

THE EFFECTS OF GENDER REPRESENTATION IN ADVERTISING ON CONSUMER BEHAVIOR AND SOCIAL NORMS: A SEMIOTIC ANALYSIS

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Abstract

Social roles influence advertisements from yester years to modern times. The effect highlighted social stereotypes and stereotypes more in the early days, while the winds of change have begun to blow in today's advertising examples. Social role change is dependent on different factors, such as progress in society, equality, and awareness. While the removal of some of the changing roles or their removal from society may give birth to new or more emphasized roles, one should also not forget that social roles continue to change and develop in accordance with the changing needs of societies. At this point, changing social structure causes changes in the social roles in advertising. The new ad examples we come across today clearly demonstrate the perception of working, urban, modern women and changing roles of women in society. The role of the self-sacrificing woman, serving just other family members in the kitchen or at the dinner table at the point of the place attached to the advertisement, gradually starts getting evolution into a modernizing, successful and exemplary woman who can stand on her feet in business life. Some old ads had signs and subtexts featuring just the physical features of women and their presence under the yoke of men. These stereotypes gradually started to be replaced by self-assured female roles which do not need stereotypes to be strong, beautiful, or to feel beautiful. This understanding of advertising changed today, though it is still unsatisfactory; promising examples pop up every day. The aim of the study is to examine the selected advertisement sample in a semiotic context while investigating the evolution of women's roles in advertisements from past to present. With this examination method, the subtexts of the advertisement messages are read and the real purpose of the messages is tried to be revealed. Semiology enables the hidden meanings to be realized. At this point, the main messages of the advertisements will be clarified. In this regard, recently broadcasted Easy Fish Oil advertisement was examined with the semiotic analysis methodology. The outcomes were interpreted and analyzed in the light of Greimas' Acting Model and Peirce's Visual Indicator Analysis.

Keywords: Advertising, Women, Gender, Semiotics, Consumption Culture.

Özet

Sosyal roller, reklamları geçmişten günümüze kadar etkilemektedir. Etki, ilk zamanlarda toplumsal stereotipleri daha ön plana çıkarırken, günümüz reklam örneklerinde değişim rüzgarları esmeye başladı. Sosyal rol değişimi toplumdaki ilerleme, eşitlik ve farkındalık gibi farklı faktörlere bağlıdır. Değişen rollerden bazılarının ortadan kalkması ya da toplumdaki uzaklaştırılması yeni ya da daha çok vurgulanan rollerin ortaya çıkmasına neden olabilirken, toplumsal rollerin toplumların değişen ihtiyaçlarına göre değişmeye ve gelişmeye devam ettiğini de unutmamak gerekir. Bu noktada değişen toplumsal yapı, reklamcılıkta toplumsal rollerin de değişmesine neden olmaktadır. Bugün karşımıza çıkan yeni reklam örnekleri, çalışan, kentli, modern kadın algısını ve kadının toplumdaki değişen rollerini açıkça ortaya koyuyor. Reklamda yer alan noktada mutfakta veya yemek masasında sadece diğer aile bireylerine hizmet veren fedakar kadın rolü, yavaş yavaş modernleşen, başarılı ve onun üzerinde durabilen örnek bir kadına doğru evrilmeye başlar. Bazı eski reklamlarda kadınların sadece fiziksel özelliklerini ve erkeklerin boyunduruğu altındaki varlıklarını anlatan tabelalar ve alt metinler vardı. Bu stereotiplerin yerini yavaş yavaş yerini güçlü, güzel olmak, kendini güzel hissetmek için kalıplara ihtiyaç duymayan, kendine güvenen kadın rolleri almaya başladı. Bu reklamcılık anlayışı günümüzde hala tatmin edici olmasa da değişti; umut verici örnekler her gün karşımıza çıkıyor. Çalışmanın amacı, geçmişten günümüze reklamlarda kadın rollerinin evrimini araştırırken seçilen reklam örneğinin göstergebilimsel bağlamda incelenmesini sağlamaktır. Bu inceleme yöntemiyle reklam mesajlarının alt metinleri okunarak verilmek istenen iletilerin asıl amacı ortaya çıkarılmaya çalışılmaktadır. Göstergebilim, gizlenen anlamların farkına varılmasını sağlar. Bu noktada da reklamların ana mesajları netleştirilmiş olacaktır. Bu bağlamda son dönemde yayınlanan Easy Fish Oil reklamı göstergebilimsel analiz yöntemiyle incelenmiştir. Sonuçlar Greimas'ın Oyunculuk Modeli ve Peirce'in Görsel Gösterge Analizi ışığında yorumlandı ve analiz edildi.

Anahtar Kelimeler: Reklam, Kadın, Cinsiyet, Göstergebilim, Tüketim Kültürü.

Introduction

Gender expressions that over time have become cliches are already very quickly heading for extinction. In other words, the very process of collapse that is going on plays a crucial role in social transformation. The progress in the socialization of the idea that gender equality is very much to do with changes in the gender roles of women as a result of the greater acceptance of the idea of gender equality in the whole society. At this moment in time, women tend to grow more independent and become stronger. Additionally, there are more roles for them in the society, which means more opportunities for them to claim their rights. Therefore, they are even stronger. Empowerment of women through recognizing them as role models is an essential element in the development of broad leadership, self-confidence, and braveness within the whole of societal life. It is a vital need for women to have the right to live as effectively as men and to beat gender discrimination. Moreover, advertisements can be seen as the manifestations of each country's culture. Consequently, the advertisements and media contents within the country contain its stance on women's rights and gender equality. The advertisements act as a text that mirrors the cultural and situational values and beliefs that progress with time. Hence, the changes in advertisements and the women's roles featured in there have an significant impact on the transformation and empowerment of women in society. Various types of work and production activities and the attention given to women throughout history show that they do other things as well, which gives a new and broader definition of work for both men and women (Kim, 2005: 68). Though there is an increase in the women workforce participation, still there is a common perception that women have a higher responsibility to care for the children, thus, it conditions a gender-based division of labor. This division makes a distinction between men and women, so that they benefit from the same social resources, rights, and opportunities at a different level. Most of the time, women, in order to respond to these differences, especially in the case of the challenges of daily life, usually come up with some coping strategies. Advertising is one of the most influential forms of mass communication, hence it stands in making societal norms and individual behaviors.

The representation of gender in commercials has been a debatable issue for a long time and it is also reflecting and deepening the gender stereotypes of masculinity and femininity. The main objective of the research is to probe the impacts of semiotic analysis of gender representations in commercials on customer actions and attitude changes.

1.) Construction of Gender Identities

The shift and growth of postmodern culture have emerged such that, mass media becomes a natural part of our cultural branding, causing ads to become key elements in our daily life. It acts as a medium that is illustrative of different cultural scenarios and social backgrounds. The defining characteristics of image advertising, which works within societal paradigms, are the means to employing a form of it that is workable among far have emerged having it as the feature that identifies it as a social study done in different ways by using multiple information channels to communicate the alleged lifestyle of customers to the audience. Moreover, the fact that these practices have a significant role in the development of "living standards" that mainly suit the interests of advertisers must be fully acknowledged. Advertising actually constitutes intricately woven pieces of socio-cultural processes that take place in all societies. It is a type of specialized communication scenario that is marked by concealing of cases and giving of coded information, the purpose of which is to lead to different interpretations and perspectives regarding specific advertising subjects and models of consumer behavior. The portrayal of gender in advertising is a topic that attracted much scholarly focus recently because of its potential to shape views on gender and influence purchasing decisions. This content provides a point-by-point evaluation proving that ads not only represent but also construct norms and rules concerning gender, thus molding citizens' moods and decisions (Cihangiroğlu, 2018).

The changing meanings and aspects of women's image in society for these years have a great impact on female portraits in society (Ayan Danacılar 2023:190). It is ensured through the early 20th-century advertising that mainly reinforced traditional traits and sexism that the men of society were not labeled at all. In the said stage, men usually had a character of being forceful, domineering, and career-oriented, whereas women were typically gentle, caring, and fully engaged in her domestic roles. On the other hand, Environmental upheaval, that includes the women's liberation movements, the increase of feminism, and shifting gender dynamics, has influentially affected the process of gender roles in advertising. As the transformation of these movements arrest its high point, gender norms are challenged and women are indeed encouraged to view themselves differently as both in their private and public lives.

In view of this, the adverts also started mirroring such shifts, portrayed the females in more challenging and empowering roles, thus becoming part of the conversation on gender equality. (Aktaş 2023:56). The societies are not still as in the past, people are changing the way they see and treat other people, as the companies start to embrace the value of inclusivity and the importance of gender equality. A more progressive form of gender representation has of course

emerged. This can be confirmed (Secula 2012:45). In the advertising industry, the prevailing mode of gender identity production is the use of stereotypes of masculinity and femininity that are tailored for the different target groups. Through semiotic analysis, brands can demonstrate how various signs—such as colors, language, and images—are deliberately executed to create and convey gendered selves. One can also start to give meanings to these symbols of Peirce's semiotic model through the prism of the relationships between the societies and the cultural creations and interpretations through which they are assigned the significance and come to be understood as such. The report, in contrast, allows for an assessment of the ways in those characters are put into a frame of the story (Bostic, 2007). This analysis tool is very useful, in that it looks not only at how gender is presented and interpreted but also at the ongoing changes in societal attitudes towards gender and the emphasis on diversity and gender equality in advertising narratives.

2.) Influence on Consumer Behavior and Cultural Codes

Cultural codes are an essential part of the construction and understanding of the gender meanings in advertising. These codes represent the shared cultural knowledge, beliefs, and values that influence the ways in which people see and interpret gender representations (Gurrieri, 2016:1450). By decoding the cultural codes present in advertisements, one can bring forward the messages and structural arrangements, which are the vital parts in the sexist advertising practices. Different cultural symbols and signals that convey conflicting gender connexions are widely used in promotional situations. These symbols can show up in the shape of objects, colors, gestures, or even famous people who have become culturally important by relating them to gender. For example, pink is mostly associated with femininity, and blue is mainly men's color. Advertisers use these symbols that are deeply embedded in culture to communicate the gendered meanings and connotations, thereby reinforcing stereotypes and societal norms through their advertising campaigns (Dumanlı, 2011: 134). One of the ways through which advertising communicates the gender-related messages most effectively is by using narratives and storytelling techniques (Mannell, 2018: 95). These narratives often show cultural archetypes, myths, or storytelling traditions that, by human nature, have been making people aware of them (Jenkins H. 2006) The engagement of the storytelling mechanism in the advertising field can have a double effect by either giving the regular occasion to stereotypes or pretending to attack them. As, for example, one of the main grounds of the photos is the girls that look after by the men as the strong protectors while on the other hand, females are expected to be the caretakers, which are common topics showing the old gender roles. The cultural

context impinges upon the advertising preparation and understanding of the intended gendered meanings. Even the standards, customs, and social structures in different cultures are other forms of thought that set up how the genders are represented. With more assertive and dominant roles of masculinity and social cooperation and expressiveness of men, a society's cultural hierarchy may differ with others, and that's how different interpretations are made. Consequently, the marketers must be considerate of the context in which their message is received to rule out the possibility of a cultural glitch. Some brands intentionally aim to subvert or challenge the reigning cultural codes related to gender, creating alternative narratives that promote inclusivity. Through this paradigm shift, advertisers do away with the stereotypes of masculinity and femininity making it possible for the people to widely accept alternative gender identities. The aim of these reverse-link-bait ads is often to stir up questioning, lose the interpretation of social norms, and reactivity in by respondents, thereby, contributing to the re-evaluation of cultural codes and the development of more fluid and diverse representations of gender. Please be aware that the cultural codes on gender representation can vary greatly from one area to the next and from one culture to the next. The makers of ads that are meant to reach the audience across the world, must be more careful to handle all of these differentiations and make sure that their messages are well understood and liked, which is the only way they can remain competitive in the market. One cannot exempt saying that it is crucial to deeply understand the local beliefs, traditions, and values in order to avoid the perpetuation of harmful stereotypes or cultural misinterpretations. The context of gender-related advertisement indicates that even the production of the content is conducted at a higher level of cultural production. Can you put these cultural codes through the spectacles of your civilization? What the matter is revolves around uphill tasks such as the comparison of cultural patterns and the discernment of societal principles that are quite actually hard the rate of technology standardization in most personal areas. Campaigns that lead society to side the main issues of gender discrimination over round table in a spontaneous discussion manner exist in magazines or social media. Gender representation in the advertising industry becomes the constituent of consumer preferences and behaviors. A commercial that based on gender stereotypes might actually be influencing the traditional gender roles and stereotypes. People can know some of these representations and purchasing decisions through models like Peirce's and Greimas' and these models are a way of expressing.

2.1. The Impact of Gender Representation on Consumer Behavior and Social Norms

People are significantly affected by the images, stories, and stereotypes that advertisements express and, therefore, they have various perspectives, views, and buying decisions. More than that, these depictions are the ones which are responsible for either flagging one. of two important ways, namely. reinforcing or speaking up against the norms regarding the gender roles, expected behaviors, and identities in society. Hence, the corresponding of advertising and gender play a paramount role for the truth of being gendered or questioning the stereotypes that come along. Thus, the knowledge of the social construction of gender is key to both advertisers and sociologists, among others, as it offers a potent effect on social change (Lin, 2019). The effect of advertisements on consumer attitudes is formed by the manipulation of the images of societies that are repressive in the name of modernity. The advertisements that represent and exploit traditional gender concepts indirectly accustom users to gender issues and stereotypes, thus these ideas become ingrained in the minds of individuals, affecting their thoughts, wants, and the brand they choose. As an example, a company that shows a woman chiefly fulfilled by appearance and home activities could persuade people to see some products or brands as feminine, thus reinforcing sex-oriented customer choices. Possibly summing up the most common and powerful strategy employed by gender advertising, the practice of improving one's lifestyle, psychological drive or warding off illness through the purchase of a product or service has reached an apex. Customers often acknowledge themselves with the aid of the characters portrayed in ads or they desire to be like them in order that they could feel and live the quality or success that one particular gender has. They could encourage or inspire their consumers to feel the need, by using positive illustrations of gender identities, and personal experiences, the subjects are drawn into experiencing the same feelings (Wang, 2000). Furthermore, the respondents stated that the industries are involved in gender-based discourses, transforming customers into the market channels where they purchase gender-dependent merchandise. The advertisements often suggest that particular products are only appealing to some people or only men or women, resulting to a certain image that influences consumer decision-making guided by sex-related societal norms. The marketing of gender-based products is the phenomenon of marketing of gender-based products to persons. Advertisements affect consumer preferences and procurement patterns in many ways.

For example, women are most commonly depicted using cleaning products and men are only considered to be the users of the tools in the advertisement and therefore they are often steering the market in the direction of that perceived by gender appropriateness (Baxter, 2016). These models can support the stereotypes and the way of living suggesting that the members of society

must follow these roles. Not only will the reinforcement have implications on the individual level such as limiting opportunities for individual growth, but also it will strengthen societal patterns of male chauvinism thereby keeping power in the hands of the menfolk. On the other hand, the gender representation in advertising can be a tool that dismantles and restructures the social norms a new (Grau, 2016). Ads that demonstrate varied and diverse gender identities can foster the country with the message of inclusiveness and diversity. Non-gender advertising could open up broad doors of the discourse that could mitigate the problems and lead to a shift toward the pros. On the one hand, advertising is very important in imparting gender feelings and hence it also greatly influences self-concept, identities, and the interaction between people and their environment. Messages presented in marketing activities are particularly being brought over to the younger audience that likely attends primary, middle, or secondary schools wherein the discussion of gender differences involves practical tasks (Chu, 2016). When they exhibit gender roles as either his or her boys and girls may really have a hard time and be afraid to openly express their own gender ideas. Impacting the individual level and, in addition, the portrayal of gender-related features in advertisements plates in company policies and broader society which is gendered. Ads that rebel against the stereotypes of gender and pubertal representation are the ones that will make our society more tolerant and inclusive. Instead, campaigns that are fortified by these stereotypes contribute to the promotion of bad concepts and their effect on gender inequality and social prejudices. When companies comprehend the relationship between gender representations and marketing behavior as well as societal norms, they can become more responsible and proactive in their marketing strategies. It is not only about personal action, but it is also about gender representation in advertisements that is how gender is dealt with in society. The commonness of certain behaviors and attitudes perpetuates gender stereotypes in advertising which, in turn, influences gender roles on the social level. We can use a semiotic analysis of the symbols reflected in the ads and we are sure that the ads have the power to shape cultural men's behavior (Fisher, 2005).

3.) Findings And Analysis

3.1.) Peirce Visual Sign Analysis

Peirce's Visual Sign Analysis is based upon the semiotic theory of Charles Sanders Peirce, taking into consideration the way meaning is made and perceived through visual signs in various contexts such as advertising. Peirce's semiotics focuses on signs and symbols as fundamental units or elements of communication. This analysis will help explain, within advertising, the way that images, texts, and other visual elements may convey messages to an audience and change perceptions, emotions, and behaviors (Kilstrap 2015).

As Peirce claims, "a sign can be divided into three categories: icon, index, and symbol; each makes a different contribution to communication." First, an icon is a sign that represents its object by similarity or resemblance. In advertisements, icons are utilized to create a direct visual connection between the ad and the product or idea represented. For example, if there is an ad for fast food, then a picture of a juicy hamburger would be an icon of the merchandise itself. Index: An index is a sign that has an existential, or direct, relationship with its object and often implies the existence or occurrence of the thing. In advertising, indexes can signal a product's connection to an outcome or benefit. In a picture, smoke might indexically indicate fire; in another picture, a rugged outdoor setting would index the sturdy qualities of the vehicle. Symbol: A symbol is a sign that designates its object by a conventional or accepted meaning rather than by resemblance or direct connection. The meaning of symbols relies heavily on cultural as well as contextual interpretation. The brand normally utilizes various symbols in advertisements to communicate long messages in a short, effective manner. A dove may symbolize peace, while a green light would signify 'go' or acceptance. Peirce adds that in the analysis of visual signs in advertisement, one should look at how these kinds of signs interrelate in the development of a message. Advertisers studiously construct the messages in such a way that icons, indexes, and symbols are combined to raise feelings, desires, and cultural understandings within the target audience. Such an analysis may provide further insight into how advertisements seek to persuade and influence consumer behavior through building certain narratives or associations. When the literature is examined, it is seen that this model has been used in many studies before. A few of these studies are as follows,

Gastroia: Analysis Of Food Photographs Made Using Molecular Gastronomy Method, published in the Journal of Gastronomy And Travel Research, with Semiotics Technique (Özmen 2022). In this study, the place of colors and presentation techniques in food photography was determined. Thanks to this method of Peirce, the examination of photographs with methods such as light, color, visual indicators was provided. Another research example in the literature is the study titled Semiotic Analysis of Social Media Shares of Travel Agencies: Konya Province Example, published in the Journal of Recreation and Tourism Research (Aylan, 2022). In this study, the light angle and visual elements in the photographs were detailed with Peirce's analysis method. Thus, the data presented by multiple elements in a cumulative manner can be easily collected. Another research is A Research on Theoretical Analysis of Semiology (Civelek, Oğuz 2020) published in Alanya Academic Review Journal. This research also draws attention to the

myth, code and signifier relationship of Semiology analyses. Here, it is mentioned that while talking about the elements of meaning in relation to Peirce's analysis model, attention is also drawn to the "interpreter" phenomenon.

3.1.1.) Lighting

In the commercial, the lighting is observed as a reflection of natural daylight. The clarity of the faces of the actors who are the influencers of the advertisement is related to the clarity of the message to be given. In normal cases, individuals work during the day and are more energetic. At night, they are more suitable for resting physically and spiritually. In this context, the reasons why food supplement advertisements generally emphasize daytime hours are also related to this situation. No matter what time of day you use this food supplement, it gives you the energetic and lively mood of the daytime. At this point, the commercial film has a structure that shows daylight and emphasizes daylight hours. The lighting color chosen is therefore in daylight tones. Advertisements for food supplements emphasize healthy living, an orderly home life, and happy people. The actors feel that they are in a clean, natural and happy environment with the reflection of sunlight. This is reflected in the properties of the food supplement in the context of naturalness. The use of natural reflection of daylight means that the value object of the advertisement, which is a food supplement, also has a natural content. When we examine the advertising messages of food supplements today, we clearly see the emphasis on "support" and "natural content". The fact that the commercial emphasizes natural daylight is proof of this. In the advertisement, which includes the contrast of light and dark, the emphasis on light supports the concept of happiness. According to Roland Barthes (2003), in order to define a concept, it is necessary to read the signs correctly and make sense of them. When the phenomenon of light is read in the context of the opposite situation of the phenomenon of darkness, it refers to the concept of happiness. The sign of happiness is considered as the way the actors in the commercial smile and use their tone of voice.

3.1.2.) Clothes

In advertising, there is an intergenerational unity and the breaking of cold colors with red tones. At this point, it can be said that the tones used strengthen each other's meanings with the principle of contrast. While the roles of men and women are shaped in the cultural context, certain clothes and colors are identified with men and women. Intergenerational unity is also reflected in clothing styles. The clothes used were chosen to suit the kitchen environment at home. We especially see that the man takes the responsibility of the kitchen

by taking the apron from the woman. At this point, the apron can be defined as an indicator that changes gender roles. By taking over the apron, the concept of apron, which is on the serial axis, passes to the syntagmatic dimension. At this point, the apron is an indicator of the joint responsibility of household chores. The color of the apron also refers to the flag color of Norway, the country where the Easy Vit brand emerged. We see the colors of Norway's flag and the shades of these colors throughout the advertisement. The tones of the bandana used by the woman in the commercial refer entirely to the Norwegian flag.

3.1.3.) Colour

Grey, sometimes means uncertainty and sometimes means middle ground. Rather than the cultural or general meanings of colors, it is necessary to focus on the meaning they want to convey within the advertising text, that is, in its context. In this advertisement, the color gray is actually used to highlight the red tones, as well as emphasizing the meaning of cooperation and compromise in housework and finding a middle ground in this difficult period of life, especially during the pandemic. Gray is also the color of the separate package of each gel form that contains the product, which is moisture-proof and shows its ability to protect itself against external influences. At this point, we also perceive the message that it protects you and your children against external influences. When we consider colors in a cultural context, as mentioned in the previous section, the country's flag colors are used in the commercial of the Norwegian brand product. In the subtext, these colors were chosen to convey that Norway's main source of income is fishing and that it is among the first countries that come to mind in this field. The color and shades of yellow, which is the color of the Easy Fish Oil gel form tablet, can be seen on the kitchen utensils. While the color yellow describes being energetic, daylight and daytime, it also emphasizes being ready for the day as it is the color of the sun. For this reason, we see yellow and yellow color tones in the advertisements of almost every food supplement product. The blue curtain and some items in the commercial represent the color of the ocean. The color blue also represents freshness and renewal. Again, we see the sea and ocean color blue, which emphasizes the country of Norway and fishing, and shades of this color. The advertisement also includes the color white, which is among the colors preferred by healthy individuals. White color is used in many advertisements to create the image of a peaceful individual full of healthy life. Again, since it is one of Norway's flag colors, we observe white and its shades in almost every scene. The color red is used to break the dominant white and gray tones in the advertisement and for coloring purposes. In general terms, the use of red and blue tones

when associated with gender roles causes us to talk about a product for both women and men. Considering that it is an advertisement for a product that is a food supplement, we can say that red, which represents the color of blood, also means vitality and being alive.

3.1.4.) Visual Indicators

There is a reflection of a metaphorical connection between the script of the advertisement and the objects seen by the audience on the screen. Here, the display indicator means a door opening to the value object. As a concept, the door is very important. It means the place that opens to the world. In this context, the Easy Fish Oil advertisement we are considering makes a reference to gender roles and transforming gender stereotypes, while also emphasizing the male-female opposition from a semiotic perspective. Raising people's awareness with a purpose appropriate to the theme and doing this with influential people also means emphasizing the opposition of good and bad. When we look at it in the context of gender, a contrast between the world fictionalized in the advertisement and the real world we live in indicates that they have roles. However, while emphasizing women, blondes and brunettes, a critical perspective was developed by making reference to abnormal situations. According to Goffman (2002), female images in advertisements generally appear in roles that listen to men, are more timid and reserved than men, and wait for family members to be happy first in order to be happy. This situation is also reflected in the physical posture of men and women. In commercials, while men act more freely and comfortably, women display a more innocent and shy attitude in accordance with the roles that society has drawn for them. Goffman also says that in approximately a quarter of the advertisements, men and women are more frequently encountered in symbolic contexts, with visual classifications such as red hair. Men, on the other hand, are mostly found in narrative forms. Women's ability to express their emotions is more developed than men, and women are generally in the "good" position in advertising. While male roles are idealized in advertisements, female roles show the detail and reality of what is advertised. It can be said that women's roles in advertisements are a reflection of the current culture. Hyper-ritualization of women is also observed at this point. This is not the opposition of reality, but on the contrary, it is the simplification of reality by purifying it from shortcomings. Goffman (2002), talks about making something more real than what is real, rather than making it conventional.

3.2.) Greimas Actant Model

Greimas's Actantial Model is a useful sign that is used in semiotics, which is the study of signs and symbols the knowhow in stories and their structures. Created by Algirdas Gonzales Greimas, this motion suggests a logical way to disassemble and synthesize the functions and

roles of the various actors or protagonists portrayed in a story (Wang, 2005). The kernel of the model is founded on the basics of structuralism, and that is to say, the model exploits the ideas of Vladimir Propp and other structuralists to categorize narrative elements flowing through various types of texts. The Actantial Model is a universal and flexible network of relationships that represent the functions of actants, which can be the characters, concepts, and even animate objects. This concept serves to highlight the perspective that the narrative is more of a result of these central roles rather than it is the context or the basis. The subjects of this theory are:

Subject: The main character or protagonist who wants to get a particular object or goal.

Object: The end that a subject longs for: The subject is otherwise the goal or desire that must be pursued.

Opponent: The enemy or force that interrupts the protagonist in the story.

Helper: The confidant or the assistant that supports the subject throughout the journey to the target.

Sender: The reader or character who is faulty or left by the subject on his goal track-object

Receiver: The subject that benefits from the pursuit, thus, the receiver may not be the subject itself.

Three pairs as subject-the object, the sender-receiver, and helper-opponent are the cornerstones of this structural model out of which numerous oppositions arise, thus the momentum of narrative emerges from there. The concept in it is pointing out the fact that the relationships and interactions, the inter character ones are more important than the other ones. There were times during the pandemic period when the world did seem to exist in a parallel dimension. To analyze this through the lens of Greimasian is to say that since individuals decided to engage in a supposedly invisible but still very intrusive situation, with masks that were hiding their faces, people created a totally different living life. Friends couldn't be more similar to each other when part of the year they spent in the same city became one underground. At that time, the very moment of getting used to the new normal

became possible and individuals continue to adapt to the various new changes, as they targeted the altered conditions instead. The commercial advertisements started depicting this change in a way, often by being followed by the phrase "Everyone is different now" This also includes a new aspect, people change social roles, and in this new situation the relationship of the genders has a great impact on it (Ricoeur, 1989).

SUBJECT	MODERN WOMEN, MODERN MAN AND CHILDREN	DETERMINING THE ACTION
VALUE OBJECT	HEALTHY FAMILY	SUBJECT OF THE ACTION
RECEIVER	ADVERTISING TARGET AUDIENCE	
OPPONENT	NONE	
HELPER	EASY FISH OIL TABLET	

Table 1 : Analysis According to Greimas' Actant Model

The gender roles in the advertisement actually refer to the "mother archetype", one of the four archetypes of the Anima concept in Jungian philosophy. According to Jung, the mother archetype, one of the types formed by the collective consciousness, states that everyone is born ready to want, seek and know a mother, based on the idea that everyone has a mother (Jung, 2003). Therefore, the mother archetype is our innate ability that allows us to recognize a certain type of relationship, the "motherhood" relationship. Jung says that this topic is a bit abstract and that we tend to project this archetype onto a specific person in the world—most often our own mothers. Even when there is no specific person around to reflect this archetype, we try to personalize this archetype and turn it into a mythological "novel" character. This character symbolizes the archetype (Jung 2014: 61). Based on Jungian philosophy, four types of women are mentioned in the literature. The first of these is the woman model who lives at home and devotes herself to her home and family. This type of woman is especially presented in advertisements. Housework is determined as the woman's duty. While the theme of the Easy Fish Oil advertisement emphasizes that things are different, this role is also emphasized in the way the little man of the house uses the pink vacuum cleaner, which is one of the colors associated with women. According to the

designated roles, it is the job of the “mother” to use the color pink and vacuum the house. However, this is one of the differences/unusual situations emphasized throughout the advertisement. The second female model is women who cannot make important decisions and are not placed in important positions. The third woman is the urban woman who is left in the background compared to her male colleagues, but can achieve something with their support. The last female model was determined as a young, beautiful and attractive woman. The female model, which attracts attention with its purely external appearance, is another model used in advertisements. According to the designated roles, it is the job of the “mother” to use the color pink and vacuum the house. However, this is one of the differences/unusual situations emphasized throughout the advertisement. The second female model is women who cannot make important decisions and are not placed in important positions. The third woman is the urban woman who is left in the background compared to her male colleagues, but can achieve something with their support. The last female model was determined as a young, beautiful and attractive woman. The female model, which attracts attention with its purely external appearance, is another model used in advertisements. In the advertisement discussed and in the new advertisements observed recently, these roles began to be broken and opinions against generalizations began to be emphasized. The phenomenon of spouses who do things together rather than helping women has begun to be brought to the fore. The advertisement also emphasizes normalization and the return of everything to the old, longed-for state after using the product. When you use this product, the message is given that you will remember the return to normal that we missed during the epidemic period. With the introduction of the product, which is an object of value, being healthy and a normal life situation, but which is both an actor and a supporter, the return to the old, longed-for and healthy days, that is, the subject regains the object of value he lost in a short period of time and while gaining this gain. It is emphasized that it has achieved the capability it needed with this product. The concept of happiness is generally associated with family in advertisements. These family members are usually depicted with parents and two children, a girl and a boy. While the concept of happiness and the phenomenon of family are emphasized, references are also made to social patterns. The wedding ring or wedding ring, which is especially worn on the fingers of the married couple and indicates that they are officially married, is also positioned as an indicator that supports the elements of happiness and family environment. Based on all these evaluations, we can use the following formula,

“Healthy X Not Healthy Normal X Unnormal Female X Male Child x Adult”

Figure 1: A frame from the advertising film



https://www.youtube.com/watch?v=OfnhWlwl_GU

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Figure 2: A frame from the advertising film



https://www.youtube.com/watch?v=OfnhWlwl_GU

Figure 3: A frame from the advertising film

https://www.youtube.com/watch?v=OfnhWlwI_GU

Conclusion

Analyses of gender in advertising may provide important insight into its historical context, the power of semiotic analysis, and its impact upon consumer behavior and social norms. Through the ages, advertisements have reinforced and challenged more traditional gender roles and stereotypes. But with social and cultural dynamics constantly evolving, there has gradually been a shift towards more progressive and inclusive representations. Semiotic analysis is one such way to dig deeper and understand the hidden meanings and symbols emanating from gendered advertisements. It allows the inspection of how the visual aspects, language, and cultural codes are all intertwined in a way to establish and nurture these gender meanings. By bringing clarity to these messages, advertisers will be better equipped to make active decisions that break stereotypical attitudes and societal norms and encourage inclusion. The aspect of gender in representation influences consumption behavior at a deep level. Advertising accomplishes all this by creating consumer attitudes, preferences, and choices based on products associated with particular gendered characteristics and desires. Sexist advertising also contributes to individual and social creation through individuals identifying with and striving to achieve the ideal portrayals of gender. Advertisements both reflect and change social gender norms: some adverts still hold on to classic stereotypes, while others break down barriers toward more diverse, nonbinary, inclusive representations. In fact, advertisers can do a lot to guarantee social progress toward moving away from narrow gender roles, fostering equality between men and

women, and embracing acceptance and diversity. Analyzing gender in advertising needs to be embedded in a historical understanding of the context in which it takes place, deconstructed for its semiotics, and judged for its effects on consumer behavior and societal norms.

Done correctly, critical analysis and challenging of gender stereotypes allow advertisers the opportunity to influence a more accepting and balanced society. Additionally, such varied and empowering representations work at the individual level by way of a process of redefinition of social norms, contributing to a greater movement toward gender equality and social justice. It is important that advertisers take responsibility for promoting positive gender representation and work toward ads that reflect the diversity and complexity of the human experience. This paper seeks to show just how great an effect gender representation in advertising has on consumer behavior and social norms. Peirce's and Greimas' semiotic theories, in the context of a complex interplay of media representations, individual interpretations, and societal values, show us the direction in which to proceed. This suggests an appeal for greater responsibility on behalf of advertising gender representation in view of media's role in shaping an inclusive society.

When we look at the advertisement example that is considered within the scope of the analysis, we see that the representations of women in advertisements are changing day by day. In this context, we see that it is not the woman who is responsible for the housework, but rather that housework is a responsibility that concerns all individuals living in that house. When the findings obtained as a result of the research conducted are evaluated, we can see that the change in the representations of women in advertisements is not only an aesthetic transformation, but also a part of a social transformation process. The stronger and more independent representation of women is an important step for the progress of both the advertising industry and society. In this context, considering the social responsibilities of advertisers and brands, it plays a critical role in creating a more inclusive society in the future.

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