

<Greetings & recording of the date, location, examiner & student names, ID number, etc.>

s0322: good afternoon everyone my name is <anm>x</anm> from the a student from international communication before my presentation today I like to ask you a question does anyone know the source of the word stereotype (1.3) OK OK let me tell you it was quite interesting early printers were in alphabetical order to type that to find the letter models to type that in this process for convenience many of them they bond the model letter which were often use together to types in or- use them in order to speed up the typesetting these fixed letter models were called stereotypes later the meaning of stereotypes was extended it's refers to the general and fixed will of people to a social group this leads this bring me to my topic today (1.1) gender stereotype I'm going to talk about the problems with gender expression in Asian television advertisement and the way to solve them basically I have divided my presentation into four parts in the first parts I will analyse the problems and talk about the negative effect and then I will provide three solutions to this problems and next I will summarize the key points and put forwards on recommendation and in the final parts I will open the floor for questions OK let's start by looking at the problem first over the over the last three decades many studies have investigated this problems Nam, Lee and Hwang state that women in advertisement were shown as an autonomous {non-autonomous} dependent and underrepresented specifically according to Sengupta cited in Nam, Lee and Hwang women were more likely to appear in decorative and non-occupational roles (1.0) this can also be seen from the: table at on the left it is a research of Cheng about gender roles' portrayals in Chinese television advertisement and in addition females were confined frequently to the home environment and they were more likely to appear in living products for example the advertisement of cooking oil baby items: washing liquids and so on so one of the negative effects of it (1.0) first of let's move on to the next point females in advertisements are all these young sexy and beautiful (1.3) some advertisement were sometimes use famous body as a way of business promotion (1.2) such as the woman sports women in underwear advertisements were always were often asked to: pose actions with heavy sexual connotations so what the negative effect of it first of all Nam, Lee, and according to Browne cited in Nam, Lee and Hwang gender stereotypes can be defined as general beliefs about how normal people see and behave and such advertisements centrally present idealize gender images which are often inauthentic and unattainable indeed actually harmful to average people and in addition (1.4) Nam, Lee and Hwang point out that underage girls are very susceptible to gender stereotypes in television advertisement because they have an incompletely self-identity for example some researchers have contended that seeing an beautiful women in advertisements can diminish young woman's self-confidence and cause them fall into unhealthy im- pra- practice OK let's move on to the next part of my presentation I will provide three solutions about how to reduce gender stereotypes in Asian television advertisement and I will focus on three different groups the audience media practitioners and the government (1.0) OK let's start by looking at the first the first problem the first solution promote media literacy education according to Alf- Aufderheide cited in Scharrer and Sa-Ramasubramanian media literacy can be defined as the ability to access, analyse, evaluate and communicate messages in of variety of forms and media literacy education can help people better think and judge the gender roles expressions in television advertisement correctly so how to promote media literacy education on the one hand schools and colleges should strengthen the construction of professional teaching force and open media literacy courses on the other hand the impact of

family education courses should not be ignored parents should reinforce the communication with children to know about their thoughts about the gender roles in television advertisement and guide them to form a right value actually this is an effective solution but it takes time to implement however it's not except for the audience media practitioners should also be considered this leads us to the next solution media practitioners play a role in the process of information transmission and so it is necessary to strengthen gender equality consciousness of media practitioners (1.0) key person working in media industry should take the leads in shifting advertisements towards accurately portraying women participant participation in management and decision-making roles at the same time commercials should also show men and women as equally involved in different jobs and then opening gender education courses in colleges of communication is also important it is colleges' responsibility to cultivate the gender equality awareness of future media practitioners and finally media industry should also add gender equality consciousness training to business training (2.1) this although it is also still a long-term plan but the gender roles in advertisement will be more reasonable after the implementation (2.4) due to the commercial nature of media in many cases it only pursues the immediate interest and ignore the social responsibility so to reduce gender stereotype in a television advertisement it's also need the supervision of the government (1.4) Tan, Ling and Theng point out that to require a gender portrayal gender equality environment should need to set up advertising at monitoring bodies and insurance of guidelines the government should formulate relevant laws and regulations and strengthen the supervision and administration of it and the government should also establish gender equality watchdog (1.0) OK this brings me to the end of my presentation today (1.0) let me go through the main points again (1.1) in the first part I talk about the problem with gender stereotypes in Asian television advertisements and give them negative effect of it and then I provide three solutions from focus on different groups promote media literacy education to the audience strengthen gender equality consciousness of media practitioners and set up advertising monitoring bodies which is the best solution for us in my opinion the third one is the best because law and policy are the most valid measure (1.1) in traditional Asian cultures in traditional Asian culture the most important norm of the separation of the separation of social members according to sex however it is no longer the case that the modern women must accept so it is necessary we cannot be trapped in the stereotypes we'd recommend that we should evaluate the gender roles in television advertisement correctly and (1.5) promote and reduce our best to reduce the gender stereotypes in advertisements to follow the trends of social development OK that's all thanks for listening and this is my reference list (1.1) now I'd like to answer any questions you may have