the passage of time and advancement of technology things are changing fast. What was once wrong is now simply unconventional, and for the sake of individual freedom must be tolerated. What is tolerated soon becomes accepted. Contrarily, what was once right is now viewed as outdated and old fashioned. Now in Pakistan we have girls like Roshaneh Zafar, she is the founder and managing director of Kashf Foundation, one of Pakistan's most well-established micro-finance institutions for women. This organization gives loans to the poor women so that they can establish their businesses to economically liberate themselves. Likewise, we have Sadia Khatri, who revolutionized the dabha culture in Pakistan. Similarly, we have Ayesha Farooq, the first fighter pilot of Pakistan who destroyed the stereotype that women are weak and fragile. Zahida Kazmi, is another important female of Pakistan who ventured to become the first female taxi driver of our country. She just broke the stereotype that Pakistani society is male dominated, and these kinds of jobs are only associated with man. If a woman is determined she can do anything.

3.4.2 - Representation of Pakistani Women in Print Media

If we analyze the Pakistani electronic and print media history, we see that Pakistani media has had no other woman editor except Maleeha Lodhi. Among all the newspapers, "Herald" was the only newspaper in Pakistan which has a single female editor.

Javeed (2005) noted that "there is a patronizing tone in every printed feature, communicating a feeling of inferiority for women". She condemned and criticized the way women's image is presented in media as dependent, weak, childish and irrational women. Besides their intellect and education, even if a woman is highly educated her role in the society is of a housewife and subordinate to man.

If we look deep down and analyze Pakistani short stories and digests, women are always described as doing household chores like taking care of the children, cooking, dusting and dependent ladies. The male members are always shown as the divine characters that are independent and do anything they want. They treat their wives brutally. Other than this, in some stories women of high class are shown and presented as they are highly aware of

fashion and conscious about beauty and getting married to handsome boys. But they are never portrayed as human beings having serious issues in life.

3.4.3 - Portrayal of Women in Electronic Media

Electronic media is a powerful tool that influences and shapes public opinion. It can not only construct public opinion, but it can also reconstruct or change it. In fact, the electronic media directs and determines our lives. In current scenario, Pakistani commercials on TV have increased. Almost all one-hour programs have more than twenty minutes of advertisements. People watch commercials on electronic media and these commercials have impact on them. In most of the electronic advertisements, women are shown stereotypically. But there are very rare commercials in Pakistan where women are positively projected.

.....In electronic advertisements women are represented as over beautified, socially suppressed and dependent. Sometimes they are portrayed as housewives and doing household chores. If we can critically analyze the electronic advertisements, women are mostly shown in beauty product advertisements such as advertising anti-aging creams, shampoos and soaps etc. Furthermore, women are over beautified and presented in even advertising the men accessory items such as the shaving machines. Looking at these electronic media portrayals one gets perplexed to think that is this a true depiction of Pakistani women? The answer could be that no, women as human beings are much more than those simple images created by the electronic media

Generally, Pakistani women are very bold, competent, self-assured, intelligent and know how to deal with their serious life issues in the society. There are Pakistani women who have achieved success through hard work. They are setting an example in every field of life. We can see our bold ladies in banking field, doctors, in electronic and print media, air force, judiciary, ministry, nursing and in many other fields. Women are as independent as men. But as far as our electronic advertisements are concerned, unfortunately they do not produce many advertisements of the successful women in Pakistan. All the advertising companies focus and cast over glamorized women in advertisements to sell their products. There are only limited electronic advertisements in Pakistan which represent women in positive ways.

There are few electronic advertisements that project women positively. Such as there is the advertisement of HBL in which Samina Baig is shown as climbing up the Mount Everest.

This advertisement breaks the glass-ceiling image of women which reflects them as weak and fragile and they are not strong enough as men. Likewise, there is another advertisement of “Aquafina” (i.e. distilled water advertisement) in which Maira Khan is shown, she is working hard and preparing for her examination and her mother comes and gives her blessings. In addition, there is another electronic advertisement of “Nesvita” that favors the women. Apart from that there is electronic advertisement of “Mobilink” in which Pakistani athlete Naseem Hameed is portrayed positively. Moreover, there is best selling electronic advertisement of “Dove soap” which presented women of every age with different types of figures. The main aim of this advertisement was to emphasize natural beauty instead of over glamorous or beautifying women. Moreover, “Tapal Tea” showing the breaking of stereotype in which a daughter is shown convincing her father to move away from the outdated tradition and to do a job. These kinds of advertisements not only show the positive projection of women, but they also shape and reshape the thinking of people. Henceforth, advertising companies may avoid representing women stereotypically and male chauvinism. They try to make new advertisements with new, fresh and innovative ideas that might reshape thinking of our society while projecting women positively.

3.5 - Women and Media

Media is a promising industry in Pakistan and is an effective tool to formulate not only public opinion but also to polish the existing social values. Women projection in Pakistani media is not entirely positive, though electronic media has the potential of making women projection ideal. This section presents the review of the literature related to the topic.

3.5.1 - Media and Misrepresentation of Women

Zia (2007) dealt with some core questions of media projection in his work. He pointed out that women in media organizations are under-represented and only 5% of journalist are women. Women are only scarcely represented in decision making positions; in fact they are mostly assigned “soft beats” like fashion, culture and art.

UNESCO (2002) conducted a survey and concluded that there is lack of gender sensitivity in media in Pakistan. Media, according to this survey, has failed to eliminate gender-based stereotyping in its projection. Not only in Pakistan but also throughout Asia

women are projected in media as victims, subservient, sacrificing and objectified sexualized beings. Such inaccurate portrayal of women makes media indifferent to diverse contribution made by women in socio-political and cultural uplift of society.

The Women Media Centre (WMC) issued seminar reports in (2007-8). One such report detected judgment that women are underrepresented in media organizations. Particularly state owned i.e. APP, PBC never had female Director General. Women journalists have far less opportunities for professional training as compared to their male counter parts, WMC claims to have worked in this regard. The report states the fact that one cause of under representation of women is reluctance by women themselves for field work. In another report of seminar of WMC, Changing Attitude: Expanding “Women Role in Media and Politics,” it states that there are opportunities in the field of journalism and politics for women. Such opportunities should be utilized in a balanced and positive way. There is trust and confidence gap between men and women which should be eliminated on professional lines. Even where women are represented there is obvious gap between their representation and actual participation in the crucial working of any institution (WMC 2007).

A plethora of global research revealed that women portrayal is not ideal even in the developed country contexts. Dickey (2006) says that women are portrayed as sex objects. They are made perfect seen by men’s eyes. Their function is to sell the product, so their looks are more important than their humanness. Hall et al. (1994, p.115) detected that women are mostly shown in leisure wear in advertisements and men are mostly shown in work wear.

3.6 - Multimodal Analysis of TV Advertisements

O’Halloran (2004) explored possible directions for advancing multimodal analysis through the use of digital technology. In this work, social semiotic approach to multimodal discourse analysis (MDA) is introduced. Second, the relationship between technology, mathematics and science is explored, and the impact of semiotic transcoding (i.e. symbolic data visual images) in digital media is investigated. Last, the use of digital technology, visual reasoning and multimedia analysis for multimodal analysis are considered.

Peter (2003, p.50) analyzed multimodal TV advertisements; this study presented how intertextual voices are exploited in advertising discourse to enhance persuasive power. This article illustrates the multimodal construction of voices and demonstrates that the choice of

voices is closely related to the 'domain' of the product. It is argued that the intertextual voices contribute to the advertising discourse through multimodal engagement strategies. Character voice endorses the advertised product through such resources as lexico-grammar, intonation, facial expression and staged narrative, while discursive voice endorses the advertised product through contextualization and intertextual discourse structure

Veronica (2000) was published in IEEE intelligent System. This article addresses the tasks multimodal sentimental analysis, and presents a method that integrates linguistic, audio, and visual features for identifying the sentiment in online videos. They focus on the experiments on a new dataset consisting of Spanish videos collecting from the social media website YOUTUBE and annotated for sentiment polarity. Through comparative experiments, they show that the joint use of visual, audio and textual features greatly improves over the use of only one modality at a time. Moreover, while conducting research they also test the portability of their multimodal research and run evaluations on a second dataset of English videos.

Duan (2006) published an article and presented on a commercial segment from TV streams. Two challenging issues were addressed: first, he proposed a multimodal approach to robustly detect the boundaries of individual commercials. Secondly, he attempts to classify a commercial with respect to advertised products/services. For the first, the boundary detection of individual commercials reduced to the problem of binary classification of shot boundaries via the mid-level features derived from two concepts: Image Frames Marked with Product Information (FMPI) and Audio Scene Change Indicator (ASCI). Moreover, the accurate individual boundary enables them to perform commercial identification by clip matching via a spatial-temporal signature. For the second, commercial classification formulated as the task of text categorization by expanding sparse texts from ASR/OCR with external knowledge. The boundary detection has achieved a good result of $F1 = 93.7\%$ on the dataset comprising 499 individual commercials from TRECVID'05 video corpus. Commercial classification has obtained a promising accuracy of 80.9% on 141 distinct ones. Based on these achievements, various applications such as an intelligent digital TV set-top box can be accomplished to enhance the TV viewer's capabilities in monitoring and managing commercials from TV streams.

Smith (2011) has done a critical discourse analysis which is required to account for multimodal phenomena constructed through language and other resources (e.g. images, sound and music) and to relate higher-level critical insights on the social motivations of these texts to their realizations in lower-level expressive phenomena, and vice versa. In this paper they use interactive software resources for critical multimodal discourse analysis to help achieve these aims. The critical discourse studies field, being itself interdisciplinary, and with its holistic approach, is well placed to take advantage of interactive software, as these resources encourage the application, exploration and correlation of various analytical perspectives at different levels of description. Drawing on the analysis of a short video advertisement, they demonstrate how the interactive (multimodal) digital environment is one in which the discourse analyst can effectively draw upon different traditions of analysis, including ‘mainstream’ and social semiotic traditions, as well as other traditions such as media studies, to interpret dynamic audio-visual media texts in a critically self-reflexive manner.

Jorgensen (2003) conducted a research on a Multimodal Analysis of Shell and Chevron’s Persuasive Strategies. This thesis analyzed the two oil companies Shell and Chevron have created a green corporate image through multimodal and persuasive choices made in their campaigns. The analysis was based on an interdisciplinary approach that includes social constructivism, CSR and corporate environmental communication, social semiotics, and finally persuasion. The companies’ multimodal choices are analyzed from a social semiotics approach with the overall conceptual framework given by Halliday (1970; 1973) meta-functions. His approach was chosen since it has been extended and applied to several semiotic modes including image and sound thereby making it a suitable method for analyzing multimodal texts. In the analysis of still images, Kress and Van Leeuwen’s (2006) ideational-, interpersonal-, and textual meta-functions used while the analysis of moving images were based on Iedema’s (2001) representational-, orientational-, and organizational meta-functions.

To address the challenges, Halloran, Smith and Podlaso draw upon work within both the ‘mainstream’ and social semiotic traditions, as well as from other traditions such as media studies, showing how multimodal texts construct meaning by employing a complex array of

semiotic resources and strategies, and how interactive digital tools may assist in the critical analysis and interpretation of those meanings and their expression. This is demonstrated through an extended analysis of a short video advertisement, where they take Barthes' (1957/1982) analysis of the mythic sign in a static image as their starting point, applying and extending his approach to the study of multimodal semiosis in a dynamic audiovisual text. They show how the interactive (multimodal) digital environment is one in which the critical discourse approach can effectively draw upon different traditions of analysis in a critically self-reflexive manner.

Yves (2006) conducted a research in which he developed the fragmented audiovisual translation (AVT). However, several challenges must be taken up to better understand the impact and consequences of AVT on our daily habits. Therefore, his paper raises four main issues: the need to revise and rethink certain concepts in Translation Studies, because of digitization; the urgent need to carry out reception studies in order to provide AV programmers accessible to all; the need to highlight the socio-cultural relevance of applied research in such a way that the field is no longer considered as a constellation of problems but a valuable asset addressing the demand for multilingual and multicultural communication; and finally, the need to find out a methodology able to deal with multimodality – otherwise the major risk is to focus on language, precluding from comprehending these challenges.

3.6.1 - Idealization of Women: Impacts on Cognitive Process

Maddox (2005) worked on cognitive responses to idealized media images of women. His research explored college women's cognitive processing of print advertisements featuring images of highly attractive female models. The relationship of counter arguing (critical processing) and social comparison in response to these images with a number of body image-related variables was examined. Participants were 202 undergraduate females. Research was conducted in two phases. In the first phase, participants wrote their thoughts in response to three advertisements taken from recent women's magazines. In the second phase, women completed a number of self-report measures focusing on body image, along with a number of distracter measures. Results suggest that making negative outcome, upward social comparisons in response to such images is significantly associated with greater

internalization of the thin ideal and decreased satisfaction with one's own appearance. Despite predictions that counter arguing might act as a protective factor, the tendency to generate counterarguments in response to these images was not related to appearance-related dissatisfaction, internalization of the media ideal, or importance of appearance.

Pan (2015) did a case study of billboards. In this research, he demonstrated the role of non-verbal elements in advertisements and the need for the translator to contextualize the linguistic messages in advertisement translation. Through a detailed case analysis of billboards collected from Hong Kong, it explores the ways in which translated linguistic messages are contextualized by extra-linguistic components and indicates that the translation methods used in the mediation between different cultures are largely determined by the multimodal nature of billboard advertising.

Huda & Ali (2015) did the analysis of responses of the viewers against the portrayal of women in these advertisements. Survey research method has been used for the analysis. The respondents for the survey were categorized based on gender and age. Her literature review indicates that the women are portrayed mainly in two types of roles: i.e. as house wives and as attractive objects. Mostly the advertisers use females as the eye-catching objects to capture the attention of the viewers. The results argue that the portrayal of women in advertising is changing the concept of respect about the women among the minds of viewers and also indicate that a woman's physical beauty is likely to be an instrument for inducing demands for products.

Roy (2016) conducted a research on the portrayal of women characters in selected contemporary Pakistani Television drama. In this research she tried to analyze the recent portrayal of women characters in the TV shows that displays a huge leap from the conventional towards the liberal. She selected various Pakistani dramas in which women were in leading roles and they were portrayed as strong, self-dependent and struggling against all odds.

Sakai (2011) did his research on newspaper Subjectivity from Multimodal Perspectives. The aim of his project was to show the overall nature of newspaper reports as multimodal texts influenced by visual "orientation" and to re-examine the stereotype that a newspaper is an "objective" medium. His discussion was based on the visual analysis of newspaper

photographs and social conventions in the medium. Then, in addition to this point, he also discusses the latent influence such multi-modal texts exercises on readers / viewers. In this project, he took a Systematic Functional approach, established by Halliday, to the argument about the objectivity or subjectivity of newspaper reports.

Hameed (2008) conducted a research on celebrities' endorsement. This study was conducted on the beauty product advertisements by applying methodological approaches of Critical Discourse Analysis to the selected adverts. Its aim was to explore the language and linguistic strategies employed by advertisers to maneuver women and to explain power relations between product-producer and product-consumers. The important aspect of conducting this research was to unveil the most pervasive type of discourse of 21st century advertising discourse. This study fundamentally presents ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertising.

Hafsa (2014) did the research on the representation of women and their objectification in television advertisements in Pakistan. They critically analyzed the Pakistani electronic commercials in which women were stereotypically represented. The basic aim of their research was to do critical analysis of Pakistani advertisements and they adopted qualitative method in order to collect their data. They concluded that women are stereotypically presented as soft, fragile and sexy and they are over beautified and intensified in Pakistani advertisements. Women are less treated and shown as human beings.

Zia (2007) has done the semiotic analysis to explore and elaborate the hidden meanings, symbolic depth and connotative meaning in Pakistani advertisements.

Different kinds of researches have been conducted on the representation of women in Pakistani media. But nobody has done a research on the multimodal analysis of Pakistani advertisements aiming to break the stereotypes. This is the biggest research gap which the researcher has found by reviewing existing researches. Although there are a handful of advertisements in Pakistan in which women are portrayed as independent, strong, powerful and struggling for their rights. Therefore, the researcher has carried out a multimodal analysis of advertisements about the breaking of gender stereotypes.

CHAPTER 4

RESEARCH METHODOLOGY

The present chapter comprises of the research design, research methods, sampling, research procedures and ethical considerations that play important role for data collection and analysis.

4.1 - Research Design

This study is predominantly qualitative in nature. Qualitative method is used at two levels: first level deals with the analysis of advertisements, whereas at the second level, the reactions of Pakistani students about breaking these gender stereotypes are analyzed. The researcher has collected the views of these students through open-ended questionnaires which were initially tabulated and then the thematic analysis of responses was carried out.

4.2 - Sampling

Researcher has done purposive sampling at two stages in order to get data. Purposive sampling allows selecting research participants as per the needs and objectives of the research. These two stages follow:

4.2.1 - Stage One

There are very limited advertisements that run on Pakistan electronic media in which women are shown as breaking gender stereotypes. Five most rated advertisements of Pakistani electronic media from 2010-2017 in which women are shown as breaking gender stereotypes were selected. Four of the advertisements were in Urdu which were translated into English (See appendix A for Urdu version). In order to check the authenticity of the translations, the researcher has verified the translations of the Urdu text from the “Translation Department” of National University of Modern Languages, Islamabad Campus.

4.2.2 - Stage Two

Researcher selected four universities of Islamabad to collect data through open-ended questionnaires including National University of Modern Languages (NUML), Islamic International University, Quaid-e-Azam University and Air University. The total number of students who were enrolled in B.S (Hons) English program was the population of the study. The students who were enrolled in 8th semesters of their B.S degree program were selected as sample. There were more than 150 students (Girls & Boys) who were in 8th semesters but only 120 participants gave their consent to become part of this research. The researcher showed the advertisements using multimedia and mobile phone, after showing them videos, their responses were collected using open-ended questionnaires (See Appendix B for questionnaire)

4.3 - Research Procedure

The present study examines the breaking of gender stereotypes in Pakistani advertisements. To analyze the advertisements multimodal discourse analysis was used. Basically, multimodality is a theory of communication and social semiotics. It describes communication practices in terms of the textual, aural, linguistic, spatial and visual resources - or modes - used to compose messages. The research was conducted in the following two stages:

4.3.1 - Stage One

In this phase researcher selected five advertisements about the breaking of stereotypes in Pakistan, the researcher carried out the multimodal analysis of those advertisement. More specifically, the functional theory of Multimodality was applied to explore how different modes are woven together to construct meaning in advertisements. The analysis of images was carried out using Kress and Van Leeuwen's functional theory of Multimodality (grammar of visual discourse, 2004), focusing on 'representational meaning of image', 'interpersonal meta-function' and 'textual meta-functions'.

4.3.2 - Stage Two

In stage two, data was gathered from 120 research participants (i.e. 55 boys and 65 girls) from four universities in Islamabad, Pakistan, using open ended questionnaires. The purpose

of gathering data from the students is to know the reaction of young generation of Pakistan regarding the advertisements showing breaking of gender stereotypes. The two universities were selected from public sector, whereas the other two were from the private sector.

From each university a group of male and another group of female respondents studying in B.S (Hons) were selected. The video recordings of advertisements were watched by each group. Subsequent to watching the video recordings, the groups were asked to respond to open ended questionnaire.

4.4 - Selection of Research Participants

Researcher selected 120 research participants from four Universities of Islamabad, Pakistan, including Quaid-e-Azam University, Air University, International Islamic University and National University of Modern Languages. Researcher has selected these Universities because Islamabad city is the hub of education in Pakistan and these universities have almost students from every part of Pakistan.

4.5 - Data Analysis

The researcher has analyzed the data in two stages. The stage one is about multimodal analysis of advertisement and the stage two contains analysis of open-ended questionnaires.

4.5.1 - Stage One

This stage presents multimodal analysis of the five advertisements, selected from the Pakistani electronic media that aim to break the gender stereotypes. The multimodal analysis of the advertisements was done by applying the functional theory of multimodality. The following steps were followed in multimodal analysis.

4.5.1.1 - Title of the advertisement and the name of sponsored company

In this step, the title of the advertisement was explained in detail and the significance of the title was also highlighted. Moreover, the name of the company or organization was also mentioned that has sponsored the advertisement and has funded the media to play that advertisement on television.

4.5.1.2 - Introduction of the women in leading roles

In this step, the name and the achievement of the women were mentioned who played a key role in the advertisement.

4.5.1.3 - Background / Description of the Advertisement

This explained the motivation behind the advertisement and the detailed success story of the woman in that advertisement.

4.5.1.4 - Translation of the Advertisement

This step explains the text or wording of the advertisement. The translation of the Urdu advertisement is also provided for understanding of the text and message.

4.5.1.5 - The Key Message of the Slogan in the Advertisement

In this portion, the key theme or central message of the advertisement is explained, and its significance is also highlighted.

4.5.1.6 - Settings of the Advertisement

This explains the location and the time of advertisement where it has been filmed.

4.5.1.7 - Characters of the Advertisement

This step tells about the main character of the advertisement and how this character is portrayed.

4.5.1.8 - Application of Functional Theory of Multimodal Analysis

Functional Theory of multimodal analysis is applied to analyse the images of the advertisement using three levels of meaning including the representational, interpersonal and textual meaning.

4.5.1.9 - Application of Colour Symbolism

The images are analysed using colour symbolism theory to understand the symbolic meanings of the images that are portrayed in advertisements.

4.5.1.10 – Application of Liberal Feminism

This is the final step of data analysis, where the concept of liberal feminism is applied to advertisement to explain how people take such advertisements.

From every advertisement, the researcher has selected three images and has applied the functional theory of multimodal analysis, colour symbolism and liberal feminism to analyse them.

4.5.2 - Stage Two

The stage two represents the analysis of open-ended questionnaires from the students of universities in Islamabad. The percentages from the responses were calculated and the thematic analysis of responses was also carried out.

4.6 - Ethical Consideration

Qualitative research studies have their own sensitivities with regard to ethical considerations. The data collection methods such as interviews, open ended questionnaires and focused group discussion make hiding the identity of research participants difficult. Although, the nature of this study poses no potential risk or harm to the participants, but the researcher was aware of the concerns that could arise due to research participation stress for taking part in the research, the feeling of intrusion in their personal life or their misconceptions about being evaluated by the researchers. Also, there is the likelihood of developing unnecessary fear of becoming vulnerable to unseen harm. Therefore, the researcher is cognizant of the need to minimize those concerns so as to enable research participants to be at ease during the inquiry.

It is in view of the above concerns and sensitivities that the researcher intends to ensure that the research participants are well aware of the facts that the researcher is committed to safeguarding their dignity and respect. Moreover, the researcher has provided an information sheet to the participants highlighting the scope, aim and modalities of the study and the possible threats and opportunities for participating in the study, before seeking their consents, by obtaining their signatures on an informed consent form. Therefore, before asking the research participants to give their consent, the researcher made the following points explicitly clear. The points were:

1. The researcher will not share the data that is drawn from the research participants with anyone except that the researcher will be using the data for research purpose only.
2. The raw data will be kept confidential and will not be shared with others except the researcher.
3. Direct quotations from the open-ended questionnaires will be occasionally used to support and substantiate discussions related to the findings.
4. For the sake of anonymity, pseudonyms will be used to hide the real names. This will apply to the research participants and to all others to whom reference will be deemed necessary in the research report.
5. At any point during the research process the research participants will have the right to withdraw from the research or not to answer any questions.
6. The data generated through this study will be used to write the research report. However, there is a possibility of sharing this information with others, for instance, with an audience in the conference when sharing the insights gained from the research in the conference, or when the key findings are published in journals to disseminate the findings.

CHAPTER 5

DATA ANALYSIS

This chapter of data analysis is divided into two sections. The first section (i.e. Data Analysis 1) is about the multimodal analysis of Pakistani TV advertisements related to breaking gender stereotypes. Whereas, the second section (i.e. Data Analysis 2) deals with the analysis of the responses of the students from various Pakistani universities about the role of media in eliminating gender stereotypes.

The first section contains detailed description of advertisements using pictures and text translation. Five advertisements have been selected as the sample and then, the analysis of these advertisements is carried out using two approaches; multimodal analysis and the color symbolism theory.

The second section illustrates student responses which have been analyzed qualitatively. This section is primarily concerned with the analysis of questionnaires given to students with a theme question of “is media helping women in their fight against gender stereotypes?”

Data Analysis I

In this section the multimodal analysis of advertisement is done along with the application of color symbolism theory.

5.1 - Multimodal Analysis of Advertisements

Five advertisements have been taken as the sample for the analysis of the data. Four of them are in Urdu and one is in English. For every advertisement three images have been taken for analysis. Each advertisement is divided into several steps for analysis including background, description, translation, setting and characters. Moreover, color symbolism and the theory of liberal feminism is also applied on these advertisements.

5.2 - Advertisement of Samina Baig: The Mount Everest Climber

Samina Baig, the youngest female high-altitude mountain climber, hails from Hunza district of Gilgit-Baltistan in Pakistan. She is the first Pakistani Muslim woman in the world who has the honor of conquering Mount Everest, which was then followed by her astonishing feat of climbing the seven highest summits in the seven continents of the world. Samina Baig's conquering and hoisting Pakistani Flag on Mount Everest and, subsequently, on the seven highest summits of the seven continents not only earned commendation and immense respect for her, in fact, it made Pakistani nation, the Muslim Ummah and the global community proud of her amazing accomplishment.

5.2.1 - Background of the Advertisement

Habib Bank Limited (HBL) is one of the multi-national banks of Pakistan, having a vast network of 1600 branches across the country. One of its advertisements released on December 25, 2015 is about Samina Baig.

This HBL advertisement chosen to portray Samina Baig's incredible struggle and her accomplishment also greatly serves the purpose of breaking the conventional gender stereotype. It helps in shifting the traditional mindset that expects and sees certain challenging tasks to be done only by men, and to change that mindset which links the easy-to-do and less challenging tasks with females. Since climbing mountains is a notoriously risky, life-threatening and hazardous activity, traditionally men have ventured to mountain climbing and therefore it has always been considered as a "men" related activity. However, Samina Baig's feat that has been illustrated by the HBL-sponsored advertisement has successfully helped in the paradigmatic shift of this deeply-trenched traditional view that the dangerous deeds are accomplished by men only in this world.

5.2.2 - Translation of the Advertisement

In the opening scene of advertisement, Samina Baig, looking deep down into the Hunza Valley, narrates her story. She says that (Translated)

"It is not easy for a common girl to climb up a mountain, but I was born and raised up in these mountains. It was my passion and desire to climb up the mountains. Since childhood I started climbing up the mountains. With the passage of time, I started to fulfill my dream by

climbing up one mountain after another and continued this venture till I summit seven highest peaks of the world, and then, became the first Pakistani woman who has climbed up the Mount Everest. There is no such dream that a girl cannot fulfill.” *The Key Message of the Slogan (i.e. “All that a dream needs, is someone to believe in it”)*

Dreams are the super wishes envisaged or the burning desires someone wants to achieve in their life. In many cases, these dreams remain unfulfilled due to a host of reasons: i.e. lack of confidence, inadequate interest, less hard work, pressing financial issues and the social pressure etc. However, there is a direct correlation between a person’s vision and the depth of their motivation and determination to accomplish that vision. It is based on this reality that if someone is determined to achieve their dream, all they need is to make their best efforts to achieve the goal. In other words, a person should dream it, believe it, see it, tell it, plan it, and constantly work to achieve it.

5.2.3 - Setting of the Advertisement

This advertisement was released on December 25, 2015. The total duration of this advertisement is one minute, and it is geographically picturized in Nepal and Gilgit-Baltistan, particularly in Hunza. The advertisement is acted in the mountains and deep down in the valleys. This advertisement is basically in Urdu. Beside the speech different modes are used in the advertisement such as character, colors, mountains, barren trees, water, snow, fire, hiking equipment and flag. All the modes in the multimodal analysis contribute to the meaning making process.

The time that is illustrated by the introductory part of the advertisement is daytime, whereas the location shown is on the top of a mountain which is surrounded by other snowcapped gigantic mountains, whereas the light sky and bright flossy clouds seen above the snow-white summits of the mountains in the background. The high-altitude Mountains symbolize strength, powerful and grandeur. The white color of snow represents light, purity, success and cleanliness. The Snow Mountains which symbolize stature and glory also, in fact, show a fascinating breaker of gender stereotype for Samina Baig; while the blue color represents depth, stability and the happy nature of human character.

In Scene 2 of the advertisement, a young girl is climbing up a barren tree and above the tree there is clear blue sky reflecting the bright sun. The barren tree symbolizes the difficulty,

harshness and the challenging part of life. A young girl climbing up the tree reflects the ongoing struggle she is making to overcome the difficulties of life. The clear blue sky in the background is symbolic of hope and optimism, whereas the sunshine is symbol of success and celebration.

In Scene 3, the young girl is sitting on the top of a mountain, looks at the high-altitude snowy peaks in front of her and tries to climb up the rocky mountain. Interestingly, this is not her first encounter with mountains to climb; she has grown up in the laps of such mountains and has practiced climbing them throughout her life. A young girl trying to climb up the mountains shows her passion, strength and struggle. The white snowy mountains in front of her symbolize success, achievement and her sublime destination.

The Scene 4 in the advertisement shows the start of her journey, she crosses rivers, snowy mountains and valleys and faces insurmountable hardship during her climb up the mountains. Then the setting is night and she fixes her camp and lights up the fire. However, with the passage of time she conquers the highest mountains while boldly facing the hardships. A lady crossing raging rivers, icy snow and steep mountains represents constant struggle, incredible strength and the uncommon power required to face such challenges. In the harsh weather the fire is the symbol of hope whereas the black color also represents strength and the capacity to absorb light, heat and energy.

5.2.4 – Characters of the Advertisement

This section analyzes the elements which help in identifying and portraying different characters that bring life and beauty to the advertisement. These include the total number of characters, their appearances, placements, positions and sizes in different scenes, as well as the attire, gesture and the camera angle in which they are represented.

Scene One (of the video of Advertisement): Samina Baig closes her eyes and reflects back on her life to recollect her memories of her fascinating life journey which led her to become a great mountaineer and therefore to become a breaker of gender stereotype. She is the only one character in this advertisement. When she flashes back to her past she is shown as an energetic and attractive teenager.

Scene Two and Three (of the video of Advertisement): She is shown as a deeply determined and passionate little girl who, even since her childhood, aspires and struggles to climb up the mountains. In addition, she is also shown, as a young child, wearing “kameez”, “shalwar” and a typical woolen sweater. In Scene 4, we can see her as an accomplished grown up who is crowned with amazing success and yet well characterized by her humility and serene personality.

Attire also plays important role in the multimodal analysis of the advertisement. It shows someone’s identification, social status, age, and mentality. As per the need of advertisement and as a professional hiker, Samina Baig is wearing a track suit and she is laced with the hiking equipment. Samina Baig’s attire once again reflects the notion of breaking gender stereotype as generally women are expected to wear the typical clothes for females. However, being a high-altitude climber, she is wearing attire that is used by both men and women in these conditions.

5.2.5 - The Images Characterizing the Advertisement

Three images of this advertisement have been taken for analysis.



Figure 1: First Image of the First Advertisement

a) **Representational Meaning of the Image**

The above picture is very symbolic in terms of the multiple modes, i.e. it delineates the image, text and colors. The girl, shown in the middle of image, is hooked up with the climbing rope and with different equipment which are used in climbing. Text is also there on the lower left side of the image, whereas behind her there are snowy mountain peaks.

The girl is the main object in this image. She is wearing a blue colored jacket with black pants and there is also helmet on her head. Some climbing equipments are also chained to her belt. It seems that she is trying to climb up the mountain with the help of rope. She looks very confident and is struggling hard to climb up the mountain.

The text, “All a dream needs is someone to believe in it” is written in green color. And, below that in micro level another sentence is written with black color that is “Samina Baig, Pakistan’s first women to summit Mount Everest.” In contrast on the top of the image the name of the bank is written and in the right side in the corner a text is written in Urdu that says: “jahan khwab wahan HBL” (Urdu language), meaning that where there is a vision (and a dream), HBL is there to help fulfill that dream. In the background there are snowy mountains and above them there is blue clear sky.

b) **Interpersonal Interpretation**

The above image is symbolic in terms of breaking gender stereotypes. As in Pakistan, women are considered as physically weak, fragile, shy and subordinate creature as compared to men. In contrast, the image of the girl who is climbing the mountain is breaking the gender stereotypical thought that only men can climb mountain not women. The image says that women can also climb the mountain, as they are strong, courageous, determined and powerful.

c) **Textual Interpretation**

On the top of the image in bold letters HBL is written which is a multinational bank in Pakistan. In the lower left corner, a main text is written which is the main semantic unit in the image: i.e. “All a dream needs is someone to believe in it.” The denotative meaning of this text (i.e. all a dream needs is someone to believe in it) is that if someone believes in his/her dreams s/he can accomplish them as well. On the other hand, the denotative meaning of this

text in contrast to the image means that nothing is impossible in this world even if you are a woman. If you believe in yourself and in what you do, then you can touch the zenith of sky. No socio-cultural boundaries can hamper you in achieving your goals if you believe in yourself and passionately follow your dreams.

5.2.6 - Applying Color Symbolism to the First Image

The color effects in this image highlight media's role in eliminating stereotypes against women. It is quite evident from the picture that the girl is wearing a blue color which is considered as a masculine color. Cerrato (2012) asserts that men are represented by blue and women with red. Here, the girl lacks any red color associations. Thus, this blue color signifies that the girl performing a masculine task; climbing the mountain. Moreover, the picture clearly reflects that the shoes of the girl are of brown color, which symbolize that this girl is going through hardship and life struggle to achieve her dream of being the Mount Everest climber. Furthermore, according to Cerrato (2012), Brown color is called as the earth color, it is associated with humility; down to earth virtue. It is the color that represents hardships in life or poverty.

In the background of the image there are gigantic mountain covered with snow. According to Cerrato (2012), "White is associated with light, goodness, innocence, and purity and it is considered to be the color of perfection. A white color also symbolizes safety, purity and successful beginning as well. In advertising, white is associated with coolness and cleanliness because it's the color of snow. The white color of the snow in background also symbolizes extreme weather conditions. This picture gives a clear indication that this girl is fighting for her dream in such a cold weather, which symbolizes that woman is not fragile, she can bear extreme hardships of life to become successful in her life.

The Second Image



Figure 2: Second Image of the First Advertisement

a) The Representational Meaning of the Image

In this image, the girl who is standing in the picture represents the completion of a masculine task that is climbing of the mountain. She is wearing a blue hiking suit and warm matching hat and gloves and black color glasses. In her hands there are the black color hiking sticks. Right in front of the girl there is a text that reads: “HBL ACCLAIMS THE EFFORTS OF SAMINA BAIG IN AN INSPIRING WAY.” Behind her in the upper side of the image there is blue clear sky and below the blue sky there are high snowy rocky mountains in the image. It seems that the girl is standing on the top of mountains with the help of hiking sticks and because of snow and high altitude.

b) Interpersonal Interpretation

The lady standing on the top of the mountain is a symbol of strength, success achievement and breaking of gender stereotype.

The courageous and incredible efforts made by Samina, as a climber, have been recognized and commended by the HBL. This and the other images portrayed in the advertisement have successfully transformed the conventional thinking patterns of common men and women about the gender stereotypes. For instance, those who earlier believed that high altitude climbing belonged only to strong, enterprising and venturesome men were

shaken to their core by the daring act and very well portraying images of Samina Baig as a highly revered and successful mountain climber.

c) Textual Interpretation

The text written in front of Samina which is to pay tribute to her for her accomplishment that says: “HBL ACCLAIMS THE EFFORTS OF SAMINA BAIG IN AN INSPIRING WAY!” conveys the message of commendation and recognition for Samina’s performance which made the humanity proud of her exceptional achievement. The connotative meaning of this text implies that HBL is associated with the strong, hardworking and self-made people and that it appreciated and celebrates the women who struggle for their rights in the society and for unleashing their mind-boggling potential that the nature has hidden in them.

5.2.7 - Applying Color Symbolism to the Second Image

In this picture, the girl is again presented with a blue color, which clearly reflects that the girl has climbed the mountain as men do. Moreover, the blue color in this picture represents the strength and capability of the girl that she has achieved an impossible task. According to Cerrato (2012, blue color is associated with the sky and sea and it is considered as a masculine color. It is also often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. The blue color in the picture also symbolizes that not only men but women also possess daring and adventurous qualities. Similarly, the red lines on the blue jacket reflect that women can do all masculine tasks. The mixture of red and blue color of jacket also symbolizes gender equality that women can perform every difficult task like men.

The Third Image



Figure 3: Third Image of the First Advertisement

a) The Representational Meaning of the Image

The above image also reflects different modes and styles including the girl, text, sky, daytime, Pakistani Flag and snow. The most dominant and most eye-catching object is again the girl who is the key feature of the image. Her backdrop as well as her hiking suit clearly gives an impression that she is standing somewhere on the top of a mountain. She is wearing a yellow tracking suit while on the left front of her jacket there is HBL written on it. She is hoisting the National Flag of Pakistan on the top of the Everest. Below the image in a straight line from the left side a white text is written that reads: “Samina Baig- Pakistan’s first woman to Summit Mount Everest.” She has a victorious smile on her face.

b) Interpersonal Interpretation

Samina’s image of conquering the gigantic mountain clearly communicates the compelling message of “To what heights one cannot rise?” The astonishing latent strength and potential in the soul of a human being, be it a man or a woman, has the power to reflect global and everlasting influence, provided that ability is nurtured and released in the most appropriate manner. The above image illustrates the triumphant and celebratory mood of Samina Baig.

c) Textual Interpretation

“Samina Baig- Pakistan’s first women to summit Mount Everest” is the main text in the above image. Looking at the surface level of the text may reflect this as a simple sentence, however, this image and the text has a glorifying meaning of effectively and successfully breaking the gender stereotypes.

5.2.8 - Applying Color Symbolism to the Third Image

The yellow color as described by Martin (1892) is color of life, energy and happiness. In this picture, the girl is wearing a yellow jacket, which signifies her happiness after her success of becoming the Mount Everest climber. Furthermore, yellow color in the picture gives a sign of hope for rest of the girls that they can also attain their desired goals and follow their dreams.

5.2.9 - Applying Liberal Feminism to the above Images

Liberal feminism is an “individualistic form” of feministic theory and its primary goal is to bring gender equality in all spheres of life. According to Mill (1860) liberal feminism focuses on women ability to maintain their equality through their own actions and choices. The above selected image is showing the true picture of liberal feminism and it talks about the gender equality. It is proving, in a compelling and powerful manner, that women are not naturally less intelligent or weak as compared to men. Despite, Samina Baig is from a conservative society, she has proven that women can do anything, if they believe in themselves.

5.3 - Advertisement of Naseem Hameed: The Fastest South Asian Runner

The traditionally held notion that expects women to be confined to the four walls of their homes could not stop Naseem Hameed to become a world class athlete. Born in a middle-class family on May 1, 1998 in Pakistan, Naseem Hameed battled bravely to explore her hidden talents as an athlete and became the first “field and track athlete” and won Gold medal in the 100-meter race in the South Asian Games in Dhaka in 2010.

5.3.1 - Background of the Advertisement

This advertisement is based on the true inspirational story of Naseem Hameed who won a gold medal. Acknowledging her accomplishment, the then President of Pakistan, Mr. Asif Ali Zardari, appointed Naseem Hameed as the Ambassador of Sports in Pakistan on February 12, 2010.

5.3.2 - Translation of the advertisement

A mother calls her daughter who is an athlete. The daughter picks up the call and listens to the voice of AZAN, our loved ones (i.e. family or the closely-knit kith and kin) can only understand our (oral or physical) language. Although we seldom express our true feelings, emotions and thoughts to others; those who have heart-to-heart communication with you are actually ours. When we express our true feelings, we feel like we have unburdened ourselves allowing our heart to fly like the light air. The feelings which originate from the depths of our heart always find their destination. Hence, say something, open your heart and always smile! In life at times we feel scattered and sometimes we feel strong, motivated, assembled and happy. What to ask about our hearts, whatever they are they are ours! Life is all about ups and downs.

The Key Message of the Slogan (*i.e. Apnay han jo sookh parvaz rakhtay han. Yakeen dilon may, ankhon may khowab rakhtay han*)—meaning that “Those are from us who believe in passion of solo-flights, their hearts are filled with unshakable conviction, while their eyes are illuminated with their visions and dreams!”

5.3.3 - Description of Advertisement

This advertisement starts with Naseem Hameed’s entrance into the overcrowded playing ground. Looking a bit nervous, she can be seen sitting in waiting room. At this stage her mother calls her while in the background she listens to the voice of Azan (i.e. the Muslim call for prayer which says: “Allah is great, Allah is great. I bear witness that there is no god except the one GOD, I bear witness that there is no god except the one God”). Naseem Hameed gets courage and becomes relaxed after hearing the voice of Azan and hearing the voice of her mother. She walks into the ground confidently where her coach receives her and shows her a message on the mobile which reads: “Pakistan is with you.” She looks at the

crowd with a smile and saw a supporter billowing a Pakistani Flag. She lined up with other athletes and on the other side her mother starts praying for her success.

At this critical stage, Naseem suddenly seems to recollect and envisage her past memories. This flash back reflects that during her childhood in her school she used to run and win races without wearing shoes in competitions because of poverty. Her mother developed the heartache due to the pain she went through by looking at her daughter's unfulfilled desires. As she tries to console Naseem by pressing her feet in her bed at night, she silently cries and sheds her tears. Her father also seems helpless and broken over this situation. The next day before she awakes, her brother puts a pair of joggers (shoes) in front of her. When Naseem woke up she became happy but after a short while she came to know that her mother sold out her gold bangles to buy her a pair of shoes. She realizes the sacrifice of her mother and starts sobbing. Her mother cleans her tears and advises her to use the joggers for her races in the school.

Furthermore, right before the match begins Naseem Hameed remembers another incident from her past. Once she broke her leg in a race and suffered a lot of pain. However, she considered to take part in races as her family always stood by her side and helped to achieve her dream. She thinks how quickly the time has passed and now, she has reached the stage of SAF international games 2010.

By recalling all her hard work and support of her family she started running and became the first Pakistani track and field athlete and became fastest woman in South Asia and won the Gold Medal in the 100-meter race in Dhaka in 2010. On the other hand, the ending of her mother's prayers for Naseem coincide with her victory in the race. Naseem Hameed brought both the fame and medal to Pakistan and made her family, the entire nation, and more specifically all the daughters of Pakistan proud on her amazing accomplishment.

5.3.4 - Setting of the Advertisement

This advertisement was released on July 3, 2010 and the duration of this advertisement is 6 minutes and 12 second. Geographically, this advertisement is picturized in Dhaka and Pakistan. This advertisement is acted and communicated in Urdu language and it depicts the struggle of a young girl hailing from a middle-class family in Pakistan. This young girl, with the support and prayers of her family, accomplished what is usually unthinkable for a great

majority of girls in Pakistan. Therefore, her impact on breaking the gender stereotypes, influencing the traditional expectations from women and reshaping the misconstrued and narrowly-defined value system is undoubtedly massive and far reaching. In addition to the different speech modes reflected by the creatively and skillfully designed advertisement, the other modes that convey meanings and add to the richness of the advertisement are the character, colors, sounds, shoes, flag, house, playground, sea, and clouds.

5.3.5 – Characters of the Advertisement

In this advertisement there are four key characters whereas the other two characters can be categorized as less important ones. The key characters include the Naseem Hameed, her mother, her father and her brother, whereas, the coach and the doctor are the less important characters. In addition, the five competitors and the crowd in the ground are yet other characters.

5.3.6 - The Images Characterizing the Advertisement

Three images of this advertisement have been taken for analysis.

The First Image



Figure 4: First Image of the second Advertisement

a) Representational Meaning of the Image

This is the emblematic image that illustrates the daunting challenges faced by women in the traditional societies and how a selected few overcome these challenges. There are different modes used in this image which add to the meaning, richness and the overall attraction of the advertisement. These modes relate to the images, text, colours, playground, sky, attitude and postures of different characters in the advertisement.

Naseem Hameed is shown in the left side of the image. She is shown wearing her shirt, trousers and running or jogging in the playground. There is the Pakistani Flag on her green shirt. Right below the main image, there are also two small images of the same athlete. She seems to be doing exercise or warming up her muscles which symbolizes her attention and effort to keep herself spiritually, mentally and physically fit.

b) Interpersonal Interpretation

This is a very symbolic image of breaking the gender stereotypes in Pakistan. In Pakistan, women are considered subordinate to men. The Pakistani constitution asserts that "There shall be no discrimination on the basis of sex" and the Sharia Law (Chapter 3A. – Federal Shariat Court) also endorses the rights and the status given to women by the constitution. Despite these agreed-upon principles, Pakistani women even in the 21st century are not enjoying the equal status as men. The above image of Naseem Hameed, however, shows her brave entry into the so called "men's" world and helping to break the gender stereotypes. She successfully proved her worth and talents in altering people's expectations from a woman.

c) Textual Interpretation

The text in the above image that reads: "Naseem Hameed: The Power to Beat all Odds" is the key text shown in the image. The surface meaning of this text is that Naseem Hameed has the power to beat all difficulties, however, it has deeper and more significant meanings. The power to beat all odds is an idiom in English language that mean "overcoming all the seemingly insurmountable challenges." In this image Naseem Hameed seems to break the gender stereotypes by doing a masculine task that is running. The text (i.e. Naseem Hameed: The Power to Beat all Odds) means that despite the less resources or coming from the poor

background, Naseem Hameed has successfully managed to achieve her dream and became a star performer by overcoming all the uphill challenges facing her.

5.3.7 - Applying Color Symbolism to the First Image

In the above image, the girl is wearing a green colored shirt. Although the green color of the shirt symbolizes the country of girl which is Pakistan, but this color also represents many other things. As pointed by Cerrato (2012), Green is the color of nature and it symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Here in the above image, the green color reflects the prosperity of the girl as she stood first in the running race.

According to Cerrato (2012), pink is associated with compassion, nurturing, love, and romance. It is feminine and shows more passion and energy in its deeper shades. Pink is inspiring, warm and comforting, suggesting hope for the future. The pink color of the running track also symbolizes that girls are not only for beauty, in fact, they can be as hard as men to achieve their ambitions. Moreover, the image also shows that girls can do more than just beautification of themselves. Thus, the image it can be concluded that women are now depicted in green color which is the color of nurture and growth.

The Second Image



Figure 5: Second Image of the Second Advertisement

a) Representational Meaning of the Image

The key object in this image is the girl standing in the middle of picture. She is wearing green shirt which shows a sticker of Pakistani Flag on right arm near her shoulder, i.e. a sign of representing Pakistan. The text is written in the three sides of the image that has a dark background. The main text written in Urdu at the bottom of the image reads: “Karay jo sar buland apnon ka, wahi apna hai” meaning that: Those who make us proud are our own. The logo of Jazz Company, i.e. the sponsor, can be seen in the image on the right top of the athlete; whereas, on the left of the image the name of the athlete is written.

b) Interpersonal Interpretation

In Pakistan women are mostly considered weak and fragile but this picture is breaking these deeply-rooted gender stereotypes of women’s image. The key message being conveyed by this powerful image is that women should be treated equal to men, providing them equal facilities and opportunities as men.

c) Textual Interpretation

In a country like Pakistan women are not supposed to run and yet Naseem Hameed has established a remarkable example that exceeds the conventional expectations and value system. The text which reads: “Those who make us proud are our own” also conveys the meaning that says girls can be equally productive in accomplishing success in any field of life, if they are deeply dedicated to the cause.

5.3.8 - Applying Color Symbolism to the Second Image

The pose of the girl and color effects of the image are depicting that she is ready to take any risk and ready to do all effort for her physical and mental development. Here again, the girl is wearing a green shirt which symbolizes that she is capable to grow and prosper. According to Cerraot (2012), green color is symbol of growth, prosperity and courage. So, to say, the running pose in a green shirt symbolizes the courage of women to achieve their desired goals and to develop them physically, mentally and socially.

The Third Image

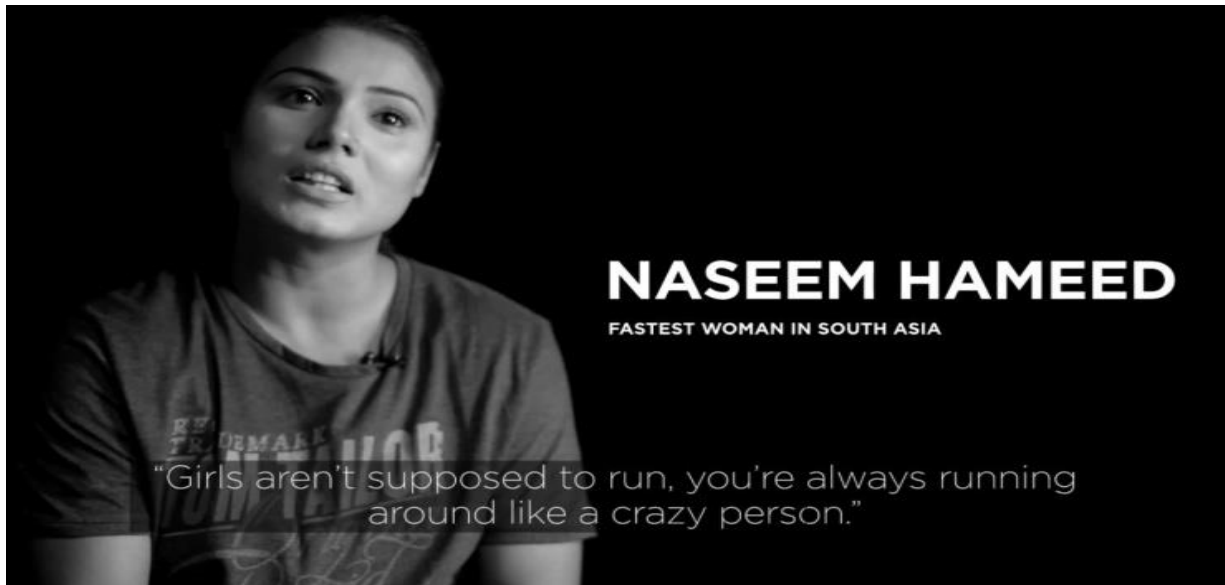


Figure 6: Third Image of the Second Advertisement

a) Representational Meaning

In this image a girl (Naseem Hameed) is the key object. She was selected the Brand Ambassador of Jazz and Sports during 2010. Her picture occupies the almost left half of the image. In the right side her name is mentioned with a bigger font size and written in white color which depicts her dominant role. Right below her name is written the text in small font size that reads: “FASTEST WOMAN IN SOUTH ASIA” which tells that women in Pakistan can accomplish whatever they want.

b) Interpersonal Interpretation

The Jazz Mobilink network has recognized the heroic and emboldened efforts made by Naseem Hameed to become the “field and track athlete” and to become fastest running woman in South Asia in this advertisement. This advertisement has made significant contributions to shift people’s mindsets from being the narrow gender stereotypes to their belief of considering women capable of battling any challenges and achieving success in their lives.

c) Textual Interpretation

The text that reads: “Girls aren’t supposed to run; you’re always running around like a crazy person.” This statement reflects the stereotypical thinking prevailing in the Pakistani

society. Running or competing in races has always been attributed to men and women have never been expected to take part in it. However, Naseem Hameed became a source of breaking this stereotypical thinking and became the Pakistan's first female to represent Pakistan internationally and made the entire Pakistani nation proud of her amazing accomplishment by winning the Gold Medal in SAF Games 2010 in Dhaka.

5.3.9 - Applying Color Symbolism to the Third Image

The girl in the image is wearing a grayish black shirt which is generally linked with strength and authority; it is considered to be a very formal, elegant, and prestigious color (Cerrato, 2012). In Pakistan the color black and gray symbolizes dullness, gloominess and bad. Here, in this image, the color of the shirt reflects activeness. The black background shows the girl in the limelight. The dark background and the white text on left side of the girl symbolize a podium for the girl, where she is narrating the story of her success. Moreover, the overall graying shade of the picture shows that the girl has not received as much appreciation as she deserves. Thus, it can be said that image is itself explaining signs of liveliness and energy using dark colors.

5.3.10 - Applying Liberal Feminism as a Theoretical Framework to the above Images

Liberal Feminism asserts and advocates the fundamental principle that men and women should be treated equally. Women are biologically different from men, but it is completely illogical and irrational to treat women differently from men. In fact, the Liberal Feminism argues for treating both the genders with equal respect that they deserve. In this advertisement Naseem Hameed has proved that although women might be less strong as compared to men, but they are never less capable and competent.

5.4 - Advertisement of Rosheen Khan: The Scuba Diving Instructor

Rosheen Khan is another rising and shining star, emerging as another powerful source to break the gender stereotypes in Pakistan. She became Pakistan's first female master scuba diver and the only Nitro diving master in Pakistan in 2009. Although Rosheen Khan belongs to a very poor family, despite facing the issue of not having adequate recourses she managed to get education and become Pakistan's first scuba diver. Now she is the director at Scuba Diving Center, Karachi and inspiring and training other enthusiasts in her field of specialty.

5.4.1- Background of the Advertisement

This advertisement is based on the true inspiring story of Rosheen Khan as she achieved her dream and became Pakistan's first Scuba diving certified instructor. Habib Bank Limited (HBL) of Pakistan released another inspiring story of Rosheen Khan on August 25, 2016.

5.4.2 - Translation of the Advertisement

“It is easier to envisage dreams but helping them to come to realization is never everyone's cup of tea. One might consider those lunatics who aspire to understand the world that is below the water surface, try to get a true feeling of life, or endeavor to comprehend the hidden value of each breadth. You might call it crazy, but it was my deep-rooted desire to become the first scuba diving instructor in Pakistan. After all, dreams do not only belong to the rich and poor. Wherever there is a dream, there is HBL (to help achieve that dream!).”

5.4.3 - Setting of the Advertisement

This advertisement released on 25 August 2016, is only 45-second-long. Basically this advertisement was acted and communicated in Urdu language. Geographically it was picturized in Karachi Pakistan. The basic aim of this advertisement was to support and encourage Rosheen Khan that she faced many obstacles on her the way to become the first female scuba diving instructor of Pakistan. Different modes are used in this advertisement such as sounds, ocean, boat, water, coral reefs, fish, and other mysterious things deep down in the sea. The setting in the start of the advertisement is day time.

5.4.4 – Characters of the Advertisement

In this advertisement there is only one character, i.e. Rosheen Khan, beside her there are six other people shown sitting in the boat in the middle of the advertisement.

In the start of the advertisement, the camera focus shows us a fish enclosed in a transparent plastic bag which is struggling to swim and survive. A little girl is shown behind the number of fishes in plastic bag in the center. She picks up the bag and stares at the fish.

In Scene 3, Rosheen Khan is shown as a professional scuba diver. Being scuba diving instructor, she is wearing a diving suit of black color.

5.4.5 - The Images Characterizing the Advertisement

Three images of this advertisement have been taken for analysis.

The First Image



Figure 7: First Image of the third Advertisement

a) Representational Meaning of the Image

In the above selected image a woman is shown coming out the water after a dive. She wears the black color diving glasses covering almost half of her face. She is surrounded by the blue colour water and above her is the half-clear sky. One can easily see some clouds in the sky. There is a text written right in front of the girl which reads: “ All a dream needs is someone to believe in it. This is written in green colour with visible font size. Below this is another text which reads: “Rosheen Khan Pakistan’s first scuba diving instructor.” On the top of the image Habib Bank Limited is written, which is a multinational bank in Pakistan.

b) Interpersonal Interpretation

It is a common belief that girls are weak, coward and need the company and support of men even to go outside their houses. With her courage and initiative-taking nature, Rosheen Khan has broken this false belief. Being a woman, Rosheen Khan convincingly showed that she is not a timid or coward person, she went deep down in the mysterious sea waters alone and became the first scuba diving instructor in Pakistan. Rosheen is a role model and a

powerful source to break the gender stereotypes, particularly for those who take women as a weak being.

c) Textual Interpretation

“All a dream needs is someone to believe in it” is the main text in the above image. It means that nothing is impossible in this world. If someone believes in their then they can successfully achieve any goal in life and can surely fulfil their dreams.

5.4.6 - Applying Color Symbolism to the First Image

The overall color effects of the image make it to look like an adventurous picture where a woman is wearing diving suit. The black color of the diving glasses and the suit itself is very symbolic; it represents toughness of the girl and her activeness. According to Cerrato (2012), black color represents power, elegance and mystery, the girl in black suit symbolizes her adventurous nature that has enabled her to perform such a dangerous act of diving deep in ocean.

The Second Image



Figure 8: Second Image of the Third Advertisement

a) Representational Meaning of the Image

In the above image a girl is shown underwater. She is equipped with all the tools that are needed in diving and going under the sea. A girl is wearing blue color diving glasses on her back she is carrying the oxygen cylinder. She is all alone in the water. The blue water is all

around her. Whereas, a text written at the bottom of the image reads: “ Those sights from underwater are still locked safe in my eyes.”

b) Interpersonal Interpretation

In the many orthodox societies women are considered weak and fragile from their childhood who are scared of unfounded threats and insecurities. Contrary to these deeply-trenched outdated notions prevailing in our societies, Rosheen Khan, through her hard work has achieved success in her life. In the above picture she is shown deep down alone in the depths of ocean while exploring and marvelling at the unexplored and and unseen world.

c) Textual Interpretation

The text “ Those sights from underwater are still locked safe in my eyes” has a very simple meaning that Rosheen Khan joyfully cherishes the sweet memories of the colorful sights and mysterious sounds that she has experienced deep down in the sea. But if we can look at this text in contrast to the image or the advertisement then the whole meaning changes. First of all, we can conclude from the text (i.e. Those sights from underwater are still locked safe in my eyes) that Rosheen Khan was never scared of the unexplored depths of the ocean. She is narrating, with joy, her experiences of identifying and making new paths rather than walking on the old paths. Therefore, she is an amazingly impressive source to break the gender stereotypes, influencing people on a massive scale to alter their conventional thoughts and attitudes related to women in our societies.

5.4.7 - Applying Color Symbolism to the Second Image

The above image is entirely colored in blue which reflects that the girl can perform masculine activities. Cerrato (2012) states that dark blue is associated with depth, expertise, and stability and in the image, the girl is swimming in the ocean which shows that she is highly capable of carrying out dangerous task. Moreover, the yellow and blue shades of her diving suit also symbolize energy and hope, which means that women are full of energy to face any challenge and have do every task with a great hope to accomplish it.

The Third Image



Figure 9: Third Image of the Third Advertisement

a) Representational Meaning of the Image

In this selected image, Rosheen Khan is the main character. She is standing on the boat and behind her there is water. She is wearing diving suit. The water behind her seems to be in ebb and flow, i.e. the turbulence in water shows a windy condition. Behind her on the left side below the top is a blue text that reads: “Challenges and hurdles keep me motivated. It was difficult, but I made it through (Rosheen Khan).” On the top of the image is the logo of HBL in mentioned, which is the bank sponsoring this advertisement to attract and inspire the young generation of Pakistan.

b) Interpersonal Interpretation

To become a scuba diving instructor especially in Pakistan needs more confidence, hard work, determination, and strength to fight the stereotypical people. However, if one has the dedication and determination to achieve their dreams than nothing is impossible. In fact, it is their passion and motivation that determines the achievement of their life goals. By becoming the first female scuba diving instructor in Pakistan, Rosheen Khan very well proved this statement in her exemplary life.

c) Textual Interpretation

“Challenges and hurdles keep me motivated. It was difficult, but I made it through (Rosheen Khan).” This is a statement of Rosheen Khan and she said that it was not easy at all for her to become the first female scuba diving instructor in Pakistan. But her determination and passion helped her achieve her sublime goal in life.

5.4.8 - Applying Color Symbolism to the Third Image

In the image, again the girl is wearing a black suit which is a sign of her agility and firmness to embrace all dangers of the life. Moreover, the background of the image is Blue Ocean which like symbolizes masculinity (Cerrato, 2012). This image portrays that like men, women can swim in the ocean and are not less than men in scuba diving. Hence, it can be said that blue oceans which have always been linked with men are now also linked with women.

5.4.9 - Applying Liberal Feminism

The focus of Liberal Feminism is to get gender equality in all spheres of life. Although there are biological differences between the two genders but using that pretext women should not be treated as subordinates in society. Liberal Feminism also says that women should be treated equally in getting an access to education as well as in job opportunities, and they should be paid equally like men in all domains of life. Rosheen Khan coming from the backward area of Pakistan proved that women are never inferior to men. Rosheen Khan, the first scuba diving instructor in Pakistan, has broken this stereotypical thinking and emerged as role model woman and a source of inspiration for millions of men and women in the world.

5.5 - Advertisement of Shamim Akhtar: The Truck Driver

The 53-year old dignified woman namely Shamim Akhtar hailing from Rawalpindi, Pakistan became the nation’s first truck driver. She broke the nerve-wrenching gender-based obstacles, challenged the traditional domestic rules that force women to stay indoors and hence was able to achieve the seemingly unachievable in her life.

5.5.1 - Background of the Advertisement

Shamim Akhtar is behind the wheels and driving through the gender barriers. Shamim Akhtar is a role model for many Pakistan women who consider themselves helpless and weak. Her husband left Shamim Akhtar for another woman. In order to bring bread and butter to her family Shamim Akhtar started driving cars for many years. She has five children: three are married and have started their families but the two younger ones are still with her. In order to save money for the marriages of her daughters and to support the two children under her custody, she started driving a truck. She got training and qualified for license of driving heavy vehicles. Shamim Akhtar as a strong and confident lady transported in her truck 7000 bikes from factory to Azad Kashmir on the long and bumpy mountainous roads. However, despite all this struggle and possessing a license to drive heavy vehicles Shamim unfortunately, still faces criticism. Despite facing numerous hurdles, she is determined and happy with her work.

5.5.2 - Translation of the Advertisement

Ufone salutes Shamim Akhtar, Pakistan's first truck driver who is a true example of independence and self-esteem. Shamim Akhtar: Pakistan's First Truck Driver!

I had never considered or dreamt to become a truck driver. I had my desire to earn bread and butter for my children and to improve the economic condition of my family. Following this dream, in 2007 I first learnt driving a motor car, in 2008 received the LTV certificate and was awarded the license. In 2013, I received the training from Peervadai Police Line to drive a truck and was awarded the certificate and the license. During 2014-2015, I further polished my driving skills and got the PSV license. I am the first female in Pakistan to get PSV license. My finger prints are there in the F-8, Islamabad which is the proof of my passing PSV test and license. I am thankful to God Almighty for bestowing and blessing me with such a skill. I also thank Ufone and its team that supported me in telling my story to the other women of Pakistan. I will say that: "Ufone, you are the Best!"

5.5.3 - Setting of the Advertisement

The electronic advertisement sponsored by Ufone aiming to support Pakistan's first female truck driver was on air in October 2016 and the duration of this advertisement was 1 minute and 22 seconds. Geographically, this advertisement was picturized in Rawalpindi, Pakistan. Ms. Shamim Akhter, the main character in this advertisement, is the challenger and breaker of the conventional deeply-entrenched gender stereotypes. The advertisement was primarily developed and communicated in Urdu, but it was translated by the researcher into English. The advertisement is in a natural setting, and that there is no imaginative place or unreal characters included in this advertisement.

5.5.4 - Characters of the Advertisement

In this advertisement Shamim Akhtar is the leading character. The Scene Three shows that besides her some police officers are shown awarding the truck license to Shamim Akhtar. Likewise, Scene Four also shows some truck drivers driving their vehicles on road in the Advertisement.

This advertisement is illustrating a powerful success story that became a source in breaking the gender stereotypes. Shamim Akhtar, a fifty-three years old lady, is shown as breaking the gender stereotype barriers and becoming the first female truck driver in Pakistan.

From her interactions and behaviors shown in the advertisement, Shamim Akhtar seems to be a responsible, polite, mature and decent lady. Although she is a truck driver, she still seems sensitive to maintain her cultural attire. Throughout the advertisement she is shown wearing shalwar kamiz and dupata (scarf) on her head. She is illiterate too and when her husband left her, she faced the challenges of meeting the needs of her children. Daring to challenge and break the societal norms, Shamim preferred to become a truck driver to feed her family.

5.5.5 - The Images Characterizing the Advertisement

Three images of this advertisement have been taken for analysis.

The First Image



Figure 10: First Image of the Fourth Advertisement

a) The Representational Meaning of the Image

The above image includes different modes such as the lady, truck, text, color, watch and the mobile phone. A woman wearing white color dress is the main object in this image. She has been shown as a highly mature and decent lady. She is wearing kamiz, shalwar, and dupata (i.e. scarf) on her head. She is talking through and advertising the Ufone network. In her left hand she is wearing the golden color wrist watch. The lady is shown on the right side of the image. Behind her on left hand side there is a colorful truck. Between the truck and the lady, a text is written in Urdu language that reads: “Shamim Akhtar, Pakistan’s first truck driver.”

b) Interpersonal Interpretation

The Ufone mobile network has appreciated the boldness and heroic efforts of Shamim Akhtar who ventured to become Pakistan’s first “female truck driver” in a society that is highly patriarchal. In such backward societies people seldom believe that a woman could dare to become a truck driver to provide bread and butter to her children.

c) Textual Interpretation

The text “Shamim Akhtar Pakistan’s first female truck driver” means that Shamim Akhtar has helped in the paradigmatic shift of the traditional image of men only becoming

the truck drivers. Contrary to the popular expectation, she successfully proved that even females can become the truck drivers. But it has a deeper meaning in Pakistani context. Pakistan is a male-dominated country and to become the first female truck driver in Pakistan needs a lot of confidence, hard work and strength to fight with the society. Shamim Akhtar has proved this thing that women can do anything if they remain strong and determined to achieve their goals in life.

5.5.6 - Applying Color Symbolism to the First Image

The woman in the image is wearing a white colored dress which symbolizes that even in old age women can perform impossible tasks. Although she is portrayed as a truck driver, but this is an exceptional quality in a country like Pakistan where women are not allowed to drive commercial vehicles. Moreover, the orange-like, reddish and brown color of the truck represents various symbols. According to Cerrato (2012), orange color shows enthusiasm, creativity, determination, attraction, success, encouragement, and it stimulates that woman is full of creativity that she has learnt truck driving, and the brown color shows that the woman is ready to face hardships to achieve her livelihood. Thus, such color-effects reflect that women are not lagging behind men in the race of life, and they have creative qualities to pursue their goals.

The Second Image



Figure 11: Second Image of the. Fourth Advertisement

a) Representational Meaning of the Image

A woman, i.e. Shamim Akhtar, is the main character in this image. She is shown sitting inside and driving the truck. She seems in a serious mood and quite attentive to the job at her hand. She can be seen covering her head with her scarf which features the cultural expectation from the female. The interior of the truck seems to be quite decorated and, on her right side, there is an opening, i.e. the door, used to get into and leave the driving seat. A text is written on the below side of the image “Someone once said; A lady cannot drive, she is weak.”

b) Interpersonal Interpretation

The image portrays a woman driving a truck. Although it might not be uncommon for a lady to drive a truck in the context of the developed world, however, becoming a truck driver in Pakistan can surely be seen as something unexpected, uncommon and hence odd. It is always considered a man’s work but Shamim Akhtar dared to challenge this expectation and proved that women are not less capable than the man even when it comes to driving a heavy truck.

c) Textual Interpretation

“Someone once said: A lady cannot drive, she is weak.” This statement reflects the stereotypical thinking of the society that a lady cannot drive because she is weak or inferior to men. These kinds of false and baseless myths are developed by conservative societies in order to suppress the potential of women. But Shamim Akhtar the courageous lady has unbelievably turned this belief wrong that women cannot drive a heavy vehicle.

5.5.7 - Applying Color Symbolism to the Second Image

According to Cerrato (2012), Orange is a very vibrant, lively color and it is associated with need and hunger and on the other hand it is also associated with autumn. The orange color is marked as the autumn color, but in the image this color reflects energetic life in autumn, means orange signifies energy in an old woman to perform a difficult task of driving a truck. It also symbolizes that she is driving a truck in order to remove her hunger. The dress of the woman is very symbolic; it represents her endurance and durability. In the image, although the orange dressed woman is associated with autumn, but the bluish color in cabin

of truck shows that despite her weakness, she is performing a masculine task. Thus, the image shows that even old women are capable of doing difficult tasks that are considered masculine in nature.

The Third Image



Figure 12: Third Image of the. Fourth Advertisement

a) Representational Meaning of the Image

In this image a text “ Be the change: Shamim Akhtar”, is the main object. This text is present in the middle of image and in order to highlight this phrase a yellow colour background has been added. Shamim Akhtar is shown on the left side of the text, who is wearing Pakistani traditional dress, i.e. shawl, kamiz and dupata on her head. In the background of this image there are two trucks standing in a green rural context. The sky appears to be covered by white clouds.

b) Interpersonal Interpretation

The text is the main eye-catching object in the above image. The text reads: “Be The Change: Shamim Akhtar.” This shows that Shamim Akhtar is a symbol of change in Pakistani society. She has tried to change the stereotypical thinking of the society that illiterate women are weak and cannot earn for their family.

c) Textual Interpretation

The text, “Be The Change: Shamim Akhtar” shows that Shamim Akhtar is a ray of hope for many people, especially for the women in Pakistani society. Ufone is encouraging the

efforts of Shamim Akhtar and is promoting her to set her as an inspirational example for other Pakistani women.

5.5.8 - Applying Color Symbolism to the Third Image

In the above, again the woman with orange dress is shown. This orange color symbolizes her creative power and her enduring strength. It also shows that being weak; she can perform all challenging tasks. Moreover, the reddish-brown color of trucks reflects her efforts and hardships she faced in her life.

5.5.9 - Applying the Liberal Feminism

Liberal Feminism deals with the gender equality and argues that women should get equal job opportunities as men. In the above-mentioned advertisement, Shamim Akhtar is shown battling with the society to become the first truck driver in Pakistan. She was illiterate but she didn't give up hope and struggled for her family.

5.6 - Advertisement to Stop Violence against Women

(“Try to beat me, I am unbeatable” A Campaign against Violence.)

5.6.1 - Background of the Advertisement

The United Nation (UN) Women, Pakistan has launched a new advertisement in English Language, aiming to stop the notion of violence against women in Pakistan and elsewhere. The slogan featuring this advertisement reads: “Beat me, I am Unbeatable.” This electronic advertisement has brought an irregular and innovative shift in helping people to understand the need to address the women's rights in Pakistan. In this advertisement, women are paradoxically inviting men to beat them for the things they are good at.

In this advertisement, the successful iconic Pakistani women in different fields ask men to beat them not with their hands but with the talent which they are best at. This advertisement challenges violence against women.

The campaign aims to inspire women to reaffirm that they are stronger than they are made to believe. Hence, it aims to shatter the perception that a woman is weak and that she can be considered always beatable and punishable, be it the corporal, verbal or psychological punishment.

In this electronic advertisement the talented and accomplished women from different fields are shown including the singers, journalists, actresses, soccer players, boxers, mountain climber, CEOs, runners and farmers. These are the iconic women who proved themselves in their fields. They are promoting the women empowerment and challenge the stereotypes in a country crippled by violence against women. They have proved and shown that Pakistani women can adopt either of the above careers and this is their basic right to excel in their fields.

5.6.2 - Wording of the Advertisement

Beat me. Beat me. Beat me. Beat me. Beat me with your fist. Beat me with your feet. Beat me with your voice and words. I can take the heat. Can you? Beat me to the top of mountains. Beat me on the ground and in the fields. Step forward. Why don't you try? Beat me. Beat me. Beat me. Beat me. Beat me at life. Shall we start? Because I have been waiting to show you, I am unbeatable. (Translated from video advertisement)

5.6.3 - Setting of the Advertisement

The UN Women Pakistan-sponsored advertisement conveying the message of “Beat me, I am unbeatable” was released on November 20, 2016 and the duration of this advertisement is one minute and one second. Basically, this advertisement is in English but in the middle of the advertisement some of the Urdu phrases are also used.

This is a very powerful advertisement depicting the bitter reality of Pakistani society. On the other hand, it is challenging the long-held and deeply-rooted beliefs and perceptions of the patriarchal society. There are different modes that characterize this powerful advertisement; the key modes include mountains, chess, music, Pakistani iconic women, rope, mike, football, clock, and powerful words.

5.6.4 – Characters of the Advertisement

There are eight main and three minor characters in this advertisement. Although every character is playing its important role and the iconic ladies shown in the advertisement are those who have proved their worth in their respective fields.

Mehak Gul, is shown in the start of the advertisement, who is challenging to break gender stereotypes. She is an 11-year old Pakistani who has the honor of being the nation's youngest record holder. She has also represented Pakistan internationally and won the Women Candidate Master Title in 42nd Chess Olympiad. Mehak Gul also made a record on arranging a chessboard in forty-five seconds.

Razia Bano: She is from Karachi and the youngest female boxer in Pakistan. She is 19 years old only and has won many boxing games at national level. She is a hardworking lady. She works in a school as a receptionist to earn money for her survival. In the afternoon she goes to college and in the evening, she goes to the ring to learn boxing. Her biggest dream in life is to participate in Olympics and to win the Gold Medal.

Naseem Hameed: Naseem Hameed is a Pakistani athlete who won the Gold Medal in running in SAF games in 2010. In this advertisement as an athlete she asks men to beat her in running.

Meesha Shafi: She is a famous Pakistani singer, model and actress. She has contested and won many best Pakistani female singer awards. In this advertisement she is challenging the men to beat her with your voice.

Sana Bucha: She is a leading Pakistani anchor and journalist. In this advertisement she challenges the men to beat her with words.

Samina Baig: Samina hailing from Shimshal, Hunza, a backward area in Pakistan, proved her worth and became the first Pakistani lady who conquered Mount Everest. In this advertisement she is challenging the men saying: "Beat me to the top of mountains."

Aamina Shaikh: Aamina is a very famous model and actress of Pakistan. In this advertisement she is trying to reflect the strength to the Pakistani women and tells them to take a step forward to get their rights.

Momima Mustansir: The gorgeous singer and Pakistan's uprising star, Momina in this advertisement also motivates women by appealing them, "Why don't you try to get your rights?"

Beside them a footballer, the farmer, the pregnant woman, and a CEO of a company are also shown who say to beat them because they all are unbeatable.

5.6.5 - The Images Characterizing the Advertisement

Three images of this advertisement have been taken for analysis:

The First Image



Figure 13: First Image of the. Fifth Advertisement

a) The Representational Meaning

A girl standing in front of the image is the main object. She is standing as if she is a boxer. Her head is covered with a scarf and she is wearing a t-shirt and a jacket. Her hands are covered with boxing gloves and she is aggressively standing in a punching style. In the background of the girl, another girl is shown with a blurry image. This girl gives an impression of standing and punching. Behind the girls on the wall towards the left on the wall, there seems to be the shadow of another girl. The impression one could gather from these images is that these girls are in the room and they are practicing for boxing match. At the bottom of the image reflecting the black background there is a text which reads: “ Beat me with yours fists.”

b) Interpersonal Interpretation

Pakistan has a male dominant society and unfortunately there is a clear line drawn between the men- and women-related work. The above image reflects a girl clearly breaking the gender stereotypes. Boxing is a game that demands for extraordinary strength, courage and hard work and hence it is associated with men. Because it needs lots of stamina and strength to hit another person, however, in the above image, contrary to the conventional expectations, Razia Bano, a girl from the patriarchal society, has proved the fact that even

women are equally capable to accomplish things which have traditionally been attributed to men.

c) Textual Interpretation

The text written in the foregoing image reads: “beat me with your fist” is a text that conveys a powerful meaning. In Pakistan domestic violence is unfortunately very common. The men consider that women are subordinate to them. They are more superior to their women so it is their right to beat them. But in the above image a girl is shown as breaking this gender stereotypes. She is challenging and paradoxically saying to the typical men of the society: “Beat me with your fist.” She is conveying the message that she is as powerful and assertive as men, and hence she is unbeatable.

5.6.6 - Applying Color Symbolism to the First Image

The image is filled with various colors which symbolizes different meaning. The white shirt of the girl represents that she is the center of peace, but for her rights she can become defensive and aggressive and can face any threat. The brownish-black gloves of the girl show that she is ready to encounter and beat every hardship of her life. She has the power to resolve her issues and problems without any assistance.

The Second Image



Figure 14: Second Image of the. Fifth Advertisement

a) Representational Meaning of the Image

The above image illustrates Meesha Shafi, a very famous Pakistani singer and model. She is shown in the middle of the picture. She seems confident and bold. Meesha is wearing a shirt and a necklace. Again, this picture is black and white. The background of the image is quite blurred and not very clear.

b) Interpersonal Interpretation

In the above image Meesha Shafi, a Pakistani singer, is challenging the Pakistani men that no one can beat her in her profession because she is the best.

c) Textual Interpretation

In Pakistan, singing was not a highly sought-after profession. However, with many educated people increasingly going for this profession, the trend seems to be rapidly changing, a female adopting singing as her profession is still looked down upon. Battling against the tide, Meesha Shafi has adopted singing as a profession and has represented Pakistan internationally. God has gifted her with a beautiful voice. She is one of the most famous singers in Pakistan. In this image she is challenging the men saying: “Beat me if you can with your voice.” She strongly believes that she is unbeatable.

5.6.7 - Applying Color Symbolism to the Second Image

In this image, the girl is again wearing a white dress, which symbolizes that she is packed with good qualities. According to Cerrato (2012), the white color is a symbol of purity, cleanliness and it also denotes peace. She is peaceful, she is pure, and she is the one who can bring light in life of others with her voice and goodness.

The Third Image

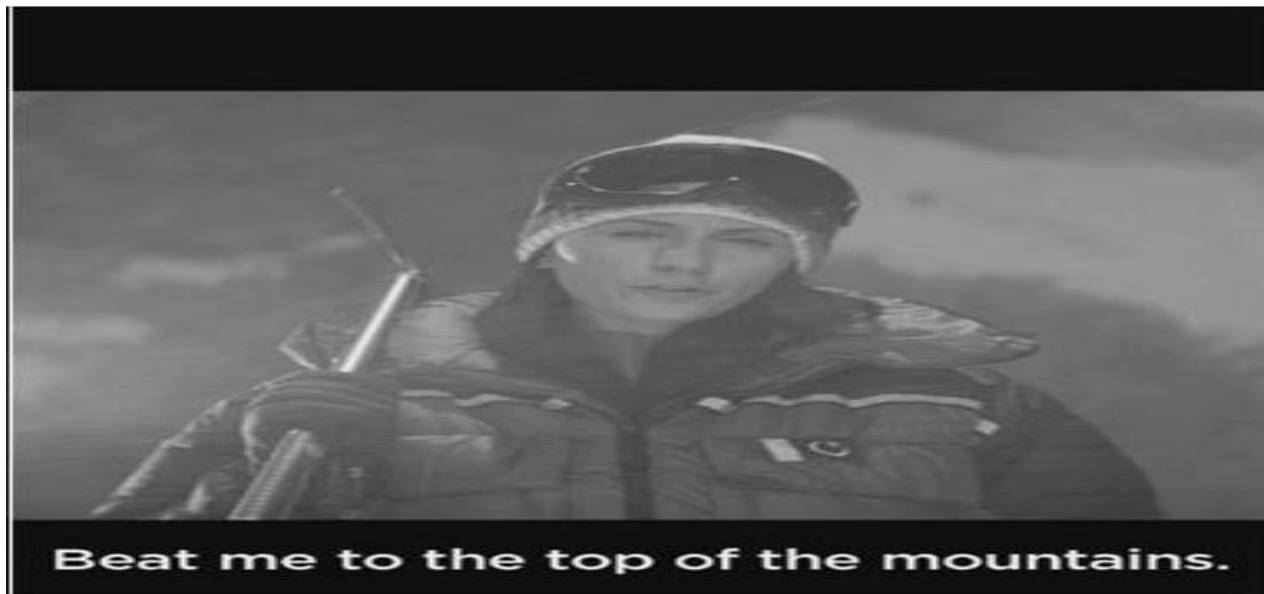


Figure 15: Third Image of the. Fifth Advertisement

a) Representational Meaning of the Image

The above image illustrates Samina Baig, Pakistan's first high altitude climber who had the honor of conquering the Mount Evert. She is shown in the middle of the image. She seems fully equipped with the things which are needed for mountain climbing. Samina is shown wearing hiking suit, cap on her head and she is holding a hiking stick in her hand. In the background Mount Everest is shown and this image is also black and white.

b) Interpersonal Interpretation

Mountain climbing is somewhat associated with the male gender but in this image Samina Baig is shown altering and reversing this deep-rooted belief and expectation. She is shown as an iconic woman who has challenged the traditional belief of society that women can never climb mountains, and she has successfully proved that women are as capable as men in accomplishing impossible tasks.

c) Textual Interpretation

In this image the text "Beat me to the top of the mountains" is quite simple that a girl is challenging the men to beat her in the act of climbing. But the deeper meaning of the text in Pakistani context is quite deep-rooted in the culture and social norms of the conservative

society. In Pakistan, it is unthinkable for the people to expect woman to climb a mountain, however, Samina Baig has broken this general stereotypical myth and hence challenged the men to beat her in summiting the mountain peaks if they truly consider themselves strong and superior.

5.6.8 - Applying Color Symbolism to the Third Image

The image shows the girl who is in a black colored climbing suit has great strength and capability to accomplish masculine tasks. According to Cerrote (2012), black is associated with death, it symbolizes darkness, sadness, evilness and witchcraft. Wearing a black color, the girl in the image tries to give a message that women who are dressed in black are not useless or filled with sadness; rather they are equally capable like men. This also shows that she is fighting with the society that is full of evil and darkness and a girl can achieve every dream and she possesses all the strength to accomplish her goals. Thus, to say, although black is color of death, but in the picture the black color signifies the women are dynamic not dull.

5.6.9 - Applying the liberal Feminism as theoretical Framework to the above images

The goal of the Liberal Feminism is to recognize and understand the need for gender equality and that women should be educated to independently take their own decisions in their lives. This highly significant advertisement talks about the gender equality and condemns the domestic violence. This advertisement has shown that women can be stronger than men.

5.7 - Conclusion drawn from the Analysis of Advertisements

With advancement of knowledge and development of technology, our lives are drastically changing, and thus Pakistani women are also coming out of homes to play their part in the development and progress of society. They have proved their worth by adopting all masculine careers and have shown that they are equal to men. In the 21st century, in a country like Pakistan, women have now started realizing their worth and they are trying to progress in different areas of life. To prove their potential and worth, an increasing number of women are becoming sources of inspiration not only for other women but also for men. However, the women as well as their families need to do more to break the deeply-

entrenched gender stereotypes in our society. If media portrays women positively in the advertisements like the above few selected advertisements, then it can play positive role in changing and molding the stereotypical thinking of society.

Data Analysis II

This part deals with the detailed analysis of questionnaire given to students to record their viewpoints regarding the role of media in breaking gender stereotypes.

Open-Ended Questionnaires

This part includes the findings that emerged from the data collected through open-ended questionnaires from four of the universities in Islamabad, Pakistan including Quaid-e-Azam University, National University of Modern Languages, Air University and Islamic University. The research sample included 120 participants, i.e. 55 male and 65 female students. The data collection tool was designed to gather participants' views on the instrumental role of media in promoting women's positive image. It explores if these positive images would help in breaking the gender stereotypes, to know the perceptions related to some of the iconic female role models in our society and help articulate the thoughts, values and cultural expectations related to women in the society. In addition to sharing the percentages of responses in graphical form, an analysis of these responses has also been presented separately for both the male and female respondents.

5.8- Analysis of the Responses of Female Students from Four Universities

The total numbers of female respondents from all these four universities were 65. There were 20 female students from National University of Modern Languages (NUML), 15 females from Air University (AU), 15 from Islamic International University (IIUI) and 15 from Quaid-e-Azam University (QAU). The researcher presented to students the videos aiming to break the gender stereotypes, provided them the questionnaires and requested for their voluntary time to fill them in. The open-ended questions included in the questionnaires are presented below and each question is followed by the description of responses of the female participants.

Question No.1: The electronic media can be the true source of unveiling the real image of women, but it is rarely portraying facts; what do you think?

Responses of Female Students of National University of Modern Languages

Most of the female students were of the view that currently Pakistani media is not portraying women's real images, but it has the potential to positively construct and illustrate the images of women. Some of the students believed that in most cases women are portrayed, e.g. in advertisements, in stereotypical roles such as weak objects, commodities of daily use and/or the show pieces.

The responses reflected that there are only a handful of Pakistani advertisements in which women's positive images are delineated. One of the students wrote: "The electronic media only picks up such social elements which provide them good ratings and good financial gains. They portray taboo elements more to achieve their target (Sana)."

According to Ayesha "It is true that they don't portray facts about women. They show women in their stereotypical roles. The roles are assigned to them by the patriarchal society. It promotes particular agenda."

Endorsing other girls' comments, Hira said: "I agree to the viewpoint that rarely the true image of women is shown through the electronic media. Generally, the media reflects the image of women which is not acceptable by the society."

Extending the responses coming from others, Nadia believed: "The electronic advertisements made public on media seldom present the images of Pakistani women but unfortunately we are made to believe that women really are destined to play the stereotypical roles traditionally attributed to them."

Responses of Female Students of Air University

Out of the total fifteen, eleven female respondents said that the media can be an effective source of unveiling the real image of women, but it is rarely portraying it. However, four girls voiced their thoughts differently and said that the electronic media is not a true source of unveiling the real image of the women.

Sana, one of the respondents, said: “Yes, electronic media is a true source of reflecting and unleashing the real image of the women and, I must say, it is playing its role to show the true image of the women.” Likewise, Hina Khan said:

Media can be a true source in showing the real worth of women. I think media is already helping in displaying the real image of women. The increasing numbers of female hosts on the television and especially designed discussions related to the role, place and rights of women on the electronic media has started contributing to improve the image and significance of women.

Summayah, another respondent, said: “Yes, media can help women gain their real status but our media seems to be unconcerned with revealing the actual image of women in the society.” Adding to the discussion, Sunnia said: “I think media is playing a positive role in unveiling the image of women, but it is not working much due to the stereotypical thinking of our society.” According to Zainab, the electronic media is a true source of showing the real image of women but it could do more than what it has contributing currently.

Likewise, Iram Imran said: “Electronic media is not a true source of depicting women in a right way. It only shows the fake side of the women. Disagreeing with her colleagues Aqsa Hasan added: “No, media is not a true source of highlighting the image of women. In fact, it only degrades them. So, I believe media is not portraying them in a positive way.”

Responses of Female Students of Islamic International University

A majority of the girls agreed with the assertion that the electronic media can be the true source of unveiling women’s real image and status, but it rarely seems to portray the facts. More often it portrays their roles limited to the four walls of their houses. Women are considered weak and, therefore, are restricted to do certain kinds of work. That’s why in most of the advertisements, women are shown in stereotypical roles. There are a handful of advertisements in which women are positively projected and shown as sources of breaking these stereotypes.

For instance, Isna Maryam Chaudary commented: “The electronic media can be the true source of unveiling the real image of women, but it is rarely portraying facts because the electronic media needs to highlight men and they have to portray as their women

subordinate.” Likewise, Shanza also said: “Yes, it can be the true source of portraying the real image of women and although the media has started illustrating the positive roles of women but largely due to the male dominant and conservative society, its contribution are less than expected.” Lubna also said: “The electronic media can be the true source of unveiling the real image of women, but it seldom does a judicious job.

Responses of Female Students of Quaid e Azam University

Commenting on the above question, a majority of the female respondents responded the same way. They further added that the media is a powerful weapon and we can use it to mould/change the thinking of the society. For instance, Shaista, one of the respondents, said:

The media is not a true source of highlighting the image of women. I would rather say that it, on the contrary, degrades them, so I believe media is not portraying them in a positive way. But it can be the true source to unveil the real image of the women.

Likewise, Fatima said: “The media rarely portrays the facts, in most cases it hides the facts and highlights only those that give them high rating.” Bushra also said: “The media can illustrate the real image of women but usually media is not providing the true facts.”

Question No.2: The positive projection of women in electronic advertisements can help in breaking the stereotypical thoughts, what is your opinion?

Responses of Female Students of National University of Modern Languages

Responding to the question most of the girls agreed that media can help in breaking the stereotypical views and beliefs about women. Eleven out of the total twenty girls showed complete agreement with the statement that media can be source of breaking the stereotypical thoughts about women.

One of the respondents said: “Of course, it can and yet we need more of it. The typical roles of women, which are often not in their favor, are projected by the electronic advertisements and shape people’s opinions about women.” Another student said that “Yes, I think media can help in portraying positive images of women and this can help in breaking the stereotypical thoughts in society.”

Another girl believed: “The electronic advertisements are seen by people at a massive scale which influence and restructure the women related roles, expectations and images.” Two students agreed that yes despite having power to positively project the women related images, the electronic advertisements don’t often promote or highlight the positive projection of women.

Another girl, disagreeing with her friends, responded: “No electronic advertisements will ever break the stereotypical thoughts because they are created by society and media represents whatever is going in the society (Rena Ali).” Another student also said that “Any media is rarely helping in breaking the stereotypical thoughts against women. It always creates problems for them.”

Responses of Female Students of Air University

In response to this question ten out of the fifteen girls agreed that the positive projection of women in the electronic media can help in breaking the stereotypical thoughts.

Saima, a respondent, said: “Yes, it is true. Since the electronic media has become part of our daily life activities, watching the advertisements regularly and on day-to-day basis can change the mindsets of the common people. The human psychology also proves that watching the same stuff again and again can change the mindsets.” Likewise, Sonia Amjad said: “Yes, it can change the thinking of people if women are positively projected in the electronic advertisements.”

Alia said: “Yes, the media can help to remove stereotypical masks of women; however, it seems to fall short to play its due role in upgrading women’s positive images. Rather it is creating more hurdles for women.” Rida Mayrum shared her opinion and added: “The positive projection of women in the electronic advertisements can help in breaking the stereotypical thoughts but unfortunately in Pakistani advertisements women are not portrayed the way they should be shown, on the contrary they are shown most of the times in stereotypical styles and manners.”

Iram Imran and Nazish Ali said that electronic media can’t help to break stereotypical thoughts which seem to be so deep-rooted in our society.

Responses of Female Students of Islamic International University

Most of the girls agreed to the statement.

Saima Kiran, one of the respondents, said: “At least some credit of creating the stereotypical thoughts in the first place also goes to media. If it has the power to create it, it definitely has the power to alter or break it with conscious efforts.” Mariam added: “The advertisements often influence the thought processes of viewer a lot. People generally try to follow what they have been shown.” Laila commented: “Of course, this positive projection plays a vital role in order to downplay the discriminatory act and stereotypical thoughts about women. Types of work cannot discriminate gender.” Mehwish Qamar added: “If women are portrayed in a positive way then many stereotypical thoughts can be changed because positivity and encouragement always bring huge change in the society.”

Responses of Female Students of Quaid-e-Azam University

Discussing the above question most of the girls commented agreed to statement but some of the students said that advertisements are not enough to build positive projection of women in society; in fact, serious steps are needed to reverse the current trend of treating women as less important human beings.

For instance, Naima said: “The positive projection will promote the culture and moral values in society, which, in turn, will lead to improve the sense of women’s lace and role in the society.” Likewise, Ansa said: “The media can help break the stereotypes, but unfortunately our electronic media has failed to depict the positive image of women.” Mehro said: “Yes, this is really helpful in shaping women career because it is somehow showing the independence of women. How they can be free in their thoughts and in their actions.”

Khadija said: “I tend to slightly disagree with what has been shared. The projection of women in electronic media is not enough. We need some positive and concrete action also in our society in order to bring reforms.”

Question No.3: Women are considered fragile, but some are putting their feet on Mount Everest, do you think Pakistani Electronic Media is highlighting this strength of women through advertisements?

Responses of Female Students of National University of Modern Languages

Having watched the HBL-sponsored advertisement of Samina Baig in which she is shown as climbing up the Mount Everest, all the girls agreed that Pakistani electronic media is highlighting the strengths of women, several of them, however, added that it is more so in the particular context of the advertisement shared with them. They added that unfortunately in Pakistan we have only a few advertisements in which women are shown strong doing the men-like tasks. However, in most cases women are shown as weak, fragile and doing stereotypical roles in the advertisements. One of the girls, for instance, said:

In this particular add, women's strength is illustrated as Samina Baig is shown climbing up the mountains and put her feet on Mount Everest. Although women are fragile but once they are determined they can do anything. But it must be noted that we have only few such adds.

Mariam, one of the respondents, said: "The advertisements shared provide the audience an opportunity to see the bright side of the women. These kinds of advertisements can help student broaden their vision." Similarly, another student added: "women are not fragile rather they are equally capable to do anything provided the media is determined to highlight their strengths through advertisements." Another student appreciated the way Pakistani media has started highlighting the positive projection of women in the advertisements, she stated: "It is encouraging to note how the Pakistani media has started to show women as sources of strength and determination, but the time given to highlight their achievements is inadequate."

Responses of Female Students of Air University

After watching Samina Baig in the (HBL)-sponsored advertisement out of fifteen girls, thirteen girls said that women can do anything it's all about determination, opportunity and courage. But they also said that unfortunately Pakistani electronic media doesn't depict so. Rida Maryum, another respondent, said:

As we can see in the HBL-sponsored advertisement that Samina Baig, the first Pakistani woman to climb Mount Everest, successfully showed her strength and potential by engaging in the hazardous, most challenging and risky task of climbing

the mountains peaks. In fact, she showed that she is stronger than most men who wouldn't dare to embark on such challenging tasks.

Likewise, Saima said:

Well, in case of the Pakistani media, I feel there is a mixed approach towards women; some advertisements are portraying women positively while in some women are negatively presented as a commodity.

The overall discussion revealed that the female respondents thought that in most cases media shows women as fragile and weak and not made for hard tasks. Likewise, Summayah, another student, added: "Women are fragile and yet they are as strong and tough as men. No media is repressing the strength of women; rather it is making and representing them as symbols of weakness and fragility."

Responses of Female Students of Islamic International University

After watching the HBL-sponsored advertisement portraying Samina Baig, the high-altitude climber, most of the girls said that women are not fragile and that the Pakistani electronic media is highlighting this strength through advertisements. But in Pakistan we have few such advertisements in which women are shown positively. For instance, Saima Kiran commented:

The role of Pakistani media has been strong in this regard, but it can be better. As we just saw, the HBL has played its part featuring Saima Baig climbing up the Mount Everest. However, there is more that needs to be done.

Mariam, another respondent, added: "Nowadays the media is paying attention towards breaking the gender stereotypes and showing strong and determined women in advertisements to break the myth about women being fragile." Likewise, Mehwish Qamar said: "I think that Pakistani electronic media is highlighting women's strengths through advertisements to a certain extent. We can count quite a few examples it."

Ayesha remarked: "The Pakistani electronic media is highlighting the strengths of women through advertisements." Areeba, another female participant, said: "The electronic media is trying to highlight women's strength, but it has to work more at the grassroots level to change the thoughts and behavior."

Responses of Female Students of Quaid-e-Azam University

Girls believed that in the recent era media has made a good start to highlight and show the strength of women through advertisements. It is a common notion that women are considered fragile but once they are determined they can do anything. Girls should be mentally strong. For instance, Khadija said: “Pakistani electronic media has started highlighting some of the positive aspects of women in the recent era.” Likewise, Fatima said: “Yes, Pakistani electronic media is highlighting the strengths of women through advertisements. Bushra narrated: “It is true to some extent but usually people believe that the media often underestimates women and it tries to bring their respect down.”

Mehvish said:

Although women are fragile, yet they can combat with every difficult task in their life. Media is not illustrating the true strengths of women. Mehro, another female respondent, added: “I think the Pakistani media is doing much more in portraying the strong character of women, for instance, women are more preferred for advertisements than men.

Question No.4: There is no such work that a woman cannot do, various electronic advertisements represent that women are incapable of all works, what is your point of view?

Responses of Female Students of National University of Modern Languages

Almost every girl in the class agreed with the statement that there is no such work that women cannot do. Women are as capable and strong as men. But unfortunately, Pakistani media most of the time depicts women negatively in advertisements, dramas, movies, songs and in other genres. They do not portray women positively. Specifically, if we talk about the electronic advertisements, there are only a countable number of advertisements which represent women positively.

In response to the above question one of the students said: “Yes, women can do everything. But unfortunately, media shows them incapable.” Likewise, another student said: “Of course, women can do all sorts of works, but they are not depicted in a right and positive way.”

Sundas Ijaz, a female participant, said: “Media plays dual roles here, sometimes it portrays negative image of women and sometimes it portrays positive image that they can do everything.” Another student said that Pakistan is a male dominant society and women are in most cases subordinate to men. That is why in most of the advertisements; women are shown, as they are incompetent of doing their work without men. “They represent women as they are incapable of doing work,” said another student. According to Nadia, “Women can do anything if they are determined and believe in themselves but unfortunately most of the times our media depicts women negatively. There is no doubt that electronic media is a powerful weapon by using it positively we can change the mindset of the people.”

Another student said: “Women can do as much and strong work as men, but the electronic advertisements rarely show a woman like man.”

Responses of Female Students of Air University

The responses coming from the female respondents reflected that neither the men nor the women can engage with jobs of all nature. However, it largely depends on the extent to which a person exhibits his/her determination and commitment to achieve the goals of the tasks at hand. Majority of the girls agreed that women are capable of doing anything; however, the media doesn't always depict the positive role of women.

Zainab, another respondent, said: “Women can do every work, they are never less capable than men, and in certain case some women are stronger and more successful than men.” Another female student namely Tuba said: “Yes, women can do all sorts of works. But they are not depicted in a right and positive way.”

Responses of Female Students of Islamic International University

Majority of the girls said that there is no such work that women cannot do because women are strong, determined and hardworking. For instance, Isna Maryam remarked:

According to my point of view, women are capable of do all sorts of work. They are and must be seen as equal to men. As human beings they have equal importance and rights but unfortunately it is due to ignorance and cultural biases that women are often seen as subordinates to men, hence, they are denied equal opportunities and rights.

Likewise, Rafia said: “Women are made for every sort of work. However, the media, despite an encouraging beginning, needs to do more to illustrate their significance and role.”

Sadaf Khurshid said:

I think women are as competent as men, in fact in some fields they have left the men behind. God has blessed every man and woman with strengths and we must recognize and celebrate their strengths. Therefore, women can do all kinds of jobs and, along with their household chores they also take care of their children.

Responses of Female Students of Quaid-e-Azam University

Deliberating on the above question the female respondents said that in the recent era girls are more educated than men, they are bold, confident and determined. They said that there is no such work that women cannot do. Once if a girl became determined then there is nothing difficult for her to achieve.

Shaista said: “Women can do all sort of work. But they are not depicted in a right and positive way.” According to Naima it is a myth that women can’t do the challenging work. Women can do equal to men in every place and at all levels.” Likewise, Mehvish said: “Women can do all sort of work. But they are not depicted in a right and positive way.”

Question No.5: Women are not designed for athletics, but media promotes that women can earn laurels via its advertisements, do you consider is it true?

Responses of Female Students of National University of Modern Languages

The girl respondents unanimously believed that the argument that women are designed to adopt some specific professions is simply meaningless. Most of the girls said that there is no harm if girls become athletes or adopt sports as their profession. Media is already contributing to shift the traditional mindset; however, it needs to make more concrete efforts to change the mindset of the people to enable girls to adopt sports as their profession if they so wish. One of the female respondents believed:

I don’t agree with the statement that women are not design for athletics. A woman can do whatever she wants, and media should promote this thing. We have started

seeing that women can do great in athletics, but media hardly shows a positive mindset for women in this regard.

Sana, another respondent, argued: “Women are more flexible physically than men, so I don’t agree with the statement that women are not designed for athletics. They can be as good athletes as men if they are provided training opportunities.” Another student said: “Women should not be merely expected to become housewives. They have equal rights to choose a profession and become whatever they aspire to pursue in their life.” Rena, another girl, said: “Women are good at athletics, but they are hardly visible in media.” Endorsing what Rena had said, another student stated: “I don’t agree with the statement because if we look into the past we can come to know that women did great jobs in athletics as well, but the media is not highlighting these accomplishments as much as it could have done it.”

Responses of Female Students of Air University

Majority of the girls responded to the changing trends of depiction of women as athletes as follows:

Zainab said: “Women can do even better in sports; they are not less than men. At times, even the media tries to show the accomplishments of women. However, the media also highlights their weaknesses and incompetence.” Nazish Ali said: “Women are designed for athletics, but media never supports women to jump in the field of athletics.” According to Zahra Khan “Yes, there are many ads which show women performing good in athletics. Media is playing a nice role. Summaya Mehmood commented: “Women are the best athletes, but our media is killing this brilliant capability and it shows them as models of beauty and glamour only.”

Responses of Female Students of Islamic International University

The discussion amongst the female participants showed that it is the society that has divided the tasks between men and women and expects them to perform their tasks. They believed that girls in no way are inferior to boys and those they can do everything provided they have the will to pursue those jobs. Everyone is born free, so no one has the right to decide for the other what to do and what not to do.

For instance, Mehwish Qamar stated: “Women can do anything in the world the way men can do it. It is basically the media which promotes, nourishes the roles. I think women can do anything if the media supports and endorses their roles.” Likewise, Sadaf Khurshid said: “I think what really a matter is the human body and strength, not the gender, to become an athlete.”

Responses of Female Students of Quaid-e-Azam University

Girls disagreed with this common myth that women are not designed for athletics. They said that the time has changed, and women are proving their worth in every sphere of life. There are a number of advertisements, which show so.

More specifically, Shaista narrated: “Women are good at athletics, but they are hardly visible on the media showing such skills, media does not promote them.” Likewise, Asna said: “Women can earn laurels, but women are mainly used as glamorous and beautified objects in the electronic advertisements.”

Mehro said: “The electronic advertisements somehow encourage women to become athletes. There are quite a few channels which show programs in which women are doing sports which encourage other women of the society.”

Question No.6: Sports are only for men, can electronic media showing women as champion of sports serve in elevating value of women?

Responses of Female Students of National University of Modern Languages

It is a common myth in the Pakistani society that sports are only for men. Most of the girls disagreed with this assertion and contested that sports are as important for women as they are for men. Out of sixteen, thirteen girls agreed that if electronic media shows women as champions of sports it will contribute to elevating the value of women. However, three female students disagreed with the statement.

After watching the videos one of the students said: “Yes, the media is serving the purpose in a positive way. It will help to reshape the stereotypical thinking of society and will improve the status of women in society.” Another student added: “Through these kinds of advertisements they promote feminism that women are equal to men.” Likewise, Sana narrated:

These kinds of advertisements can help to reshape the psychology of the young generation to consider women as strong in sports as are men. The media helps in reversing the belief that women should not go for athletics. It does help in breaking the gender stereotypes, but it rarely helps in elevating the value of women.

Responses of Female Students of Air University

After watching the advertisements, majority of the girls agreed that women, like men, are also capable to make a name in sports.

Sonia Ajmal, a female respondent, responded: “Women can be good in sports and they are really proving it with their abilities. The Pakistani media is also helping them out.” Ayesha also said: “It is true, media shows women participating in sports and media is playing a particular role.” Zainad Mehmood added: “Women are far better in sports than men and unfortunately our media is showing them not suitable for sports activities. It has limited them to a few sports.” Nazish Ali said: “Women are as valuable and important as men. Some of them are showing brilliant results in sports.”

Responses of Female Students of Islamic International University

Most of the girls said that although it is a common myth that sports belong to men, but it is an extremely unacceptable notion as girls also have the ability and passion to excel in sports.

Saima Kiran stated: “Sports provide opportunities to learn and express athletic skills. It can’t be tied to men only. The media can motivate and elevate the status of women through positive projection.” Shanza said: “Sports is not only for men. In some sports women are better than men and electronic media is serving to elevate the value of women.” Likewise, Mehvish Qamar said: “I think media is not supporting women as champions of sports that much. No doubt women are good at sports but unfortunately media is not highlighting them.”

Responses of Female Students of Quaid-e-Azam University

Most of the respondents said that if women are portrayed as the champions of sports it will, of course, elevate their value and secondly it will motivate the young girls to join sports as profession and it will also change the stereotypical thinking of the society.

For instance, Mehro said:

First of all sports is not only for men. It is for everyone making efforts to prove their talents in sports. The media should encourage by showing successful stories and documenting the real brave ladies who earned a name for themselves in this field.

Likewise, Bushra said: “Yes, the media can elevate the value of women if it shows them as champions.”

Question No.7: Men are the kings of commercial driving, how do you think media is helping woman to be queens of commercial driving through its advertisements?

Responses of Female Students of National University of Modern Languages

Most of the girls had a view that the media is not showing women to be of any worth in commercial transportation. However, there is a change in trend now. For example, in the Ufone-sponsored advertisement Shamim Akhtar is shown, as the queen of commercial driving but besides her there isn't an advertisement in Pakistan in which a woman is shown as riding a bus or car in the advertisement. And that is based on a true fascinating story.

Some of the students answered this question in relation to Shamim Akhtar's Ufone, advertisement which was presented in the class. Sana believed: “Sure, to some extent the media is portraying women to be the queens of commercial driving.” Likewise, another girl said that “Yes, media is helping in reflecting women to be the queens of commercial driving through its advertisement.” Uzma, another female respondent, said: “If women can be drivers of cars, then why can't they be commercial drivers. Media is never showing such positive idea on its channels.”

Nosheen and Muniba also agreed that “Yes, media is helping women to be the queens of commercial driving through its advertisements.” According to Sidra: “Yes! to some extent women are shown as drivers of commercial cars but we can also see some of the cases where women are only used in the commercials as a commodity just to enhance the importance of the particular commercials.” Nobeeda said: “No, it is demolishing their values even more by presenting them as a showpiece in their ads, showing us that they are not worth anything more than just a source of entertainment.”

Responses of Female Students of Air University

Majority of the girls said that women can be the queens of commercial driving in the advertisements provided the media is willing to highlight their roles as commercial drivers. In the recent past some of the advertisements like the one sponsored by the Ufone have started promoting the cause of women, however, more adds are required the image of women, they argued. Paras, a respondent, said:

Every fifth woman is a driver. If they are given a chance they can be good at commercial driving as well. However, I personally believe that since the commercial driving has been a male-dominated field, no media will ever take this initiative to support women in the world of commercial transport.

Zara Khan said: “Yes, in the present days, media has started showing such ads in which women are shown as the queens of commercial driving through its advertisements.”

Responses of Female Students of Islamic International University

After watching the aforementioned advertisement, most of the girls said that women can be the queens of commercial driving and the media has started showing such advertisements is good.

For instance, Rafia, a female respondent, said: “I think media is supporting women to enter in commercial driving and become the queens of commercial driving. It shows that women are capable of doing anything.” Likewise, Isna Maryam Choudhry said: “Yes, media, through its day-to-day advertisements, is helping women to be the queens of commercial driving. Nowadays women drive trucks, cars, rickshaws and bikes in Pakistan.”

Responses of Female Students of Quaid-e-Azam University

The respondents believed that the media is not supporting women to be the queens of commercial driving. There are only 2-3 advertisements in which women are shown as commercial drivers. In most of the advertisements, women are shown in stereotypical roles.

According to Mehro, “The media, despite a modest start, is not doing much to promote awareness amongst peoples. In most cases men are shown in the commercials and advertisements to highlight the vehicle advertisements.” Likewise, Bushra said: “Of course,

the media is providing power to women and helps them to be the queens of the commercial driving.”

Question No.8: A disable woman is considered useless, but these disables are emerging as skating winners, is showing them in advertisements, a positive note of media for women?

Responses of Female Students of National University of Modern Languages

All the female respondents agreed that if a differently-abled woman is playing a positive role then her achievement should be specifically highlighted and supported by the media.

For example, one of the students stated: “Of course, this tells us how women should not give up when they are going through trying circumstances. Despite their physical challenge, they can be strong and productive.” Likewise, another student said: “It is very rare that the differently-abled women can achieve what a normal person can, however, if they come forward as confident women and become role models then media should definitely support them.”

Responses of Female Students of Air University

The responses to this question seemed to be almost equally distributed in favor of and against the statement.

For instance, Summaya said: “Yes, media often gives an impression of the differently-abled women being useless and less productive; however, if the media shows the worth of such women it can help improve the image and respect of the differently-abled people. Saima also said: “Agree, we still live in a society where women are considered useless. Media can be the only way out.” Zainab said: “Every time and everywhere the differently-abled women are shown as worthless people, but media can help them to raise their respect by showing their positive side.”

Responses of Female Students of Islamic International University

Most of the girls said that it is a positive sign that the differently-abled women are shown as the skating winners in the advertisements. The special and differently-abled humans should not be considered useless because they are an integral part of our society.

Therefore, instead of discouraging the media and society should encourage women to demonstrate their hidden talents.

Isna Maryam Choudhry said:

It is amazing that even the differently-abled women are emerging as skating winners. The electronic media has been showing them in the advertisements and it is a very encouraging thing indeed to highlight the talents of such women. They are not considered useless rather they work hard and prove their worth.

Rafia stated: “The life of differently-abled women is full of miseries. I think women shown as skiing winners in the advertisements is a symbol of determination and hard work. Media is showing positive side of such special women.”

Responses of Female Students of Quaid-e-Azam University

The discussion amongst the female respondents indicated that the differently-abled women can achieve significant results despite their physical, emotional and mental challenges. They stated that if the differently-abled women can achieve important goals, the media should specifically illustrate their successes to encourage them.

According to Asna, “The differently-abled women are considered as weak and dependent part of our society. If the differently-abled women can do something good the media should specifically highlight it to change the mindset of the society.” Likewise, Mehro said: “The media has a powerful impact. It can encourage and discourage people in many ways. Through highlighting positive projection, it can motivate the other people of society.” Mehvish further added: “It is very rare to note that the differently-abled women are good in life affairs, if they do something fascinating media should promote that.”

Question No.9: Even today, all women are not allowed for jobs, is media changing this orthodox mindset through its advertisements?

Responses of Female Students of National University of Modern Languages

Most of the girls agreed that yes media can be a source of changing the mindset through advertisements but unfortunately it is not playing its part to change this stereotypical thinking

One female respondent stated: “Yes, to some extent; but I think media is not playing its due part to change the mindset of people. I tend to believe that media can play the supportive role in terms of women engaging with jobs, but it seems to have an orthodox approach of looking at such issues.”

Mariam, a respondent, believed: “No, it is not playing its role, because the women who are working outside the media are portrayed as if they are not less respectable in society.” Muniba somehow agreed that nowadays trends are changing, and media is trying to change the orthodox mindset of people through advertisements.

Responses of Female Students of Air University

Some of the girls agreed that women are doing jobs and media is portraying it, while some of them argued that the media is having the orthodox mindset and it is not promoting the real strengths of women.

For instance, Hina Khan commented: “I guess women these days are mostly allowed to do jobs. Media is also supporting the idea that there is no harm in doing jobs.” However, Aqsa Hassan had a slightly different viewpoint, she said:

I think media is not playing its due role in supporting women as job seekers. I agree that most of the male staffs controlling media have their orthodox mindsets that remain reluctant to promote women’s rights and their positive images on the media.

Responses of Female Students of Islamic International University

The female respondents stated that the media is trying to change the orthodox mindset through its advertisements, but these efforts are not enough. Pakistan is a male dominant county where most of the times women are not allowed to do the jobs of their choice. But with the little bit effort of the media these stereotypical orthodox mindsets of people is changing. Media is bringing awareness amongst people.

According to Maryam Chaudhry:

The media has been instrumental in changing the orthodox mindset through the advertisements and hence women are able to pursue the jobs related to their interests.

Since the God Almighty has created men and women as equal, therefore, there is no harm for girls to do jobs.

Likewise, Irum said: “I accept this statement about the media changing the orthodox mindset regarding women pursuing jobs of their interests. But still there are some barriers which need to be overcome by the media to promote equity and equality related to women.” Shanza, another respondent, said: “In our male dominant society not everyone is allowed to do jobs while the media is changing the orthodox mindset of the society.”

Responses of Female Students of Quaid e Azam University

Most of the students said that the media is not somehow playing its role to change the orthodox mindset of the society. They argued that the media is a powerful weapon through which we can bring reform in the society, despite a modest start, they believed, it needs to do much more to educate the masses. For instance, Shaista said: “I think media has the potential to be the game-changer, but it doesn’t fully play its due role to achieve the goals. The media still seems to have an orthodox mindset.” Likewise, Naima narrated: “Yes, the media can change the mindset of patriarchal society and particularly help women to come out and confidently seek jobs to become financially independent.” Bushra said:

Although the media is promoting people’s awareness about their rights and responsibilities, however, it must do more to reverse the deeply-trenched beliefs and perceptions of people about the significance and value of women in the society. It must contribute to enhance people’s realization about the equal human rights and the respect that each human being deserves.

However, Fatima, another respondent, commented that the media is performing great work in this context. She said that it is due to the media that the mindset of men is changing to a great extent.

Question No. 10: In Pakistan, women are considered princesses of home, but rarely media represents women as princesses of outside, do you believe media is right in doing so?

Responses of Female Students of National University of Modern Languages

An overwhelming majority of the female respondents agreed with the assertion that the media is not presenting women positively. One of the students said: “No, for me the media is not doing a fine job in this respect.” Another student said: “No, media won’t help in this regard. It only shows them queens when they are working within the four walls of their homes.” Sundas, another respondent, had a slightly different view, she said:

I would argue that the media is playing at least some positive role by increasing peoples’ awareness but there is no denial that in most cases the media through its advertisements portrays women as objectified figures. Many examples are there for example Lux Soap, Q-Mobile, washing powder adds.

Responses of Female Students of Air University

According to girls who responded to the above question the media doesn’t represent women as the princesses of the outside world. Most of the advertisements on Pakistani media are about the stereotypical roles of the women which are confined to the four walls of tier houses. Media should come out of these typical roles and promote women as the princesses of the outside world as well as of their homes.

For instance, Zainab remarked: “One could easily see how the media sometimes elevates the image and value of women, but on other occasions it seems to devalue them. The media should support women and prove that women are important part of the society.” Aqsa Hassan said: “Media only portrays women as queens when they are working within their homes.”

Responses of Female Students of Islamic International University

The generic discussion amongst the female respondents revealed that instead of considering women as princess of home or the princess of the outside world, what is more important is that we should be giving them their due respect inside as well as outside their homes. For instance, Irum stated: “Considering women as princesses of the outside world has numerous implications for them. In fact, it has both its pros and cons. The medium is required to provide them the conductive platform enabling them to unleash their hidden

potentials.” Likewise, Zahra said: “Definitely, I would also endorse the idea that women should be given respect all over the world not only at home but outside their homes.”

Responses of Female Students of Quaid-e-Azam University

Discussing the question most of the girls said that media is not playing its role to represent women as the princesses of the outside world. They said that in most of the advertisement women are shown as fragile, weak and beautified objects that seem to have always depended on the men for their protection and for their better future.

For example, Swati argued: “The media must play its role to improve and upgrade the image and respect of women.” Likewise, Mehvish, another female respondent, said: “I don’t think the media will ever help in this regard. It only portrays them as queens when they are working within the walls of home.” Bushra appreciated the efforts of media and said that women are the princesses of home, but can do jobs to earn a living for themselves even outside their homes.

5.9 - Analysis of the Responses of Male Students from Four Universities

The total number of the male respondents from all these four universities was 55. Twenty male students were from National University of Modern Languages (NUML), fifteen from Air University, ten were from Islamic International University and Quaid e Azam University each. The researcher showed the students the videos aiming to break the gender stereotypes, provided them the questionnaires and asked them to fill these questionnaires. The open-ended questions included in the questionnaires are presented below and each question is followed by the description of responses of the male students.

Question No.1: The electronic media can be the true source of unveiling the real image of women, but it is rarely portraying facts, what do you think?

Responses of Male Students of National University of Modern Languages

Like the response that came from the girls, most of the boys also agreed that the media, in most cases, doesn’t show women’s real images but it can be a powerful source to reflect the positive images of women. The respondents were unanimous in their analysis that in most cases women are portrayed in the electronic advertisements as the objectified figures.

Adnan Hyder, one of the respondents, said: “Electronic media can play an important role in breaking the gender stereotypes. In most of the advertisements, women are portrayed as objectified figures; their true images, roles and achievements are often not portrayed in the media.” Another student, namely Attar, said: “Yes, media, in the contemporary world, is the most powerful source to reshape and restructure people’s belief system and thought processes, it needs to do more to reflect the positive images of women.”

However, one of the respondents (i.e. Mohsin Tariq) voiced against the statement and said: “The argument could be right to some extent; the media has been instrumental in promoting the notion of equality of men and women. It is not entirely negative, but we also need to recognize its positive contributions.”

Responses of Male Students of Air University

Most of the boys in the class agreed with the assertion that the electronic media can be the true source of unveiling the real image of women, but it is not utilizing its full potential to portray women’s positive images.

Umair Sher, a respondent, believed: “There is no doubt that the media can depict even more the positive image of the women; it reflects the realities of our male-dominated society where women are always considered to be the subordinates to men.” Likewise, Yahya Malik said: “Yes, electronic media can be the true source of unveiling the real image of women. I think that it is rarely portraying the facts because due to the media we can change the mindsets of the people and media is not playing its role.” Waqar Ahmed another male student also agreed to the discussion and said: “Yes, I agree. Media is very much responsible for depicting both positive and negative images of both males and females. It is not contributing to enhance and improve women’s image the way we would like it to.”

Sahil Ahmeed, another respondent, believed: “No, media is not a true source of highlighting the image of women. It only degrades them; hence, I believe media is not portraying them in a positive way.”

Responses of Male Students of Islamic International University

The responses of the male participants showed that the media can be the true source of unveiling the real image of women. Majority of the boys agreed that the media is not doing currently as much as it could to delineate the positive images of women.

For instance, Miraj-ud-din, a male respondent, said: “No, the electronic media can’t be the true source to depict the real image of women. I guess it is because the Islamic values also have implications for portraying women and their issues too often.” Sharing a different opinion, Naveed stated:

I don’t agree that the media is not a true source of depicting women in a decent and culturally acceptable way. More often, the unrealistic aspects of women are shown repeatedly in the media. I would add that it sometimes depicts the fake side of the women.

Ahmed said: “The electronic media objectifies women and use them as a source of marketing. The media portrays women commodities, and honestly I don’t like this approach.” Likewise, Abdul Munim narrated: “I personally support the idea that the electronic media can be the true source of unveiling the real image of women but unfortunately our media is using women as decorative pieces.”

Asharib said: “Yes, this is absolutely true that electronic media can play a positive role in revealing the real image of women, but it is representing the negative aspects to some extent.” Nabeel said: “I really think it’s a true fact that the media can be true source of unveiling the real image of women, but it is not portraying facts.”

Responses of Male Students of Quaid e Azam University

Boys also seemed to agree with the statements like the girl respondents, they said that the electronic media can be the true source of unveiling the real image of women but unfortunately it is not playing its part. For instance, Saqib remarked:

Yes, the media can play its vital role to unveil the real and true image of women, if it shows the true and real image of women it will definitely change the stereotypical thinking of the society. It can be a good source of awareness and that it has already

started playing its role in educating the people about human rights and more specifically about treating women with the sense of equity and equality.

Question No.2: The positive projection of women in electronic advertisements can help in breaking the stereotypical thoughts, what is your opinion?

Responses of Male Students of National University of Modern Languages

Most of the male respondents in the class also agreed that electronic advertisements can help in breaking the stereotypical thoughts and, therefore, disagreed with the statement.

Athar, a male respondent said that I agree to the fact that advertisements will help in breaking the stereotypes.” After watching the selective advertisements presented to them in classroom Adnan responded: “The electronic media can surely help in altering people’s beliefs and thoughts about the gender roles and hence can break the negative stereotypes encouraging women to take part in society. Mohsin, another male respondent believed: “If the image is positively portrayed by the electronic media, it can easily help change the deep-rooted cultural beliefs about women.”

Likewise, Waqar, another student, disagreed and said:

I would disagree and like to add that electronic media is rarely helpful in breaking any stereotypes as despite this media propagation there isn’t much that has changed related to the gender prejudices in our society.

Responses of Male Students of Air University

The responses of eight of the total fifteen boys showed that if women are presented positively in the advertisements then the positive projection of women in electronic advertisements can help in breaking the stereotypical thoughts of the society. However, three boys seemed to disagree with the statement. Junaid Alam, a respondent, for instance, said:

Since the media is a powerful weapon in the contemporary world, it can positively project women through the electronic advertisements and hence can help in breaking the stereotypical thinking of the society. The media has already proved its capacity and potential as a opinion-maker and it is a very influential resource.

Umair Sher said: “The media can break the chain of all stereotypes against the gender stereotypes; however, the media is required to make sincere and committed efforts in this regard.”

Responses of Male Students of Islamic International University

Half of the boys said that the positive projection of women in the electronic advertisements can help in breaking the stereotypical thoughts, whereas the other half believed that the electronic media cannot help in breaking the gender stereotypical thoughts of the class.

According to Asharib it can definitely break the stereotypical thoughts but unfortunately, there is no gender equality in our society. So, it doesn't prove to be helpful in some cases. However, Abdul Munim narrated: “I think that being a Muslim this is not allowed in our religion i.e. Islam. Advertisements present images which don't often match with the values and expectations of our religion.”

Nabeel, another male respondent, said: “The positive and realistic presentation of women's real character and attitude can help in altering the stereotypical thoughts of people.” Almost a similar comment came from Suhail who stated: “If media is really concerned about women, then it will eagerly depict the actual picture of women and will tell the world that women are capable and are free from stereotypes.” Likewise, Mustafa Khan also said: “Positive projection of women in the electronic advertisements can help in breaking the stereotypical thoughts.”

Responses of Male Students of Quaid-e-Azam University

Most of the male respondents also showed their agreement that if women are positively projected in the media than it will be helpful to break the gender stereotypes and the orthodox mindset of the people.

For instance, Rehmat Ullah, one of the participants, said, “Definitely, the positive projection will certainly change the mindset of people.” Likewise, Adnan Naseer said:

In my opinion, the positive projection of women in the e-advertisements can help in breaking the stereotypical thoughts; however, it is not necessary that if women are

given their due respect, men, in any way, feel disrespected. Giving respect to women is directly related to the respect of everyone including men.

Zubair was of the view that somehow it can play positive role in projecting women but one should consider other factors too. Media role is limited to increasing awareness in both men and women.” Adeel Aslam said: “Yes, people feel more attracted toward advertisements, especially in Pakistan.”

Question No. 3: Women are considered fragile, but some are putting their feet on Mount Everest, do you think Pakistani Electronic Media is highlighting this strength of women through advertisements?

Responses of Male Students of National University of Modern Languages

Half of the boys agreed that media is projecting women in positive way and rest of the boys disagreed with the statement

According to one of the students, yes Pakistani media nowadays highlights the successful women and it is promoting the ideology that women are not inferior to males in any aspect.” Likewise, another student said that “Yes women are taken weak, but our media is highlighting the women positively.”

According to Athar, there are only a handful of such advertisements in which women are shown strong but still in most of the advertisements, girls are shown in stereotypical roles. Another student said that “media never shows women that are strong it always shows that women are fragile and not made for hard tasks.”

Responses of Male Students of Air University

Most of the male respondents agreed that women are considered fragile in Pakistani society, but they are not less than the men. These respondents also added that the media is portraying women as weak, fragile and beautified objects in most of the advertisements. However, if we provide opportunities to our girls and women they have the ability to reshape the stereotypical thinking of the society.

For instance, Umair, one of the male respondents, said: “Well, media hardly shows the brilliant strengths of women, it always represents women as a source of beauty and a glassy

thing that will be broken if applied for tough jobs.” Likewise, Mehroz Ahmed remarked: “I would argue that women aren’t fragile. In fact, they are capable of doing every task, but media only shows their weakness.”

Responses of Male Students of Islamic International University

The responses of the male participants reflected that there are just a few ads which show women doing great jobs and achieving success; otherwise in most of the advertisements, women are depicted in stereotypical roles and situations. In the advertisements they are shown as fragile, weak, cooking good food in the kitchen and taking care of children.

For example, Naveed, a male respondent, said:

Media never shows women as icons of strength. Despite a good beginning it has always been depicting women as fragile and the vulnerable segment of society. Many a times the media reflects women as incapable of doing difficult tasks.

Likewise, Noman, another participant, said: “Media never shows women as strong and venturesome. It always shows them as fragile and not made for hard work.” Giving a different perspective Ahmed said,

Sometimes you see women on the television screens as strong and daring people. But I personally believe that women shouldn’t be highlighted even through media, because in Islam women are not supposed to work and they are symbols of concealment not something to show off.

Responses of Male Students of Quaid-e-Azam University

Having watched Samina Baig’s advertisements, most of the boys supported the argument that the Pakistani electronic media is highlighting the strengths of women. However, they believed that there are just a few such advertisements.

For example, Saqib said, “Media is a great source to endorse the argument that women are not fragile. It is through media that we get to know about the accomplishments of women, including Samina’s climbing the Mount Everest (HBL add).” Likewise, Mubashir Khalil said: “Honestly, the electronic media has been playing a positive role to support the cause of women. Media has started portraying the strengths of women in the electronic

advertisements.” According to Adnan Naseer, “However, there are limited numbers of advertisements that highlight women’s achievements.”

Question No.4: There is no such work that a woman cannot do, various electronic advertisements represent that women are incapable of all works, what is your point of view?

Responses of Male Students of National University of Modern Languages

Boy’s responses to the above question substantially differed from that of girls. Although some boys did say that girls are capable to do all things which boys do, however, some of them believed that girls cannot do everything. Some of the boys said that girls have to abide by the principles and expectations of Islam and they have to adhere to the cultural norms and values. For instance, one of the boys stated: “Of course, women can do all sorts of works, but they have to be mindful of the limits of Islamic culture.” Athar, another male respondent, said: “Women always need a man such as their father, brother, husband to guide them and the social expectation is that women should seek permission from a man to pursue their dreams aspirations in the society.” Another student responded: “Women have the potential and capability to can do anything, but media always portrays women as weak and vulnerable part of the society, hence, they are always shown as worthless.” According to Adnan Hyder, “Male and female are two different genders, and both are bestowed with different qualities and weaknesses. Therefore, it’s unfair to say that women are incapable of doing any specific works.”

Responses of Male Students of Air University

Most of the boys also endorsed the idea that women can do everything, but media is not representing women positively in electronic advertisements. Abu Mazhar, a respondent, said: “There is no such work that a woman can’t do but various electronic advertisements represent women as incapable of doing certain works.” Likewise, Umair Sher said: “Definitely women are quite capable of doing every sort of tasks, their power is not less than that of the men, but unfortunately, she is portrayed with a tag of being a weak creature.”

Waqar, another respondent, said: “Yes, they are capable to do everything but, in the kitchens, only, they can’t do what men can. So what media can do if they are naturally incapable and lack strength to perform certain things”

Responses of Male Students of Islamic International University

Most of the boys said that women are not weak and incapable, and they can do every work. Some of the students said that women should choose to do work according to their capacities because they are not designed to do heavy work. Some students said that women should engage with all works but should be mindful of performing their roles within the limits of Islam.

For instance, Abdul Munim said, “Women are equal to men. They are not weak in even a single aspect. The electronic media shows them as strong and caring.” Maqsood said: “We also need to accept the fact that women do have some natural weaknesses which decreases their ability to engage with tasks requiring physical strength.” The general discussion amongst the male participants showed their belief that women can do everything, but media seems not to fully highlight their merits. Ahmed, one of the male participants, believed:

Well, there is a natural division of labor between male and female, hence, we cannot expect women to be able to perform all sort of work. There are some fields where males are dominant, and women should need to do what suits them in Pakistani context.

Responses of Male Students of Quaid-e-Azam University

It was interesting to note that almost all male respondents agreed that in the contemporary world girls can perform all those tasks which boys can do. However, they agreed that the media in most cases represents them stereotypically through the electronic advertisements. They further added that there are only a handful of the advertisements in which girls are positively projected.

For instance, Mubashir Khalil narrated: “I tend to disagree with the statement that the media is not playing its role. We can see through the advertisements that women are working in all fields of life and the advertisements help us see their accomplishments.”

Question No.5: Women are not designed for athletics, but media promotes that women can earn laurels via its advertisements, do you consider is it true?

Responses of Male Students of National University of Modern Languages

All the male respondents unanimously agreed that women are designed for athletics and supported the idea that media is not promoting them on a much broader level and at a more effective scale.

For instance, one of the boys said, “Women are designed for athletics, but media never supports women to jump in the field of athletics. Likewise, supporting his friends’ views Adnan Hyder said, “Media has started producing good examples of women empowerment through advertisements. Women can be athletes and I guess there is no harm in that.”

Responses of Male Students of Air University

Most of the students agreed that women can do well in athletics and they are doing well, and media is supporting them as well. Muhammad Ali Khojra commented, “The media gives reasonably good coverage of the women excelling in various fields and it is supporting their stance.” Zahir, another respondent, said:

Of course, women can be superb athletes, but it is extremely difficult for women to battle against the deep-rooted social norms and expectations. However, the media needs to play a proactive role in this regard as currently its role is less than what it can be like.

Responses of Male Students of Islamic International University

Most of the male students endorsed the statement that women can become good athletes if media supports them, however, a few of them said that women cannot be good athletes.

For instance, Ahmed added: “Athletics is for both men and women. I think media is helping women to enter in the world of athletics.” After watching the selected advertisements presented to them, Asharib said, “It is true. These advertisements are revealing the strengths of women. Women are as strong and passionate as men.” However, Ishtiaq said, “I personally believe that women should also pay heed to their boundaries and should not participate in such things which expose them to risks.”

Responses of Male Students of Quaid-e-Azam University

It was interesting to hear from the male participants that they condemned the belief which says that women are not designed for athletics. They argued that both men and women

are equal and that we should be challenging the cultural taboos imposed on women. For instance, Mansoor said:

I totally disagree with the first part of the question which says that women are not designed for athletics because one can find a number of examples of women athletes in our country and elsewhere in the world. Women have the capability to do equally well if not better than men.

Likewise, Ahmed said. "I would like to strongly disagree with the myth that women are not designed for athletics. In fact, recently our female athletes from Pakistan have won gold medals in the Olympic Games."

Question No.6: Sports are only for men, can electronic media showing woman as champion of sports serve in elevating value of women?

Responses of Male Students of National University of Modern Languages

All the boys, except one, agreed with the above statement. Boys appreciated the idea and encouraged women to take part in sports. They also appreciated that now-a-days the media has started portraying and highlighting women's image positively. For instance, one of the male respondents said:

In the contemporary world men and women are increasingly considered as equals and they stand shoulder to shoulder in all walks of life. Media showing women as sports champions promotes their value and image. Let gender be not an excuse in allowing women pursue their dreams.

Likewise, Athar, a male respondent, said:

Women are as valuable as men. They are very good in sports, but media discourages them to take part in sport activities. Many electronic advertisements show that women are as capable and strong as men in the field of sports.

However, there was a boy having a different opinion who believed: "Honestly, sports are not suitable for women as it requires a huge stamina and women are weak and fragile."

Responses of Male Students of Air University

In response to this question the majority of boy respondents said that sports are not only meant for men rather girls can also take part in sports. They further added that the media is already taking initiatives in order to promote this thing through advertisements. Some said that media is not playing its part in order to promote positive projection of women in the advertisements and some students said that sports are only meant for men in the Pakistani context.

For instance, Ammar Khalid commented: “Women can compete with men in sports and the way the media has started highlighting women’s achievement it is contributing to upgrading the value of women.” Umair Sher said: “Women are as good as men in the world of sports, however, the media needs to show them yielding their power in sports. In fact, women have got marvelous zeal for sports.” Muhammad Ali Khoreja also said: “It is true media shows women participating in sports and it is playing a positive role.”

According to Waqar, “women can participate in only some specific kinds of sports. They are not meant to participate in every sport in the Pakistani context.” Sohail said: “No, media can’t help in elevating the value of women in sports. For media sports are only meant for the men.”

Responses of Male Students of Islamic International University

Majority of the boys said that sports should be seen as a field that is equally important for men and women. Since sports contribute to our overall personality development, it cannot be linked with a single gender. Therefore, both men and women should be provided opportunities to get involved in sports for their growth and nourishment.

For instance, Naveed said: “Both men and women are equally capable of doing everything. Women have the ability and potential to shine in sports, but the media seems less inclined to highlight their accomplishments.” Likewise, Saif said: “Women are as valuable and competent as men. They are brilliant in sports, but media discourages them to take part in the sports.” However, Asharib said, “I believe in equality of men and women. Sports are not only for men, in fact, women should also be encouraged to take part and excel in sports.”

Responses of Male Students of Quaid-e-Azam University

Almost all boys commenting on the above question said that sports are not only for boys, in fact, girls can also come forward and become champions in sports. If girls come forward and become champions, it will obviously help elevate their value and reverence in the society.

For instance, Zeeshan, a male respondent, said, “Sports are not only for men, it is also for women. The media should promote women taking part in sports so that it can encourage other women to follow their footsteps and participate in sports.” Umar Khan, another respondent, said: “Absolutely wrong. Sports are for everyone and women are doing a wonderful job in sports. Our religion Islam has given high value to women. The value of women doesn’t need media, what it requires is the change in our minds.”

Question No.7: Men are the kings of commercial driving, what do you think, is media helping women to be queens of commercial driving through its advertisements?

Responses of Male Students of National University of Modern Languages

Discussing the above question half of the boys in the class agreed that women are presented positively in the advertisements and portrayed them as the queens of the commercial driving.

One of the respondents said, “Women are mostly objectified in terms of beauty, gender and sex. Media can help more through its advertisements.” Another student responded: “No, media will not take initiatives to support women in the world of commercial driving.” Adnan said, “Media is encouraging women to participate in every field, so it is also supporting in the case of commercial driving. We can see that most of the advertisements are women-oriented which encourage the other women to come forward.”

Responses of Male Students of Air University

Most of the boys said that women cannot be the queens of commercial driving. If a woman in Pakistani context tries to become a commercial driver then media rarely portrays the fact. Some of the boys also disagreed that women cannot drive.

For example, Ammar Khalid commented, “If women can be driver of cars then why can’t they be commercial drivers. Media is rarely showing such positive side of women in the advertisements.” Muhammad Ali Khoreja said, “I guess women cannot be good drivers for commercial vehicles, still media is encouraging them to do so.” Waqar remarked: “Women don’t need to be the queens of commercial driving; it is very well handled by men.”

Responses of Male Students of Islamic International University

A lesser number of boys said that women should live in the limits of Islam and adhere to the expectations of the local culture. Women should not be encouraged to violate and challenge the cultural values. But majority of the boys agreed that media should support the girls to become the queen of commercial driving.

Waqar, for instance, believed: “Men are actually the kings of commercial driving. If women are shown in positive ways within the limits of Islam, then it will be acceptable and should be highlighted on media.” Likewise, Sameer pointed out that if women can be driver of cars then why can’t they be commercial drivers. Media rarely show such kind of advertisements.

Responses of Male Students of Quaid-e-Azam University

The discussion amongst the male respondents showed the split of opinion: almost half of them said that media is playing its role to portray girls as the queens of commercial driving while the rest disagreed with their argument. For instance, Mubasher Khalil said:

The media is playing its role to portray women as the queens of commercial driving. Liaqat, another male participant, added: “I tend to disagree with the first part because women can be the queens of commercials and we can find lots of examples from our society. But unfortunately, media is not supporting women to be the commercial drivers.

Question No.8: A disable woman is considered useless, but these differently-abled are emerging as skating winners, is showing them in advertisements, a positive note of media for women?

Responses of Male Students of National University of Modern Languages

All the male respondents also unanimously agreed that media should support the differently-abled women. For instance, one of the respondents said, “Yes, because it gives them hope to come forward instead of getting discouraged by their physical challenges, such special people should be supported and encouraged as much as possible.” Another student said, “I believe that it is a very positive note on the part of the media that it portrays the issues of differently-abled people and help change the mindset of people about such people.”

Responses of Male Students of Air University

Most of the boys agreed and supported the idea that media should encourage and promote the differently-abled women as much as possible. They are the ones who need the moral from the other normal people to love a peaceful and productive life. For instance, Umair Sher said:

Well, nobody is useless. I believe the differently-abled women have been gifted with enormous hidden talents. They can do miracles. The media needs to play its due role in educating people about the enormous potential that the differently-abled people are blessed with. People must respect such women and men and help them in whatever may it is possible.

Ammar Khaild said, “Society takes differently-abled women less seriously; we must remember that they are full of hidden potentials.” Likewise, Kamran, another respondent said, “Media is a true platform to display the talents of the differently-abled women and it is doing its job in a positive way.”

Responses of Male Students of Islamic International University

The male respondents also appreciated the way a differently-abled young girl is shown as the skating winner on one leg. Most of the boys said that the media should encourage and highlight more and more such kind of people in the electronic advertisements, so that these differently-abled people could become role models for other people in the society.

For instance, Abdul Hadi said, “No doubt that showing these differently-abled women in the advertisements is a positive thing done by the media. This is a source of encouragement for other women in the society.” Likewise, Arsalan said, “Well, obviously

media is playing a positive role in this regard. It motivates other women that they can do anything and that no disability can hinder them in achieving their sublime goals. They are extremely motivated to prove their talents.” Ahmed also added, “Life of the differently-abled women is full of challenges. I think media is showing the positive side of such special women.” Maqsood also said, “It is changing the perspectives of people, as it motivates them to look at them with pride.”

Responses of Male Students of Quaid-e-Azam University

The discussion amongst the male respondents revealed that the media is playing its vital role to recognize and promote the cause of differently-able people through its advertisements.

For example, Mubashir Khalil said, “Indeed, it is a positive sign that the electronic media is playing its role to support such women.” Endorsing the aforementioned comments, Hammad Rafiq added,

I disagree with the statement that a differently-abled woman is considered useless. We have our observations that the differently-abled women can show wonders if they are provided opportunities to demonstrate their talents. All they require is the opportunities and their sense of self-efficacy about their worth.

Question No.9: Even today, all women are not allowed for jobs, is media changing this orthodox mindset through its advertisements?

Responses of Male Students of National University of Modern Languages

Half of the boys agreed that the media is playing an important role to change the mindset of the people; however, the remaining half didn’t favor the assertion. One of the students said: “Yes, somehow media is developing awareness amongst people and changing their orthodox mindsets through its advertisements.” Another student said: “Media is playing an important role to change the mindsets so that women should be allowed for jobs and education.”

According to Uzair Khan media seems unsupportive in the issues related to jobs for women. Media is rarely concerned with this issue.

Responses of Male Students of Air University

Most of the boys said that currently the trend is rapidly changing and even in countries like Pakistan the girls have started doing jobs. However, the media needs to highlight the significance of women being able to get into jobs to live an independent life for themselves. For instance, Zahir commented:

It is true that in certain cases such as in the rural and more conservative areas women are rarely allowed to work. In such contexts, women are confined to the four walls of their houses and expected to give birth to and raise their children.

Waqar, another respondent, said: “I don’t think that the mentality of Pakistani men can be changed by media. They are narrow-minded and avoid watching the advertisements in which women are positively portrayed.”

Responses of Male Students of Islamic International University

Most of the boys also agreed that media is playing its role to change the orthodox mindset of people and women should be allowed to do certain kinds of jobs but within the limits. Here is what Asharib narrated: “To a great extent media is emphasizing on the fact that women can play their roles in every field of life. They have resilience and are capable of breaking all the barriers of difficulties.”

Likewise, Ahmed said: “I think media is making concrete efforts to bring woman in the job market.” Masood had a similar viewpoint and he added: “The media has certainly changed the mindset of people, but it still has to do more.”

Responses of Male Students of Quaid-e-Azam University

The male respondents echoed almost the similar opinion as that of the girls. They argued that the media can be the medium to change the stereotypical thinking of the society. If media promotes such ads in which women are shown as doing jobs with respect and dignity, then it will positively influence the stereotypical thinking of the people. Hence, the media should promote such ads in which women are shown as doing respectable jobs.

For instance, Hassan commented: “Yes, the media is always helpful. When the media shows women doing jobs, it gives confidence to other women to follow the footsteps of such women and do the jobs.” Likewise, Manzoor said: “Of course, we are already witnessing the tangible change coming in the orthodox mindset which is due largely to the electronic

advertisements.” There was agreement amongst the respondents that the media has really played a vital role in changing the orthodox mindset of the society.

Question No. 10

In Pakistan, women are considered princesses of home, but rarely media represents women as princess of outside, do you believe media is right in doing so?

Responses of Male Students of National University of Modern Languages

All the boys also disagreed with the statement that media is portraying women as princesses of the outside world; they also agreed that women are portrayed as the princesses of their homes. Most of the male respondents said that it is true that women are considered as princesses at homes, but they are not considered as princesses of the outside world.

Responses of Male Students of Air University

According to the male respondents the media does show the women as princesses of home and they are shown as queens of beauty and glamour. They are more beautified and shown as they are weak and unable to do work outside their house boundaries. For instance, Arab believed:

It is deeply inconsolable that media is degrading the real status of women. A woman is the princess everywhere either it is inside her home or outside when she is engaged in other social issues. But media depicts them nothing but slaves in the houses.

Abu Mazhar Ahmed said:

Yes, women are considered to be the princesses of their homes because they know how to lead and manage the household affairs ranging from looking after their families to taking care of the educational, social, economic and psychological needs of their family members.

Responses of Male Students of Islamic International University

The discussion amongst the male respondents reflected their perceptions related to the statement. They believed the same. However, some of the voices came which suggested that women should remain inside their houses. For example, Asharib believed:

The media is playing a negative role in this regard. The status of women should be raised and they should be given equal rights and opportunities as men. Despite its potential the media has done less than what it could do in raising the awareness levels of both male and female members in our society. In the west the media has brought a revolution in terms of the equal rights and treatment of women but in the developing countries like Pakistan, it still needs to utilize its potential to educate the masses.

Likewise, Ahmed, another respondent, added:

The media always shows women as princesses, be it inside their homes or outside. The media should respect every stance of women. Women are symbols of concealment and beauty; therefore, they need to stay home and do wherever is easy for them because they are weak and delicate. They should stay at home and enjoy their life. But they should be educated for them to be able to do jobs and become financially independent.

Responses of Male Students of Quaid-e-Azam University

Most of the boys said that the media should highlight and treat women equally, be they at home or outside their homes. Women are not less competent than men. The discussion revealed that that Pakistan is a Muslim country, so girls should stay at homes most of the times and if they want to do jobs then they should do certain jobs which are suitable for them.

For example, Inayat said: “The media should treat them equally as women are capable to perform any tasks that men can do.” Mubasir Khalil said: “That is right to some extent that women are considered the princesses of their home. However, I tend to disagree with this opinion at all.”

Analysis of the Responses from Female Students from different Universities

The overall responses of the female students of the four universities showed a positive attitude towards the role of media in elevating status of women and in breaking gender stereotypes. The female students have the views that media can assist women to gain their status and can aid them to live freely by showing their positive image, not by showing them symbols of beauty and weakness. Moreover, these students have shared their trust on media

that if media plays its due role then nobody or no orthodox mindset can stop women from progressing in life and living as free as men.

Table 1

Responses of the Female Students from different Universities in the form of Table

Statements	Response of Girls from NUML	Response of Girls from AU	Response of Girls from IIUI	Response of Girls from QAU
The electronic media can be the true source of unveiling the real image of women, but it is rarely portraying facts, what do you think?	95	73.3	80	85.5
The positive projection of women in electronic advertisements can help in breaking the stereotypical thoughts, what is your opinion?	68.75	66.3	60	90
Women are considered fragile, but some are putting their feet on Mount Everest, do you think Pakistani Electronic Media is highlighting this strength of women through advertisements?	10	86.6	95.5	90
There is no such work that women cannot do, various electronic advertisements represent women are incapable of all works, what is your	95	90	90	90

point of view?				
Women are not design for athletics, but media promotes that women can earn laurels via its advertisements, do you consider is it true?	95	95.5	80	70
Sports are only for men, can electronic media showing woman as champion of sports serve in elevating value of women?	70	39.5	70	90
Men are the Kings of commercial driving, what do you think, is media helping women to be queens of commercial driving through its advertisements?	40	25	90	45
A disable woman is considered useless, but these disables are emerging as skating winners, is showing them in advertisements, a positive note of media for women?	100	50	95.5	60
Even today, all women are not allowed for jobs, is media changing this orthodox mindset through its advertisements?	40	30	90	60
In Pakistan, women are considered	0	20	70	40

princess of home, but rarely media represents women as princess of outside, do you believe media is right in doing so?				
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Analysis of the Responses from Male Respondents

As compared to female students, boys were having similar reactions to the positive projection of women in the advertisements. Some of the boys were happy that at least women are shown positively in the advertisements or doing or achieving something great. The boys said that women should be equally treated as men in Pakistani society and media should play its role to change the typical mindset of the society. Some of the boys said that women are inferior to boys, so they should keep in their limits. Some of them said that Pakistan is an Islamic State, so women are not allowed to adopt every profession, so they should be in the limits of Islam. So, these types of reaction were portraying the stereotypical thinking of the young generation of Pakistan.

Table 2

Responses of the Male Respondents from different Universities in the form of Table

Statement	Response s of Boys (NUML)	Response s of Boys (AU)	Responses of Boys (IIUI)	Response s of Boys (QAU)
The electronic media can be the true source of unveiling the real image of women, but it is rarely portraying facts, what do you think?	70	90	39	80
The positive projection of women in electronic advertisements can help in breaking the stereotypical	60	72.7	50	80

thoughts, what is your opinion?				
Women are considered fragile, but some are putting their feet on Mount Everest, do you think Pakistani Electronic Media is highlighting this strength of women through advertisements?	50	60	30	80
There is no such work that women can't do, various electronic advertisements represent women are incapable of all works, what is your point of view?	40	80	40	70
Women are not design for athletics, but media promotes that women can earn laurels via its advertisements, do you consider is it true?	90	70	55	85
Sports are only for men, can electronic media showing woman as champion of sports serve in elevating value of women?	90	80	70	90
Men are the Kings of commercial driving, what do you think, is media helping women to be queens of commercial driving through its advertisements	50	30	70	50

A disable woman is considered useless, but these disables are emerging as skating winners, is showing them in advertisements, a positive note of media for women?	100	40	90	70
Even today, all women are not allowed for jobs, is media changing this orthodox mindset through its advertisements	50	60	70	60
In Pakistan, women are considered princess of home, but rarely media represents women as princess of outside, do you believe media is right in doing so?	0	40	80	50

CHAPTER 6

FINDINGS AND CONCLUSION

This chapter outlines the major findings of the study and generates a discussion. This chapter also provides the conclusion of the study and some of the recommendations are listed so as to serve as an insightful reference to highlight the role of media in challenging stereotypes against women.

The present study explored the role of electronic media in breaking gender stereotypes and secondly, it investigated the perception of young generation of Pakistan about the role of media in promoting the image of women to curtail gender stereotypic thoughts.

6.1 - Responses to the Research Questions

The study tries to provide answers to the research questions about the role of media in breaking gender stereotypes.

6.1.1 - How does the electronic media represent groundbreaking images and roles in advertisements?

The selected advertisements were taken from the Pakistani context and these are not only advertisements but the success stories of Pakistani women who broke the gender barriers and proved their worth in the male-dominant society. These stories are in no way any fictional characters, on the contrary, they are the real stars who showed remarkable and history-making accomplishments. Their attainments challenged the deeply-rooted thinking patterns and outdated values related to what women can and cannot do. In all these advertisements women are shown as breaking the barriers. All the women who are shown in the advertisements come from different provinces and social backgrounds in Pakistan.

In one advertisement, a Pakistani young girl (i.e. Samina Baig) is shown as climbing up the Mount Everest. In her autobiography in the advertisements she describes how hard she struggled in the male-dominant society to become the first Pakistani mountaineer to summit the Mount Everest and climb up the seven highest peaks in the five continents of the world.

Likewise, in another advertisement, Naseem Hameed hailing from a middle-class family is shown battling bravely to unleash her hidden talents as an athlete and become the first “field and track athlete” and won Gold medal in the 100-meter race in the South Asian Games in Dhakha in 2010.

In another advertisement, Rosheen Khan is shown as breaking the gender barriers and becoming the first Pakistani scuba diving instructor. This advertisement is based on the true inspiring story of Rosheen Khan as she achieved her dream and became Pakistan’s first scuba diving certified instructor.

A 53-year old dignified woman namely Shamim Akhtar hailing from Rawalpindi, Pakistan who became the nation’s first truck driver. She broke the nerve-wrenching gender-based obstacles, challenged the traditional domestic rules that force women to stay indoors and hence was able to achieve the seemingly unachievable in her life.

6.1.2 - How does the younger generation of Pakistan interpret these new gender images and roles?

The response to the above question emerged from the data that was gathered from the 120 participants, from the four renowned universities in Islamabad. These respondents hailed from different parts of Pakistan, hence, reflected the varied cultural values and expectations from the different parts of the country. The reaction of the students towards the new gender images and roles was somehow mixed and represented diverse views.

Most of the female respondents strongly articulated the desire to bring change in the thought processes of the male segment of our society. They reiterated that at least they should be treated equally and with reverence in the society. They further emphasized that women should be given equal opportunities as men. They argued that in the 21st century Pakistani women are strong, venturesome and they can do anything. Our women have proved their worth in every sphere of life. We have females today exhibiting their talents and worth in a

range of professions including pilots, engineers, athletes, mountaineers, truck drivers, scuba divers, ministers, doctors, teachers, designers and carpenters. The respondents believed that despite all socio-cultural barriers, women are trying hard to get equal status but still considered subordinate to men in the electronic and print advertisements, still reflecting them in stereotypical roles.

Girls were happy to see women portrayed in roles aiming to break the gender stereotypes in the selected advertisements. They appreciated the way these advertisements were showing women breaking the barriers in our society. They said these types of advertisements will play an important role to reshape the thinking of our patriarchal society and they strongly recommended that the media should present more advertisements like these. They believed that they seldom watch such kinds of advertisements on the electronic media. According to them most of the time women are shown in stereotypical roles in the advertisements; i.e. they are either shown as over-glamorized, beautified and fragile creatures; or are reflected in the advertisements merely doing house chores. They said that the gender roles are modified, and women no longer can be expected to confine themselves to the four walls of their houses. In addition to their primary role of nurturing their children, women can make equal contributions to bring bread and butter to their families, i.e. a job once attributed to only men. So, media should stop portraying women in typical roles and illustrate their multiple roles and potential to exceed the popular expectations.

However, in contrast to that of girls, the male respondents had the mixed kind of reaction and responses to the questions. Some of the boys were in favor of the change and they contested that women should be treated equally as men in the Pakistani society. They appreciated the way women work hard and prove their worth in all spheres of life. They said that media should play its part to bring awareness in the society. Media is a powerful weapon which has the power to shape and reshape the thinking of people.

On the other hand, there were some male respondents who seemed to deny the notion of equality of men and women. These respondents said that women are not equal to men. According to these fewer respondents, women should live and work according to the teachings and preaching of Islam. According to them Pakistan is an Islamic country and, hence, women have to realize and follow the cultural values and abide by the Islamic

teachings. They argued that not all professions are meant to be adopted by women and there are professions which only men can perform.

6.2 – Implications

The conclusions drawn from the findings have important implications for policymakers and for the future researchers.

The findings clearly show that when opportunities are provided, women have the potential and are equally capable to accomplish remarkable results. Therefore, the policymakers have to play their roles to facilitate women to have access to quality education, employment and other essential opportunities to unleash their infinite potentials.

The research findings discussed here have significant implications for the policymakers to review the current laws and practices to take tangible initiatives to treat women with respect and sense of equality. The policymakers need to encourage both men and women, through media and through other channels of communication, to understand their rights and be motivated to avail the opportunities which are often attributed to male members of the society. This may also require the policymakers to review the curriculum to inculcate in students the notions of social justice, basic human rights from the early years of their education in schools.

This study would also be helpful for the future researchers to conduct other studies related to the gender stereotypes and gender equality. Comparative studies could be conducted to explore the perceptions and practices of men and women across the educational institutions as well as across the provinces to generate data related to the issues of gender equality and human rights in Pakistan.

6.3 - Conclusion

Women in Pakistan are not only suffering from economical discrimination but are also victimized of inhuman customs and laws. Pakistan has a patriarchal society and women are supposed to confine to the four walls of their houses. Although with the globalization and transformation of technology the trends are rapidly changing, and Pakistani women are enjoying somehow better status than ever before. The Pakistani women are now finding new avenues to prove their worth and try to come out of the shells they had been encased for

many centuries. Now women are trying to become more independent and hardworking to unleash their potential. Today women in Pakistan are at high rank positions in sports, education, athletics, government and private sector jobs sectors.

Despite the struggle, the women are still considered inferior to men in Pakistani society. To change this status-quo a fundamental change in the thinking of men is required. It is not about empowering or dominating one gender over the other but to keep a balance between the two genders towards achieving the shared goals, ensure a just society and contribute to a better future for the upcoming generation. The most appropriate way to bring this attitudinal change in the society is through the print and electronic media (i.e. television, radio, newspaper and films) and internet (i.e. Face-book, Twitter, WhatsApp and Google). The electronic media and internet have the power to shape and reshape the thought processes of the people. It simply reshapes the public opinion and has power to transform a person, community, and nation. So, the Pakistani electronic media should promote and show such advertisements in which women are positively projected. It should condemn and restrict such advertisements which present women in negative roles. Moreover, the women, no matter which part of the country they come from, should come forward, struggle for their rights and pursue empowerment ventures independently.

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