

# Illustrations of gender stereotypes: study of pre revolution visual advertisements in Iran

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**Abstract**—undoubtedly, we have all heard and read many times that today in advertising, sexual instinct is used in wrong ways in order to attract more audience to the advertised product or service. In these cases, women are depicted only in a position of weakness and seduction. Also, by relying on the gender division of labor, they internalize these stereotypical male and female roles through the media, especially television. In the same way, considering the importance of the issue from various aspects, such as the feminism of the issue, the creation of premature puberty, etc., we decided to investigate the role of gender stereotypes in advertisements before the Islamic Revolution. The research method is of the library type, which led to the compilation and writing of the article by examining reliable sources. In the end, after analyzing the content, it was concluded that advertising is one of the most challenging topics in the analysis of media texts in the modern world. It is the concern of media text analysts, especially advertisements, that beyond advertising goods and making profit, what commercial advertisement is trying to say and what kind of feeling it arouses in a person. But one of the most challenging topics in the discussion of advertising is the issue of women's representation in advertisements and commercials. Examining the image of women shows many ups and downs in different eras.

**Keywords** :Advertising, gender stereotypes, women, sexual instinct.

## I. INTRODUCTION

According to feminists, the cultural image of women in the mass media is used to support and perpetuate the division of sexual labor and strengthen the accepted concepts of "femininity" and "masculinity". With the "symbolic annihilation of women", the media tells us that women should appear in the role of wife, mother, maid, etc., and in a patriarchal society, the fate of women is nothing but this. Cultural reproduction teaches women how to play these roles

and tries to make them appear as natural women. According to feminists, such an image of women in the mass media has ideological aspects for the continuation of patriarchal relations. Tuchman considers the "symbolic annihilation of women" in the mass media in connection with the "reflection hypothesis". Based on this hypothesis, mass media reflect the "ruling values in a society". These values are not related to the real community, but to the "symbolic reproduction" of the community, that is, to the way it wants to see itself. Tuchman believes that if an issue is not manifested in this way, "symbolic annihilation" will take place [1].

The commercials that are aired between various programs on Iranian television are not just advertising tricks to push viewers to buy certain products, but they are constructive in every way and show the dominant cultural values in our society today. In other words, the specific cultural discourse behind these advertisements encourages their audience to adopt certain attitudes and behavioral patterns and also to believe certain social values [6].

Advertising is now one of the inseparable parts of the life of today's machine man and it provides many of its needs through this money-making and noisy industry. There is no doubt that today advertising and its existence has become a necessity of human life; but what tool is used to introduce goods and services in this way seems important [2]. In the definition of stereotypes, it should be said that there are things that often destroy the border between gender in the sense of physical differences with gender in the sense of a system of values, identities and activities that are socially determined for men and women. [15]. the way women are used in media advertising is not the same in all countries and changes according to the norms and culture of each society. After 1920, the capitalist system used women in advertisements to sell more goods, and by using women to decorate and attract customers, it fueled the development of women. In the beginning, advertising was purely informative, but since 1925,