

**IMPACT OF NEWSPAPER ADVERTISING ON WOMEN'S IMAGE  
REPRESENTATION IN KAMPALA-UGANDA. CASE STUDY  
OF NEW VISION PUBLICATIONS**

**BY**

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**A RESEARCH DISSERTATION SUBMITTED TO THE COLLEGE OF  
HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE AWARD OF BACHELORS  
DEGREE IN MASS COMMUNICATION  
OF KAMPALA INTERNATIONAL  
UNIVERSITY**

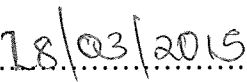
**MARCH 2015**

## DECLARATION

I Mary Machocho Majala declare that this is my original work and to the best of my knowledge, it has never been presented to any institution for any academic award.

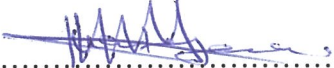
Signed ..........

Mary Machocho Majala

Date .......


### APPROVAL

This research report has been under my supervision as a university supervisor.

Signed .....

Mr. RICHARD WATENYERA

SUPERVISOR

Date .....

## **DEDICATION**

This dissertation is dedicated to my Mother, Mrs. Jane Majala and my fiancé Philip Kagota Chanzu who encouraged me to strive on to the end.

## **ACKNOWLEDGEMENT**

I would like to thank the following people who in many ways contributed to this piece of work.

I am indebted to my supervisor, Mr. Richard Watenyera for his patience, inspiration and encouragement. I admired the way in which he explained very difficult concepts in very simple ways. I would like to thank Nkwasibwe Onani who led me through the first stages of my research work when I had no experience at all. I also thank my colleagues at campus Ritah Namugenyi whom we usually encouraged one another through out the course.

I thank you all very much.

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## **ABSTRACT**

The researched aimed at investigating on the impact of newspaper advertising on women's image representation in Kampala-Uganda. Case study of new vision publications. The study was guided by three objectives which were intended to; examine the impact of advertising on women's image representation in Uganda, identify the risks associated with advertising and women image representation and establish strategies to improve advertising and women image representation. The literature was reviewed in line this objectives and chapter three contained methods of collecting data from the respondents and the total population was 80 and sample size was 60. The respondents designed questionnaires which were self administered to the respondents to fill appropriately. Chapter four was begun with demographic characteristics of the respondents and basing on sex, female respondents were the majority. The male respondents were also chosen almost equal to the number of women because they composed the management team at new vision publications and the fact that the researcher never wanted to produce a biased research in terms of gender. On the first objective, majority of the respondents said that women influence purchasing behavior of customers by 32%, 28% said that women advertising increase the ability in complaint handling, followed by 25% who said that women raise customers attention towards the product being advertised and finally followed by 15% who said that women's eloquence speech increase customer base. This indicated that women's advertising was very significant as it attracts attention of customers and the public. Women advertisements were based on the nature of the products. Majority were found of advertising cosmetics because they use it occasionally and they advertise to demonstrate how beautiful they have become as a result of the use of such cosmetics. Chapter five of this research contained the summary, conclusion and recommendations. The researcher also suggested areas for further research which was a result of time and resource constraints which could not allow the research to exhaust the study.



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction.**

Representation of women in advertisements and its effect on the purchasing behavior of the customer, the study reflects representation of women in advertisements and its effect on the purchasing behavior of the customer. TV was selected as the medium for the study to check the women image representation in TV advertisements affects the customer purchasing behavior. How much it influence on them. Study proved that women are represented negatively in the advertisement now a day's. Research tries to find out that how consumer perceives it and how it affects. Cultivation theory and social responsibility theory were used to check research Barker, R. & Angelopulo, G. (2006). This chapter looks at the background of the study, statement of the problem, purpose of the study, specific objectives, research questions, scope of the study, significance of the study, and the conceptual frame work.

#### **1.1 Background of the study**

World wide, there has been Portrayal of Women in Advertising over The Past Forty Years especially in USA and India. The use of sexual imagery in advertising of products and services is nothing new. Past studies suggest that the level of sex in advertising has grown more prevalent, more explicit, and more diverse over time (Soley & Reid, 2009). Cultivation research shows us that frequently repeated themes and behaviors seen in the media can influence our perceptions of social reality (Gerbner, 2000). One mechanism to explain how this happens is that the constant exposure to these themes and behaviors make them more accessible from memory (Shrum, 2003) – and when asked to make judgments in real life, those who are more exposed to certain mediated constructs are more likely to use them (Rhodes, Edison, & Bradford, 2004). The popularity of television formats such as reality shows, game shows and

infotainment, giving the opportunity for everyday ordinary people to be raised to media prominence, has been instrumental in the creation of today's celebrity culture (Turner 2004). Some argue that this has given rise to a 'DIY' celebrity culture whereby entry barriers to celebrity status have been lowered, therefore widening access and representation. This is known as the populist democracy perspective (Evans and Hesmondhalgh 2005). Anyone can become a contestant on a reality television show and does not need to have a particular talent. Once they have appeared in the celebrity labour market, they can maintain their status and dispense presence by appearing on TV shows, magazines, internet sites, advertisements etc. Hartley (1999) refers to this process as the democratization of the media.

In Africa, the Images of women in Advertising have got dynamics and Consumer Perceptions, the author Elera Pruvli says that, the history of images of women in advertising goes back to the end of 19th and beginning of 20th century. Products advertised with the images of women were like cosmetics (talcum powder and soap) or sweets and drinks (tea, coffee, chocolate). The perfect housewife was one of the key figures in advertising though the goods promoted may not necessarily be household goods. The image of women as a sexual figure is more recent. It is also necessary to note that all over Africa women in the advertisements during the period 1920 to 1990 have become progressively thinner.

According Babbie, E and Rakow (2004) there has been increase women models in the advertisements who are extraordinarily attractive and unrealistically thin in Kenya-Kikuyu women perform more in advertising cosmetics and Masai people in tourism sector. The representation of women image in advertising has been an ongoing phenomenon in the study of communication in many study centers, as there have been many scholars turning their attention to these issues. Its revealed that from the second half of the 1990's the field of

communication could no longer ignore feminist scholarship or the growing number of women calling themselves feminist scholars. Research on gender and feminism in communication thus became a point of focus. This has further played a significant role in communication scholarship and has exposed feminist issues that exist in the media.

In Uganda, most of the advertisements are made by women and their image representation has been widely used to sell products, services, and ideas since the 1950s. During this time period, the development of cheaper, better printing technologies made using illustrations in newspapers and magazines more affordable, and therefore more accessible to advertisers and to the public (Folkerts & Lacy, 2004). For example, tobacco companies were using suggestive or even nude images of females during the later 1980s (Reichert, 2003). However, during these last years, social changes have become rapidly apparent in acceptable dress in real life – and in the media. The level of dress in advertising content today ranges from mere sexual suggestion to full nudity and depiction of intercourse. However, sex in advertising can also include “sexual imagery, innuendo, and double entendre” (Courtney and Whipple, 2003) which has reduced some customers interest to follow the adverts and hence the researcher’s interest to investigate on impact of advertising on women image representation in Uganda focusing on New Vision Publications.

## **1.2 Statement of the problem**

Women image representation in advertisements originally began with advertisements on goods like adult entertainment and alcohol products. The style then widened like a fire in the market and is continually broadly exercised in Uganda especially in Kampala. It now becomes a fundamental part to have a gorgeous women model in every advertisement, which occasionally appears attractive to customers. The intention of using beautiful women in advertising is usually to attract the public attention.

Although the cruel reality is that advertisements portraying women is more persuading to audience of all ages and advertisers have adopted this, some have resented the idea and are biased to the extent of refusing to open pages where the adverts are placed. This reduced the rate at which customers are attracted towards purchasing a product or service hence the intention of research.

## **1.3 General objective of the study.**

The general objective of the study was to investigate on impact of advertising on women image representation in Uganda; a case study of Kampala Central.

## **1.4 Objectives of the study.**

- i. To examine the impact of advertising on women's image representation in Uganda
- ii. To identify the risks associated with advertising and women image representation.
- iii. To establish strategies to improve advertising and women image representation.

### **1.5 Research questions.**

- i. What are the impacts of advertising on women's image representation in Uganda?
- ii. What are the risks associated with advertising and women image representation?
- iii. What are the strategies to improve advertising and women image representation?

### **1.6 Scope**

#### **1.6.1 Time scope.**

The research will be carried out for the period of four month from December 2014 to March 2015. This will be appropriate enough for the researcher to complete her research findings and compile the report.

#### **1.6.2 Geographical scope.**

The research was confined to New Vision because it's composed of different advertisements both on television and news papers that showed a lot about women's image representation.

#### **1.6.3 Subject scope**

The investigation was limited to the impact of advertising on women image representation in Uganda and so the research was centered on getting all the relevant data and information about this subject.

### **1.7 Significance of the study.**

The study may be significant to.

The study will provide discussions about the status and participation of women in advertisement in the Ugandan press. Therefore it will add more knowledge to

the current awareness of women image representation in advertising and within the discipline of media and communication.

It can aid media managers examine the organizational set up and their operation from the gender perspective to identify the gaps impeding on the practice of advertisement and women image representation.

The results can be used to launch dialogue with media practitioners and policy makers. The data can open up creative discussion about the accepted routines and practices in media advertisement, about how particular journalistic decisions result in specific patterns of gender imbalance and about how alternative choices and approaches could lead to a fairer, more gender balanced assignments, and possibly modify or change their practice.

This data can be used to support existing initiatives among women's groups who advocate for accurate and balanced representation of women and diversity of voices and fairness in the media content especially in advertising.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter helped to review the related literature on impact of advertising on women image representation in Uganda. The research was based on the research objectives and information was obtained from books, journals, internet, and news papers.

#### **2.1 Role of advertising on women's image representation.**

Women, play a very significant role in advertising today both as consumers and as influencers. The depiction of women in Indian advertising has been a topic of debate for a while now. The experts against the indecent representation of women in advertising strongly believe that the woman's moral and social status is mainly determined on the basis of the degree of exposure of her physical form to public view. Some advertisements portray features of women as things that are separate and more important than the true image of a woman. They push perfection to a great extent that there seems to be no scope for inner beauty. Women advertising redefine women attractiveness as something that is away from natural. On the other hand , few advertising gurus believe that in some of the brands the so called indecent representation of women plays an important role in brand recognition. For example, condom ads, innerwear ads have more impact on the audience when such representation is done as it is provocative (McNair 2005).

Advertisements are generally characterised by their persuasive nature. Television advertising is characterised by the ability of the medium to transmit content to a mass audience simultaneously (Wilmshurst 1985, , Brierley 2002 McNair 2005, Barker and Angelopulo 2006). These characteristics of television advertising have been the subject of concern, criticism, and continuous study

(Jones 1999: 165). Bignell (2004:210) explains that it is the perception that television has connections to the real world of culture and society in which it exists that makes it critical in research. Bignell (2004) also states that television is fascinating to study because it seeks to provide the audience with elements, issues and events that they are currently experiencing. This may perhaps be relevant in a literal sense to such programmes as news but it is more difficult to apply Bignell's (2004) perceptions to issues such as gender where there are obvious discrepancies between media portrayal and social reality.

An advertisement is paid communication whose purpose is to inform and persuade the people to buy the product. "It is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." (Bovee, 1992, p. 7, as cited in [www.wsu.edu](http://www.wsu.edu)) The conception of advertising has assumed an active form with the exercise of the different mediums of the communication. Starting from the newspaper, magazines, posters, signboards, billboards to the commercial on the TV, advertising has arrived extensive technique. The effort is terrifying as it leads a practice planned to attract, change, transform and persuade public opinion. Each of us is exposed to so many advertisements every day and it has become the most powerful education tool in society. They sell values, images and concepts of success. They tell the general audience who we are and who we should be. Advertising transforms the practical value of using products into symbolic value of exchanging products into commodities. British writer and critic Judith Williamson calls this "metastructure," "where meaning is not just decode within one structure, but transferred to create another" (Sex Roles: A journal of Research, Dec, 1997 by Mee-Eun Kang as cited in Akhter, 2008).

Women, play a very significant role in advertising today both as consumers and as influencers. The depiction of women in Indian advertising has been a topic



of debate for a while now. The experts against the indecent representation of women in advertising strongly believe that the woman's moral and social status is mainly determined on the basis of the degree of exposure of her physical form to public view. Some advertisements portray features of women as things that are separate and more important than the true image of a woman. They push perfection to a great extent that there seems to be no scope for inner beauty. Women advertising redefine women attractiveness as something that is away from natural. On the other hand, few advertising gurus believe that in some of the brands the so called indecent representation of women plays an important role in brand recognition. For example, condom ads, innerwear ads have more impact on the audience when such representation is done as it is provocative.

Most research on advertising content alludes to the pervasiveness of the content on audiences. The key concern is that the messages and meanings encoded in advertising texts will have some effect on audiences. Cook (1992) states that, "advertising can tell us a great deal about our own society and our own psychology". Cook (1992) like many other researchers in this field (Gilly 1988, Hilton and von Hippel 1994, Wood 1994, Tuchman 1995, Croteau and Hoynes 1997, Branston and Stafford 1999, Kim and Lowry 2005) acknowledge that advertisements can serve as a gauge of social norms, values, as well as the interests of society.

Advertising is usually for the promotion of companies, products, services, and thoughts, generally done by a well-known sponsor. "Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." (Bovee, 1992, as cited in [www.wsu.edu](http://www.wsu.edu)) Marketers perceive advertising as an element of a general plan. It engages the method where in a message is planned so as to advertise a good, an idea or even a service. The conception of advertising has assumed an active form with the

exercise of the different mediums of the communication. Starting from the newspaper, magazines, posters, signboards, billboards to the commercial on the TV, advertising has arrived extensive technique. The effort is terrifying as it leads a practice planned to attract, change, transform and persuade public opinion.

## **2.2 Risk associated with advertising and women's image representation.**

Advertising and media images play an important role in everyday life, and sometimes the messages being relayed to young women about beauty are harmful and skewed. Young women are exposed to these potentially harmful messages at a young age, and are, therefore, continuously present in their lives. In reality, no one actually knows what true beauty really is, so advertisers have created an unrealistic depiction of a truly beautiful woman over the years Brierley, S. (2002). There are different opinions about what real beauty is, including a concept of the "thin ideal" being portrayed in some advertisements that are always visible to people and can have detrimental effects on those observing the images.

Literature has shown a wide variety of effects that advertising and media images has on self-image, supporting both positive and negative effects. Bessenoff (2006) conducted a study on women college undergraduates, and found that "exposure to thin-ideal advertisements increased body dissatisfaction, negative mood, and levels of depression and lowered self-esteem" (p. 239). Moreover, the research study also looked closely at the major differences in the results between women who were affected by the media exposure and women who seemed to not be affected by the media images at all. They concluded that "body dissatisfaction and thin-ideal internalization" were two major factors that differentiated the two groups of women who had their own body dissatisfaction and preconceived thin-ideal internalization. They define body dissatisfaction as the "negative evaluation of one's body", but found that this negative evaluation "has been found to moderate the effects of thin-

ideal media exposure on body esteem, weight satisfaction, and even depression” In addition, they define thin-ideal internalization as “acceptance with social standards of thinness”, and they discovered that the acceptance or agreement with these standards “has been found to moderate the effects of exposure on body dissatisfaction and disordered eating behavior” Lastly, a major factor that ties both body dissatisfaction and thin-ideal internalization together is social comparison, during which one compares themselves to others, and in turn, is “the main source of the negative effects produced by exposure to thin-ideal media”.

The importance of physical attractiveness prompts many women to compare themselves with the images of physical perfection, thinness and beauty found in advertising. Researchers already have established that some women compare themselves with the idealized images in advertising and that some women who compare themselves with these highly attractive models may experience negative feelings as a result (e.g. Cash, Cash and Butters 1983, Irving 1990, Martin and Gentry 1997, Martin and Kennedy 1993, Richins 1991). Such negative feeling may lead to frustration and anxiety. As a result of the comparison, some women may experience negative affect and further may also be critical of the attractive models and the advertisements in which they appear. Kellogg received letters with complaints about the use of unrealistic models. Outdoor advertisements in which Kate Moss appeared as an ultra thin model wearing Calvin Klein jeans were vandalized.

The advertisers have an ethical responsibility in the society. These advertisements have a negative impact on the society and directs to difficulties faced for the common woman Lockeretz, S.W. (1971). The main sick result is the passion of the women to obtain those nearly perfected bodies. They are so forced to get thin bodies that they adopt the harmful methods to attain the set objectives. They make disorders in their physical conditions get artificial techniques which can at times result in severe harms. As well as those who

never create it to that end faces embarrassment and teased by everybody in surroundings. Its outcome is in psychological diseases. Representation of womens in commercials is not bad but to represent them in a negative way and conveying the false message in the society is harmful.

Women are often found at the lower end of newspaper employment and in middle management, having serious difficulty moving from managing editor to positions like CEOs and few are allowed in advertisement. One of the reason for this is that women have not been in management pipeline long enough to reach the top and that it takes two decades for women to gain the experience necessary to be a CEO (Hemlinger &Linton, 2002 cited in Creedon and Cramer, 2007). As such, women in newspapers face barriers to advancement, lack mentors, role models and professional development opportunities. This may contribute to womens' desire to leave the news business entirely for careers they see as more rewarding.

Advertisements that are teaching women these skewed lessons can encourage women to consider harmful actions to themselves, such as compulsive exercise and eating disorders to look like the unrealistic model in the photograph, in addition to the initial feeling of low self-confidence and dissatisfaction with their body. Park (2005) studies the exposure to a magazine using the thin-ideal type that does not represent the average body type, and found that it has an effect on eating disorder symptoms and a woman's satisfaction with her own body when comparing herself to the thin-ideal model. In addition, Park (2005) looked at the psychological side to the exposure; how a woman perceives herself and the situation will affect her fate in developing an eating disorder and being satisfied with her body type. Environmental factors such as family and peers contribute to a woman's attitude about her body image and self-esteem, and will further impact eating habits, exercise habits, and self-confidence.

The Indecent Representation of Women (Prohibition) Act, 1986 prohibits indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner. The law relating to obscenity in India is codified in Sections 292, 293 and 294 of the Indian Penal Code. The pornographic act in Uganda in spite of these provisions, there is growing body of indecent representation of women or references to women in publications, particularly advertisements, etc. which have the effect of denigrating women and are derogatory to women(Hemlinger &Linton, 2002). Though there may be no specific intention, these advertisements, publications, etc. have an effect of depraving or corrupting persons. It is, therefore, felt necessary to have a separate legislation to effectively prohibit the indecent representation of women through advertisements, books, and pamphlets.

The said organization strongly objects to the use of women's faces and bodies to sell products because such advertisements put women at par with the products and turn them into objects of display and sale. Advertisements create the myth that women are primarily sex objects for the consumption of men and every man has by right access to the bodies of all women, according to the article 'The fight for just Portrayal Stobart, J. (1986)'.

There is no satisfactory answer regarding it and no one can deny that despite changes have brought some positive impact in the living standard among the people, these have resulted undesirable physical and social problems to the mankind. Among those negative aspects, indecent representation of women is most shameful which one of the emerging social issues is at present. This representation does not only degrade the quality of them, but simultaneously encourages antisocial activities and crime related to women Curry, T. J. (1998). Such type of disgraceful representation is prevalent in newspapers cinemas, magazines, T.V. The result of this sort of representation has been increasing rape, or teasing and other forms of exploitation of women.

### **2.3 Strategies to improve advertising and women image representation.**

The broadcasting policies should be region based and on gender equity. The role of various mass media can be effectively attributed in agriculture, health, behavior change and child care. Rural and urban women respond differently to mass media Croteau, D. & Hoynes, W. (1997). Rural women are more inclined towards serials, cinema programs whereas urban women watch more of educative and informative programs. The insights from selected Indian states focus on the role played by mass media in the process of women empowerment. State governments are making efforts to provide equality to women and this can be judged from projects/schemes being launched at various levels. In these states, various SHGs and NGOs aim to achieve economic and social status for women.

Chopra (2008) has provided insight into the field of portrayal of women in media. It is print media which is taken more seriously by the readers and considered to be more authentic. Overall the projection of women's image in media is quite degrading and leaves lot to be desired. Most of the information available puts women under same stereotype image which exists down the years. In order to enhance the status and position of women in society, she suggests a concerted and sincere effort. It can be achieved by projecting women's achievement in fields of art, literature, business and at the same time upholding Indian culture and ethos. She strongly recommends the need of creating awareness in public on issues of criminalization, politicization and commercialization of women.

Media groups should aim at Portrayal of women in these advertisements in various media such as print, TV; outdoor is a cause for concern Humez, J.M. (2003). The common observations should be made that the women are portrayed as glamorous objects, they are shown as dependant on men, are shown in traditional mundane roles as housewife, teacher, nurse, mother. They

are rarely shown as decision makers or in positions of power or as accomplished women. Some advertisements are felt to be obscene or vulgar and degrade the dignity of women.

For the empowerment of women in advertising, there should be exposure to mass media channels of communication contributes since it's a major factor. Women get considerable information on issues related to their empowerment if they are more open to the elements of mass media channels like newspaper, magazines, radio or television Rauch, G.E. (1972). Communication processes and media together can bring socio-economic development in a developing country like ours. The exposure to mass media can help in gaining knowledge and change attitudes which will indirectly help women gain freedom at all fronts. Mass media aims at improving the quality of life of those who are under developed and marginalized, thus contributing to empowerment. With the present advancements in global communications, the media has a larger role to play in the empowerment of women.

According to Sahai (2002),<sup>35</sup> over the last decade or so the media has become more sensitive be it against the practice of dowry, wife burning, women foeticide or poverty. The role of media should be to project the plight of women, especially the poor rural women in India. The images tend to be more effective.

In order to control such advertisements The Advertising Standards Council of Uganda should lay down a code of conduct. ASCI is a voluntary self-regulatory council of India. It was formed in 1985 with an intention to control the content of advertisements, not to hamper the sale of the products which may be found offensive by some people. It has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the market-place. It should stand for the protection of the legitimate interests of consumers and all concerned with advertising - advertisers, media,

advertising agencies and others who help in the creation or placement of advertisements.

Products advertised with the images of women like cosmetics (talcum powder and soap) or sweets and drinks (tea, coffee, chocolate) should perfect housewife as one of the key figures in advertising though the goods promoted but not necessarily being household goods King, S. (2010). The image of women as a sexual figure is more recent. It is also necessary to note that all over the world women in the advertisements during the period 1920 to 1990 have become progressively thinner. The women models in the advertisements have been extraordinarily attractive and unrealistically thin, as per the same article stated above.

There is an obvious need to address the nature of advertising and the ideological streams still prevalent in advertising content. The Advertising content does not accurately represent society, nor does it adopt fair, unbiased representations of women. Research continually exposes this fact but it is obvious that little or no change has occurred. It was assumed that women characters would not feature significantly in finance advertisements. This is more significant in the Allan Gray advertisement than in the Standard Bank advertisement; however even though women characters were used in both advertisements they actually had no significant role Gornick, V. (1979). The quantitative findings indicated that male characters featured at a higher rate than women characters as central/main characters in finance advertisements. This was anticipated because financial issues are traditionally understood to be part of the public sphere and thus associated with men.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **1.0 Introduction**

This chapter explained and described how the research was carried out. It focused on the research design, target population, sampled population, sample size data collection, data analysis and ethical considerations.

#### **3.1 Research design**

A cross sectional study design was used where both the quantitative and qualitative data was used to ascertain the impact of advertising on women image representation in Uganda.

#### **3.2 Research population**

A population can be defined as a complete collection of all elements (units) that are of interest to the researcher Lewis, A. (2007). This research study involved media directors, employees who deal in cosmetics, news anchors, public servants, who were above the age of 18 years and had knowledge about impact of advertising on women image representation in Uganda. The research population was estimated to a total of 80 respondents.

##### **3.2.1 Sample size**

From the total population of 80 respondents, sample size of 60 respondents was selected. The intention of selecting the sample size was because resources and time were limited and the researcher couldn't deal with the whole population.

##### **3.3.2 Sample Procedure**

The researcher used the simple random sampling technique to select women activists and women celebrities. This technique was good because it reduced chances of a researcher being biased when choosing the participants. This

sampling procedure ensured that each member of the target population had an equal and independent chance of being included in the sample.

### **3.4 Data collection methods**

The researcher obtained data from the field using the following important instruments:

#### **3.4. 1 Questionnaires**

Here, self-administered questionnaires were employed containing both open-ended and close-ended questions. The open-ended questions enabled respondents to contribute their views and suggestions, while the close-ended questions allowed respondents to respond to common responses.

#### **3.4.2 Interviews**

Here the researcher conducted face-to-face interactions made conversations between the interviewee and her self with the sole aim of soliciting data. The researcher used both formal and informal interviews with the respondents. This enabled the researcher to get more information in greater depth, reduce resistance and also obtain personal information from the respondents. The advantage of this method was that it helps to further clarify certain information that would be in the questionnaire. Again, the interview was employed to cross check certain information from the respondents.

### **3.5 Data processing and analysis**

Several methods were employed in processing the raw data from the field. These included editing, coding, classification, tabulation, and data analysis. These were done after data collection to make it meaningful.

### **3.6 Validity and reliability of the instruments.**

To establish the validity of the instruments, the researcher administered a questionnaire to the various officials; computation was done by the use of

computer program. This was for the case of questionnaire research instrument. The data was analyzed and fed accordingly.

### **3.7 Limitations of the study.**

Failure of respondents to return questionnaires in time was the major challenge the researcher encountered in the field. This was when respondents went with the questionnaires due to limited time to fill them. However, the researcher distributed them herself and immediately collected them after filling.

It was not easy to locate the respondents the fact that they were widely spread and conducted their activities from different places. This hindered data collection. The researcher however designed a structured questionnaire that enabled respondents fill in their free time.

Some respondents feared to reveal some information about a dvertisng and women image representation thinking that the information could leak. To solve this, the researcher assured them that the information could not leak and the research was purely for academic purpose.

### **3.8 Ethical Considerations**

The researcher protected respondents by keeping the information given confidential and where there was a need to reveal, consent was first obtained.

The questionnaires did not include the names of the respondents for issue of privacy and secrecy.

After the collection of data questionnaires were destroyed so that collected information couldn't leak.

## **CHAPTER FOUR**

### **PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA**

#### **4.0 Introduction**

The purpose of the study was to establish the impact of newspaper advertising on women's image representation in Kampala-Uganda. A case study of New Vision Publications

This investigation of the problem was carried on news paper companies and women who have actively participated in advertising. This chapter therefore presented and analyzed the findings in relation to the objective of the study.

#### **4.1 Data Analysis**

The data to be analyzed in this chapter was collected from new vision publications, Kampala branch and respondents were chosen by the researcher to be the representatives of their organization. The researcher used questionnaires as a tool to gather information from employees and the management of the organization.

#### **4.2 Distribution of questionnaires**

The responses from the respondents were amounting to a total of 60 persons out of 80 issued questionnaires. So it is only 60 questionnaires that were fully filled and returned from different departments. The analysis of the data in this chapter was carried out on 60 questionnaires that were fully filled and collected by the researcher.

#### 4.3.0 Biography of respondents

**Table 1: Gender of the respondents during the study n = 60**

Responses	Frequency	Percentage (%)
Male	23	49
Female	37	51
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

From the study finding it was indicated that 51% of the respondents were female and 49% male. This showed that there was active participation of both male and female respondents in the study with only a difference of 2%. Women were the majority because the subject matter concerned on women than male. The male respondents were also chosen almost equal to the number of women because they composed the management team at new vision publications and the fact that the researcher never wanted to produce a biased research in terms of gender.

#### 4.3.1 Age of the respondents.

**Table2: showing the age bracket of respondents.**

Responses(Age)	Frequency	Percentage %
25	22	36
25-30	16	27
30 — 35	9	15
36-40	7	12
40 years above	6	10
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

In relation to age, 36% of the respondents were aged 25 years, 27% had their age bracket ranging between 25-30, 15% were in age bracket of 30-35, 12% of the total respondents were in age bracket of 36-40 and 10% of the total respondents were in the age bracket of 40 years and below.

From the information presented above, majority of the respondents were the age bracket of 25 years because they are considered to be beautiful and can make the public develop interest to watch. The respondents within the age bracket of 40 and above were the minority because they were considered to be inactive in carrying out the adverts.

#### **4.3.2 Marital status of the respondents**

**Table 3: Marital status of the respondents**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage %</b>
Married	31	51
Single	29	49
Widowed	00	00
Divorced	00	00
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

From the findings of the 60 respondents, 51% were married and 49% were single and there were no widow and divorced respondents. This implied that the respondents were responsible enough to provide accurate information about the impact of newspaper advertising on women's image representation in Kampala-Uganda. Women who were married found to be having accurate information since they were the interest of the researcher and the majority compared to respondents with other status.

### 4.3.3 Occupation of respondents

**Table 5: Showing occupation of respondents.**

<b>Occupation of respondents</b>	<b>Frequency</b>	<b>Percentage%</b>
Radio presenters	10	17
News Anchors	12	20
Editors	26	43
Journalists	12	20
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

The radio presenters were 17%, news anchors were 20%, editors were 43% and 20% were journalists. This implied that the respondents had enough knowledge about advertisements and women image representation in Uganda.

### 4.3.4 Work experience

**Table 6: showing work experience of respondents**

<b>Work experience</b>	<b>Frequency</b>	<b>Percentage%</b>
2-3 years	15	25
3-5 years	23	38
5-8 year	17	28
10 years and above	5	8
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

Based on the information above, 25% had experience of 2-3 years, 38% had experience of 3-5 years, 28% had experience of 5-8 years and 8% had experience of 10 years and above.

This implied that the respondents had spent the time appropriate enough for the respondents to provide the adequate information concerning the impact of advertising and women representation in Uganda.

#### 4.3.5 Education Level of respondents

**Table 4: Education Level of respondents**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage%</b>
Primary	10	17
Secondary	18	30
Tertiary	32	53
None	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

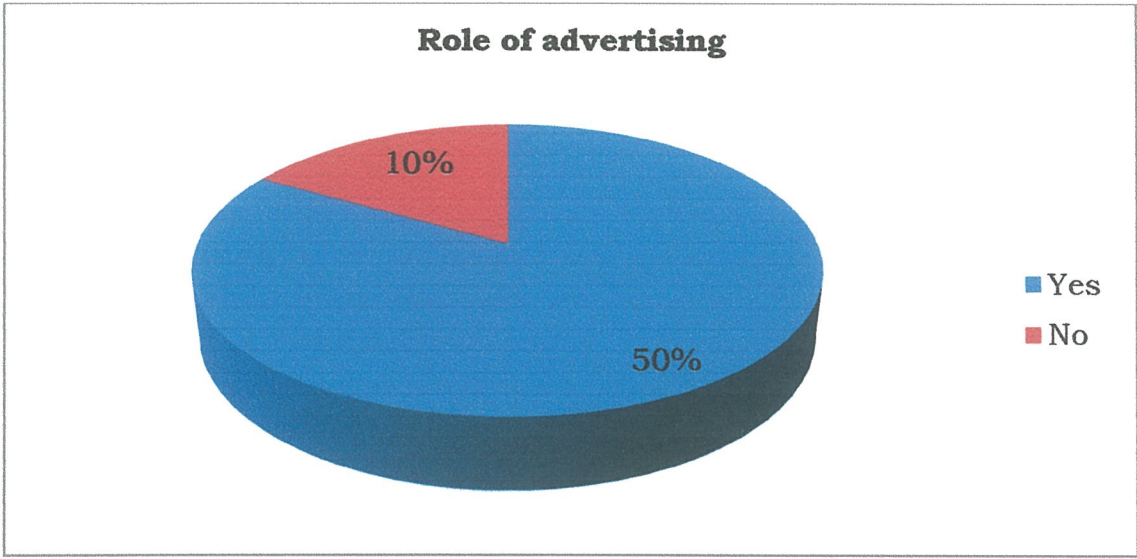
Majority of the respondents had attained education level up to tertiary institution that is they had bachelors degree and other qualifications 53% of the total respondents, 30% of the total respondents had attained secondary level, 17% had stopped at primary level and 17% had not attended primary level and no respondent who had attended school at all. This implied that respondents were well educated and could help in contributing information on the subject in question.



**PART B: Role of advertising on women image representation.**

The first objective was to examine the role of advertising on women’s image representation in Uganda. The respondents were first asked whether there was any role of advertising on women’s image representation in Uganda and the results were expressed by the chart as shown below.

**Figure 1: A pie chart showing whether advertising play any role in women image representation in Uganda.**



**Source: Primary Data**

Based on the information presented above, 50% of the total respondents agreed that advertising play a very important role in women image representation in Uganda, 10% of the total respondents disagreed.

The above information implied that advertising play a significant role on women representation based on the majority who agreed and though the minority disagreed.

#### 4.4.2 The role of women in advertising.

The respondents were asked the role of women in advertising and the results were expressed by the table as shown below.

**Table 5: Showing the role of women in advertising.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage%</b>
Influence purchasing behavior of customers	19	32
Raise customers attention towards the product being advertised	15	25
Increase the ability in complaint handling	17	28
Eloquences in speech increase customer base	9	15
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

Majority of the respondents said that women influence purchasing behavior of customers by 32%, 28% said that women advertising increase the ability in complaint handling, followed by 25% who said that women raise customers attention towards the product being advertised and finally followed by 15% who said that women's eloquence speech increase customer base.

This indicated that women's advertising is very significant as it attracts attention of customers and the public.

#### 4.4.3. The roles of advertising on women image representation in Uganda

The following were the roles of advertising on women image representation in Uganda as were identified by the respondents.

**Table 6: Showing the role of advertising on women image representation in Uganda.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage%</b>
It has improved woman's moral and social status	12	20
It has increased women's earnings	15	25
It has improved women's degree of exposure	7	12
It has improved brand recognition	5	8
It has helped women to sell values, images and their concepts of success	11	18
Women advertisement influence other women consumers	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

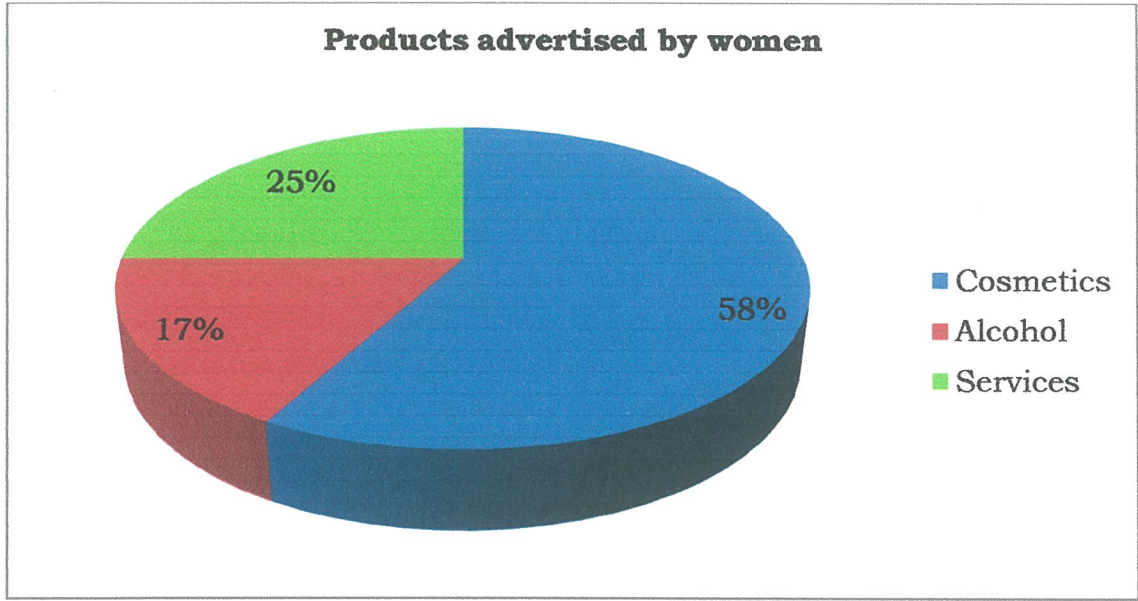
Based on data presented above, 20% of the total respondents said that advertising has helped women to improve their moral and social status, 20% said that it has increased women's earnings. This was a point that was supported by the majority respondents. 12% said that it has improved women's degree of exposure, 8% said that brand recognitions has been improved, 18% said that it has helped women to sell values, images and their concepts of success, 17% said that women advertisements influence other women consumers.

The above information indicated that advertising has improved women's representation evidenced by the points suggested by the respondents with the highest percentage.

**4.4.4 Products mostly advertised by women.**

The respondents were asked to tick based on their level of understanding the products mostly advertised by women and the information was expressed by the figure as shown below.

**Figure2: Showing products mostly advertised by women.**



**Source: Primary Data**

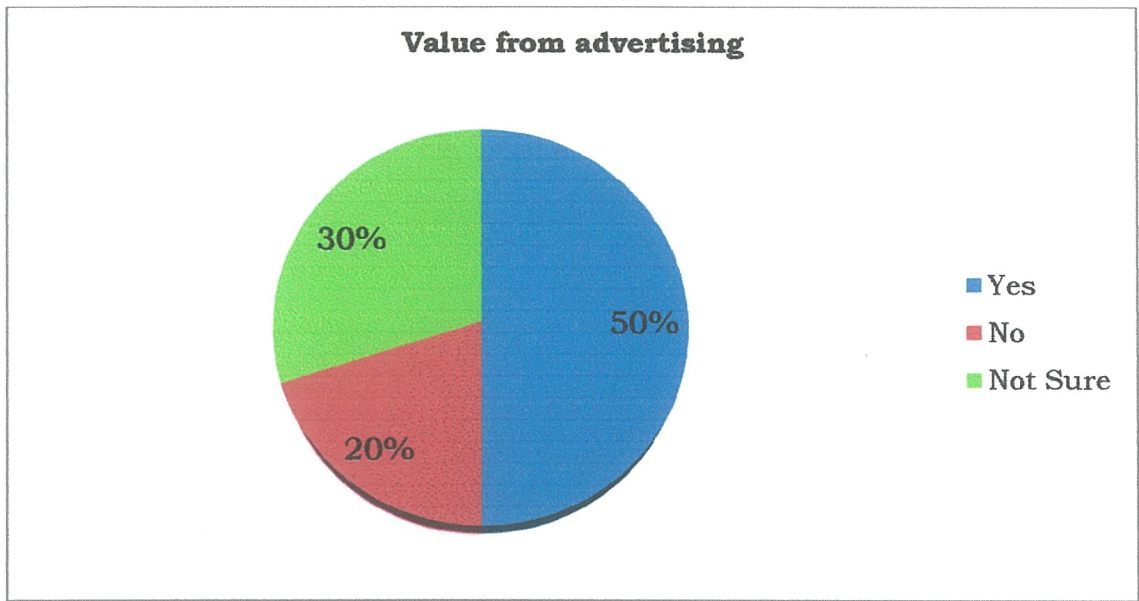
From the pie chart above, 58% of the total respondents who were the majority agreed that cosmetics was mostly advertised by women, 25% of the total respondents agreed that women advertise services and 17% agreed that women advertise alcohol.

The above, findings implied that women advertisements were based on the nature of the products. Majority were found of advertising cosmetics because they use it occasionally and they advertise to demonstrate how beautiful they have become as a result of the use of such cosmetics.

**4.4.5 Realization of value in advertising.**

The respondents were asked whether they had realized any value in advertising and the results were expressed in the chart showed below.

**Figure 3:**



**Source: Primary Data**

In relation to the information presented above, 50% of the respondents agreed, 30% of the respondents were not sure, 20% disagreed.

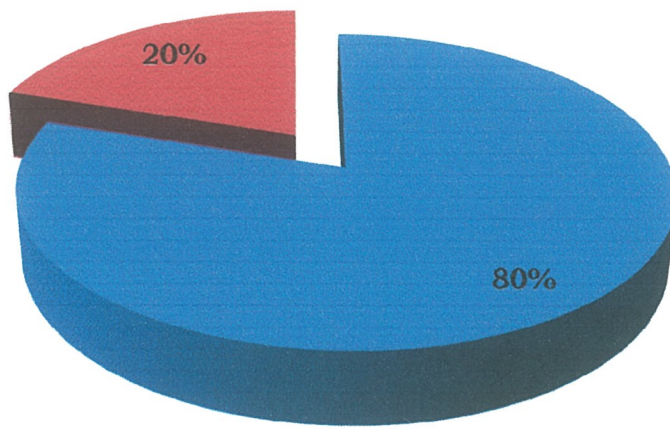
This implied that women had realized the value of advertising evidenced by the majority of the respondents who agreed though the minority disagreed and were not sure.



#### 4.5 PART C: Risk associated with advertising and women image representation

The second objective of the researcher was to identify the risks associated with advertising and women image representation. The respondents were asked whether there are risks associated with women advertisement and the results were expressed by the chart showed below.

**Figure 4: Showing response to whether there are risks associated with women advertising.**



**Source: Primary Data**

The information presented above showed that 80% agreed that there are risks associated with women advertisement, 20% disagreed.

This evidenced that proper analysis was required to overcome the risks associated with women advertisements.

#### 4.5.1 The risk associated with women image representation in advertising.

Table 7: Showing the risk associated with women image representation in advertising.

Responses	Frequency	Percentage%
Women advertisements may have detrimental effects on those observing the images	18	30
Some advertisements increase body dissatisfaction	5	8
Physical attractiveness prompts many women to compare themselves with the images of physical perfection	8	13
It increases the harmful methods among women to attain the set objectives.	4	7
It may affect the women's position due to the type of advertisements	15	25
Some people consider it to be unethical	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

#### Source: Primary Data

In line with the information presented above, 30% of the respondents said that women advertisements may have detrimental effects on those observing the images, 8% said that some advertisements increase body dissatisfaction, 13% said that physical attractiveness prompts many women to compare themselves with the images of physical perfection, 7% said that it increases the harmful methods among women to attain the set objectives, 25% said that it may affect the women's position due to the type of advertisements and 17% said that some people consider it to be unethical.

#### 4.5.2. Treatment of women while advertising.

The respondents were asked whether women were being treated well while advertising and the results were expressed by the table as shown below.

**Table 8: Showing women were being treated well while advertising.**

Responses	Frequency	Percentage (%)
Yes	20	33
No	40	67
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**

Based on the information presented in the table above, 33% of the respondents agreed and 40% of the respondents disagreed.

This implied that women were not being treated well while advertising evidenced by majority of the respondents who agreed.

#### 4.5.3 The way the message is obtained from women while advertising.

The respondents were asked about the way the message is perceived while advertising and the information was presented by the table as shown below.

**Table9: Showing the way message is obtained from women while advertising.**

Responses	Frequency	Percentage (%)
Yes	45	75
No	15	25
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary Data**



The information presented in the table above indicated that the message was well perceived evidenced by the majority respondents who agreed with 75%, 25% of the respondents indicated that the message was not being picked well while advertising.

#### **4.6.1 Part D: Strategies to improve advertising and women image representation**

The respondents were asked whether there were strategies to improve advertising and women image representation and the information was presented by the table as shown below.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	37	61
No	23	39
<b>Total</b>	<b>60</b>	<b>100</b>

#### **Source: Primary Data**

The information above showed that 61% of the respondents agreed and 39% of the respondents disagreed.

This implied that the strategies to improve advertising and women image representation were known though little had been done to implement them. This was evidenced by the majority respondents who agreed.

#### 4.6.2 The strategies to improve women image representation in Uganda.

Responses	Frequency	Percentage (%)
The broadcasting policies and advertisement should be based on gender equity	7	12
Increasing women's exposure to mass media channels of communication	8	13
Improving on education level of women	12	20
The Advertising Standards Council of Uganda should lay down a code of conduct that favor women advertisement	14	23
Women in advertisement should be taught ethical manners	9	15
The dressing nature of women advertising should be improved	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

#### Source: Primary Data

Based on the information presented above, 12% of the respondents said that the broadcasting policies and advertisement should be based on gender equity, 13% said that there should be increasing women's exposure to mass media channels of communication, 20% said that there should be improvement on education level of women, 23% said that the Advertising Standards Council of Uganda should lay down a code of conduct that favor women advertisement, 15% of the respondents said that women in advertisement should be taught ethical manners, 17% of the respondents said that the dressing nature of women advertising should be improved.

This implied that the strategies to improve women image representation in Uganda should be improved by putting these strategies into implementation.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS, RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter contains a summary of the findings of the study; conclusion and recommendations based on the objectives of study.

#### **5.1 Summary of the findings.**

The researcher's aim was to find out the impact of newspaper advertising on women's image representation in Kampala-Uganda. The researcher set the research objectives which were intended to; examine the impact of advertising on women's image representation in Uganda, identify the risks associated with advertising and women image representation and establish strategies to improve advertising and women image representation.

The role of advertising on women's image representation in Uganda had 50% of the total respondents who agreed that advertising play a very important role in women image representation in Uganda, 10% of the total respondents disagreed. The implication was that advertising play a significant role on women representation based on the majority who agreed and though the minority disagreed.

On the role of women in advertising had majority of the respondents who said that women influence purchasing behavior of customers by 32%, 28% said that women advertising increase the ability in complaint handling, followed by 25% who said that women raise customers attention towards the product being advertised and finally followed by 15% who said that women's eloquence speech increase customer base. The implication was that women's advertising is very significant as it attracts attention of customers and the public.

20% of the total respondents said that advertising has helped women to improve their moral and social status, 20% said that it has increased women's earnings. This was a point that was supported by the majority respondents. 12% said that it has improved women's degree of exposure, 8% said that brand recognitions has been improved, 18% said that it has helped women to sell values, images and their concepts of success, 17% said that women advertisements influence other women consumers. The information indicated that advertising had improved women's representation evidenced by the points suggested by the respondents with the highest percentage.

Concerning products advertised by women, 58% of the total respondents were the majority who agreed that cosmetics was mostly advertised by women, 25% of the total respondents agreed that women advertise services and 17% agreed that women advertise alcohol. The above, findings implied that women advertisements were based on the nature of the products. Majority were found of advertising cosmetics because they use it occasionally and they advertise to demonstrate how beautiful they have become as a result of the use of such cosmetics.

In relation to the researcher's second objective which was to identify the risks associated with advertising and women image representation, 80% agreed that there were risks associated with women advertisement, 20% disagreed. This evidenced that proper analysis was required to overcome the risks associated with women advertisements.

Concerning the treatment of women while advertising had 33% of the respondents who agreed and 40% of the respondents disagreed. This implied that women were not being treated well while advertising evidenced by majority of the respondents who agreed.

In relation to the question to whether there are strategies to improve advertising and women image representation, had 61% of the respondents who agreed and 39% of the respondents disagreed. This implied that the strategies to improve advertising and women image representation were known though little had been done to implement them. This was evidenced by the majority respondents who agreed.

In regard to the contribution of the respondents about the strategies to improve advertising and women representation in Uganda, 12% of the respondents said that the broadcasting policies and advertisement should be based on gender equity, 13% said that there should be increasing women's exposure to mass media channels of communication, 20% said that there should be improvement on education level of women, 23% said that the Advertising Standards Council of Uganda should lay down a code of conduct that favor women advertisement, 15% of the respondents said that women in advertisement should be taught ethical manners, 17% of the respondents said that the dressing nature of women advertising should be improved. The implication was that the strategies to improve women image representation in Uganda should be improved by putting these strategies into implementation.

## **5.2 Conclusion.**

The researcher found out that women play a very significant role in advertising today both as consumers and as influencers. Women advertising have usually helped in the promotion of companies, products, services, and thoughts, generally done by well-known sponsors. Marketers and companies should understand advertising as an element of a general plan to increase customer's interests towards the purchase of products or enjoyment of services. Women advertisement has helped in improving the company's status and raising the economic earnings of organizations, companies and homesteads. The involvement of women in advertisement has been attributed to beauty that raises the public interests especially on televisions and end up liking the

product or service being advertised. Amidst the challenges, advertisement and women image representation remain important as it helps in persuading customers towards the purchase of products, increase sales and this calls for implementation of the strategies and recommendations as provided in this research.

### **5.3 Recommendations.**

The government should provide insight into the field of portrayal of women in media not only in advertising. This should be taken serious by both print media and broadcasting media for the purpose of making it more authentic.

Women organizations and other NGOs should publicly show their achievements in fields of art, literature, business and at the same time upholding Ugandan culture and ethos. This should be done by creating awareness in public on issues of criminalization, politicization and commercialization of women to avoid considering them as being inferior.

The art skills of women should be improved and there should be clear and regulated laws concerning their dressing code irrespective to whether they are advertising or not. This will help them to automatically respect the ethical code of conduct and reduce on the rate of public nakedness while advertising.

The management of broadcasting and print media should hire more women and develop teaching lessons on how the adverts should be placed. They should only hire descent ladies who can't expose their bodies to the public but rather aim at promoting the product than promoting themselves. The public has for long complained about the women's desire to promote their beauty while advertising but the management can help to address such issue.

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#### **5.4 Areas for further research.**

Due to time and research constraints, the researcher recommends the following areas that should be further researched.

- Impact of print media on eradicating poverty among homesteads.
- The impact of print media towards the performance of school going children.
- Role of women in spearheading the development of journalism in Uganda.

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## APPENDICES

### APPENDIX I: QUESTIONNAIRE

#### INTRODUCTION

I'm Mary Machocho Majala a student Kampala International University offering Bachelor in mass communication. This is an academic research intended to evaluate the effect of advertising on women image representation in Uganda. Your answers will be for academic purposes only and will be treated with utmost faith and confidentiality.

Please answer questions below by either ticking the options given and or filling in the space provided after the questions.

#### SECTION 1: BIODATA.

a) Sex: i) Male ☐ ii) Female ☐

b) Age: i) <25 years, ☐ ii) 25-30 years ☐ iii) 30 — 35 years ☐

iv) 36-40 years, ☐ v) 40 years above ☐

c) Marital status i) Single ☐ ii) Married ☐ iii) Widowed ☐ iv) Divorced ☐

v) Others specify.....

d) Occupation: .....

e) Work experience.....

.....

Level of education: i) None ☐ ii) Primary ☐ iii) Secondary ☐

iv) Tertiary ☐

f) v) Others specify.....

**PART B: Role of advertising on women image representation.**

1. Do women play any role in advertising?

a). Yes                      b) No

If yes, which role do women play in advertising?

.....  
.....  
.....

2. What are the roles of advertising on women image representation in Uganda?

.....  
.....

3. How do they advertise?

.....  
.....

4. Which of the following is mostly advertised by women in central division?

(a) Cosmetics ☐

(b) Alcohol ☐

(c) Services ☐

If others, please specify.

.....  
.....

6 .Have women in central division realized any value from advertizing?

Yes ☐

No ☐

Not sure ☐

**PART C: RISK ASSOCIATED WITH ADVERTISING AND WOMEN IMAGE REPRESENTATION**

7. Are there risks associated with women's image in advertising?

.....  
.....

8. What are the risks associated with women image representation in advertising?

.....  
.....

6. In your opinion, are women treated well while advertizing?

a) Yes ☐ b) No ☐

7. Do you receive the message appropriately from women while advertising?

a)Yes b) No ☐

**PART D: STRATEGIES TO IMPROVE ADVERTISING AND WOMEN IMAGE REPRESENTATION**

8. Are you are of any strategy to improve advertising and women image representation?

a) Yes ☐ b) No ☐

9. If yes, what are the strategies to improve women image representation in Uganda?

.....

.....

I am grateful for your co-operation

**May God Bless You**

### RESEARCH TIME FRAME

Activity	February	March		April	
	2015				
Identify a research topic					
Identification of research a problem					
Presentation for approval					
Collecting research data / Analyzing & interpretation of research data					
Report writing					
Submission of final report					

## RESEARCH BUDGET

S/No	Particular	Quantity	Amount [Ug. Shs]
1.	<b>Stationery</b>		
	• Ream of paper	1	30,000
	• Pens	2	2,000
	• Clipboard	1	4,000
	• Flash disk	1	30,000
2.	Photocopy	2	10,000
3.	Binding		40,000
4.	Typing/printing	3	35,000
5.	Internet		25,000
6.	Accommodation		270,000
7.	Transport		85,000
	<b>Grand Total</b>		<b>531,000/=</b>



