



COVERAGE OF GENDER, MASCULINITY IN KANNADA NEWSPAPER ADVERTISEMENTS- A CONTENT ANALYSIS

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ABSTRACT

Media is all around us, from the shows we watch on television to the music we listen to on the radio, to books, magazines, and newspapers. It informs individuals about current events and shape public opinion. The public relies on the media to keep up with current events in society. Now is the moment to reconsider and re-evaluate the country's media policy. To have an unbiased and healthy media policy in the country, several problems must be explored in depth. But, before that happens, the Indian media stalwarts should exercise causation and restraint, reporting the truth, unadulterated, undoctored, and unbiased news and perspectives, impartial analysis, and non-sensationalization of events or incidents, big or small. The purpose of this study is to examine and study the coverage of gender discrimination and the portrayal of masculinity through advertisements in Kannada Newspapers. Kannada Newspapers were taken up for study. The problem in our society is the unequal distribution of gender roles and behaviors. These in turn create havoc in the society in the name of crime, violence upon women. The root cause of all crimes in society is the prevailing attitudes of men, namely masculine attitudes, ideas, and opinions. Men are brought up in certain gendered ways, and the media further accelerates it to a certain extent. In this context, this research study is unique. The findings of the study revealed that, even though women's roles in society have evolved from being confined within four walls to becoming self-sufficient and independent, advertisers are still stuck on the old image of women.

KEYWORDS : Gender, Masculinity, Newspaper, Kannada, Advertisements.

INTRODUCTION:

The media is a reflection of society, and news reports are reflections of what is going on in the society. The media wields enormous power over the public, and the information and communication revolution has only added to its importance. The media's role in molding today's society has grown significantly. Media is all around us, from the shows we watch on television to the music we listen to on the radio, to books, magazines, and newspapers. It informs individuals about current events and shape public opinion. The public relies on the media to keep up with current events in society. The media is frequently referred to as society's fourth pillar and a democratic conduit of knowledge. The media can pressure and critique governance flaws. It is the backbone of the country and plays a vital role in bringing people together. The reach of the media to the general public has grown, and it is undeniable that the media has evolved into a forceful organ in practically all aspects of life. In recent days, the media is straying from its true mission and providing entertaining or biased information, making it difficult for society to progress. The media has become increasingly attentive to the global market and commercial benefits in the current era of globalization and liberalization.

The commercials are designed to give pleasure to the audience, since it is the association of the product with a pleasurable experience that forms the basis for much Indian advertising. Patriarchy, on the other hand, causes males and females to seek pleasure in distinct ways. Advertisers exploit the various deep-seated motives and fears associated with gender identity by portraying a diverse picture of men and women. The clichés that women do insignificant tasks and that a woman's place is in the home are among the stereotypes that are commonly used in advertising by the media. Cultural norms and socialization appears to play an influence in the nature and development of these role stereotypes.

Advertisers leave it up to the audiences to understand the meaning. The audiences derive their meaning from the commercials, which also depends upon the psyche of the men and women concerned. Studies have revealed that men

process messages quicker than women do. As Popcorn and Marigold (1999), have stated that men, as well as women, respond differently to different messages, the stimuli vary from man to woman. Hence, the message compiled by the advertisers should be sensitive enough not to re-endorse the stereotypes existent. Men respond much better to images of men, and so does a woman respond to images of women.

Male models are more obvious in the advertisements than they were before. Their products are more rampant than it was. Liberalization has ushered in notions of manhood like never. It comprises traditional notions of masculinity as well as traits of being adventurous, casual, muscular and successful, and so on. Achievement or success is not the privilege of only men, but the images available in media depict the vulnerability of women. The emphasis on success, lifestyle displaces a large section of the men and women from the realistic lifestyle. As Connel (1995), Epstein (1988), Fiske (1987), Kimmel (1996), Mead (1967) has stated that "Masculinity is believed to arise from the bodies of men it is by and large presentational."

REVIEW OF THE LITERATURE:

Travis S. K. Kong (2021) reported the masculinity studies and generational sexuality studies by comparing two generations of gay men in Hong Kong through in-depth interviews with 15 older gay men born before the 1950s and 25 young gay men born after 1990s using a life course approach. The article highlights the socio-historical and political changes shaping male identity, practice, and culture in colonial and postcolonial Hong Kong, and identifies responsibility and respectability as two key dimensions in the construction of Chinese masculinity. It argues that the two generations' understudy accomplishes gay masculinities against changing Chinese masculine ideals and hetero/homonormativity sensitive to different social relations and institutions, as well as engages in constant negotiation with the dominant hetero normative life course and need to manage stigma.

Joanna K. elfving-Hwang (2020) examines how middle-aged

men in South Korea related to age-relevant ideas of beauty in a society in which youthful muscular bodies are increasingly presented as the ideal or, arguably, even as a norm. Drawing on in-depth interviews with 13 male participants aged 36-56 years residing in the Seoul metropolitan area; it seeks to outline what role grooming and aesthetic labour play in their everyday social interactions. The findings suggest that men's aesthetic practices in the workplace are strongly linked to considerations of in-group harmony, competency at work, and maintaining social hierarchies. Labour can explain in terms of considering the body simply as an object of investment.

Karuna Sharma (2020) stated that for the longest time, women in the advertising world were a minority. They did not make it to the top of the hierarchy, and very little has changed in the past few years. Thanks to brands like Puma, women are now getting a little more recognition and equal representation in advertisement. It was only in the late '20s that brands started portraying women in roles other than domestic buyers and home-maker. The women leader highlighted how power dynamics play a subtle role in the industry, why more women don't make it to the top, brands that have changed the narrative and how we can further improve the representation of women in advertisement.

Adelyn Lim (2019) examines representation of fathers and fatherhood in the advertising campaign of Singaporean government agencies. The introduction of the paternity leave and encouragement for fathers to play a bigger role in childcare and child-raising suggests that the government is sympathetic to the pursuit of gender equality, but the author argued that state advocacy of active fatherhood serves to reinforce patriarchal tendencies in Singapore. Current scholarship on problematization of women in state discourses has highlighted the power and privilege of a particular social group in Singapore: heterosexual men. However, there has been a developing body of theoretical and empirical research that looks more critically at the discursive constructions of masculinities, particularly along the dimensions of class, race, and sexuality. This article takes up this issue of different masculinities and the implications this diversity has for understanding patriarchal culture and its interesting hierarchies. The author proposed the concept of Confucian masculinity to explain how the depiction of active fatherhood reinforces the ubiquitous "normal family" that upholds patriarchal ideology and perpetuates patriarchal powers, thereby obscuring the contradictions of class, race, and sexuality that exist in Singapore.

Pooja Chatley (2018) Researcher to study the different projection of women roles in various print and audio-video advertisement in India and how does it define the social acceptance of women in the society and the treatment they are met with. It found that the gender roles are women play in advertisement are the decorative role, recreational role, independent career role, self-involved role, carefree role and family roles. Women are generally found in advertisement for home products, baby items, cosmetics and food items.

Need for the Study:

Today's newspaper and television stations are attempting to profit quickly by exploiting the content in the wrong sense and in the erroneous method. As a result, news is offered in a variety of fun colours. The media, rather than providing critical information and educational programs, focuses on sensationalizing the audience through exaggerated content. They have breached all the restrictions that they must observe while serving to develop a healthy and progressive society in their drive to become more popular and gain more money. They show little regard for the sensibilities and ethics of the people and the land to which they are assigned.

Gender concerns must be brought to the attention of the

Indian media. It should take the lead in instilling gender sensitivity in the country and ensuring that women are not portrayed negatively. It should set out time to discuss all provocative aspects of crimes against women in India. The media's problem is to move beyond lumping what happens to women with everyday crime reports on the one hand and dramatic stories on the other side. The media should take the lead in raising public knowledge of women's rights and benefits. Constitutional and legal rights should be publicized and debated regularly. The most recent judgments of law and court should be discussed so that the public is made aware of such subject matters. The Press Council should grant more power so that it can properly and timely intervene to stop fake and unacceptable publications. Mechanism for sensitizing Censor Boards and establishing a working communication between members of the Censor Board and Citizens are required.

Now is the moment to reconsider and re-evaluate the country's media policy. To have an unbiased and healthy media policy in the country, several problems must be explored in depth. But, before that happens, the Indian media stalwarts should exercise caution and restraint, reporting the truth, unadulterated, undoctored, and unbiased news and perspectives, impartial analysis, and non-sensationalization of events or incidents, big or small.

Purpose of the Study:

The purpose of this study is to examine and study the coverage of gender discrimination and the portrayal of masculinity through advertisements in Kannada Newspapers. Kannada Newspapers were taken up for study. The problem in our society is the unequal distribution of gender roles and behaviors. These in turn create havoc in the society in the name of crime, violence upon women. The root cause of all crimes in society is the prevailing attitudes of men, namely masculine attitudes, ideas, and opinions. Men are brought up in certain gendered ways, and the media further accelerates it to a certain extent. In this context, this research study is unique.

Statement of the problem:

The portrayal of masculine advertisements in Newspapers predominantly affects the psyche of men and women alike. Therefore, it was felt to study that "Coverage of Gender, Masculinity in Kannada Newspaper Advertisements- A Content Analysis" of this nature would yield significant policy learning and generate valuable insights for improving the gender equality process.

Objectives of the Study:

1. The facets of gender disparity as highlighted and downplayed by the advertisements in Kannada Newspaper.
2. To assess the Content of the Kannada Newspapers.
3. To find out the category wise Advertisements published in Kannada Newspapers.
4. To identify the Products and services and the target audience in Kannada Newspaper advertisements.
5. To find out the women coverage in different categorical advertisements in Kannada Newspapers

RESEARCH METHODS:

In the present study, two Kannada Newspapers namely Vijay Karnataka and Vijayavani have been selected. Vijay Karnataka and Vijayavani are the leading Newspapers in Karnataka. Every newspaper follows a specific principle of covering the editorial and advertisement that offer a different view to the researcher. Hence, a total of six months newspaper from the second half of the year, i.e. from 1st July 2020 to 31st December 2020 have been included in the study. In a month, 30 to 31 dates are selected for the study from both the newspapers. Likewise, sample selection method continues. In

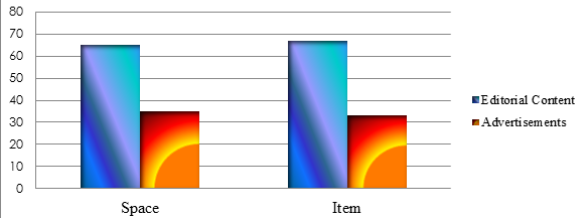
the whole a total of 368 issues, 184 issues from Vijaya Karnataka and 184 issues from Vijayavani daily were chosen.

RESULTS AND DISCUSSION:

Table 1.1: Total Content of the Kannada Newspapers selected for the study

Sl. No	Content	Space(sq cm)	%	Item	%
1	Editorial Content	4,903,293.95	65.16	33230	67.03
2	Advertisements	2,621,449.35	34.84	16345	32.97
	Total	7,524,743.30	100	49575	100

Fig. 1.1: Total Content of the Kannada Newspapers selected for the study



The total print area of the two newspapers – Vijayavani and Vijaya Karnataka took during the study period of six months was 7,524,743.30 sq cm (Table 1.1 and Fig 1.1). The total advertisement area of all these two newspapers was 2,621,449.35 sq cm. Therefore, the space left for editorial content was 4,903,293.95 sq cm, which accounts for 65.16 percent of the total print area. A huge share of 34.84 percent was given to advertisements, invariably. From the above table, it is observed that in both the newspapers, the editorial space covers more space than an advertisement regarding content.

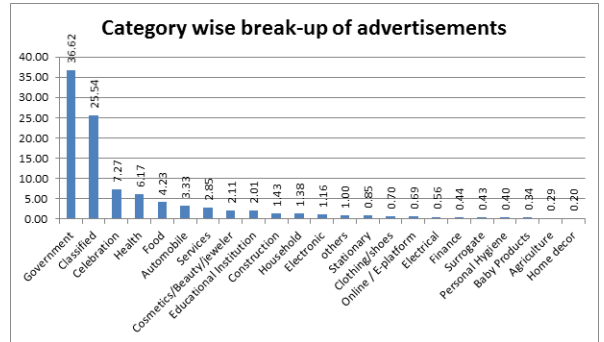
Looking at the number of items covered, together (Vijayavani and Vijaya Karnataka daily) a total 33,230 number of editorial content items were published whereas advertisements comprising 16345 items. The total number of items published in Vijayavani and Vijaya Karnataka is 49575.

Table 1.2: Consolidated Category wise break-up of Advertisements in Kannada Newspapers selected for the study

Sl. No	Category	Item	%
1	Government	5985	36.62
2	Classified	4175	25.54
3	Celebration	1188	7.27
4	Health	1008	6.17
5	Food	692	4.23
6	Automobile	545	3.33
7	Services	466	2.85
8	Cosmetics/Beauty/jeweller	345	2.11
9	Educational Institution	328	2.01
10	Construction	233	1.43
11	Household	226	1.38
12	Electronic	189	1.16
13	others	163	1.00
14	Stationary	139	0.85
15	Clothing/shoes	115	0.70
16	Online / E-platform	113	0.69
17	Electrical	92	0.56
18	Finance	72	0.44
19	Surrogate	70	0.43
20	Personal Hygiene	65	0.40
21	Baby Products	56	0.34
22	Agriculture	48	0.29
23	Home decor	32	0.20
	Total	16345	100.00

Fig. 1.2: Consolidated Category wise break-up of advertisements in Kannada Newspapers selected for the study

study.



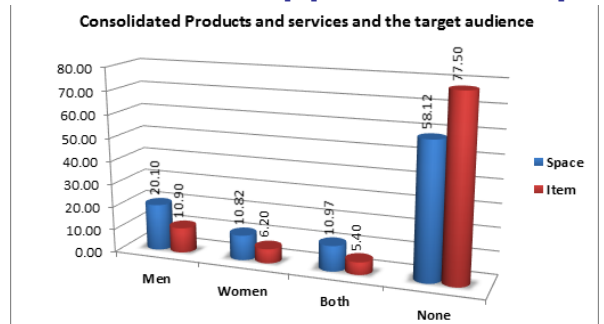
The above Table 1.2 and Fig 1.2 deal with the consolidated category-wise break up of advertisements published in the Kannada Newspaper selected for the study. It is identified from the above table that government advertisements published were the majority Contributing 36.62 percent (N=5985), followed by classified advertisements 25.54 percent (N=4175), Celebration accounted for considerable 7.27 percent (N=1188), Health had 6.17 percent (N=1008), Food 4.23 percent (N=692), being the top five categories regarding several items covered. Home decor 0.20 percent (N=32) and agriculture 0.29 percent (N=48) being the bottom two categories.

From the obtained data it can be opined that government advertisements occupied the prime position in the table and shows that both the newspapers had published a significant number of government ads. Classified, celebration, health, and food also came up with maximum coverage. Astonishingly, Home décor and agriculture cover the very minimal item in the respective dailies. No advertorial was found in both the newspapers during the study period. The reason may be a pandemic situation in the state.

Table 1.3: Consolidated Products and services and the target audience in Kannada Newspapers selected for the study

Sl. No	Gender	Space (sq cm)	%	Item	%
1	Men	526,910.90	20.10	1782	10.90
2	Women	283,553.00	10.82	1014	6.20
3	Both	287,500.55	10.97	882	5.40
4	None	1,523,484.90	58.12	12667	77.50
	Total	2,621,449.35	100.00	16345	100

Fig- 1.3: Consolidated Products and services and the target audience in Kannada Newspapers selected for the study



From the Table 1.3 (Fig- 1.3) it can be seen that a great majority of advertisements in both Vijayavani and Vijaya Karnataka daily published with no presence of either men or women covering the space 1,523,484.90 Sq.cm (58.12%), followed by Men covering 526,910.90 Sq.cm (20.10%), a mixed population of both men and women contributing 287,500.55 Sq.cm (10.97%), women in the ads accounts least 283,553.00 Sq.cm (10.82%) by both dailies.

With respect to items targeting the audience, there were no

men or women present in 77.50 percent (N=12667) of advertisements. Men folk targeted in 10.90 percent (N=1782) of ads, women contributing 6.20 percent (N=1041). Whereas the presence of both men and women constitutes at least 5.40 percent (N=882).

Observation drawn from the above table that, advertisements published by both *Vijayavani* and *Vijaya Karnataka* daily completely directed at mixed population comprising both men and women. When sexes were studied separately, it is quite evident that the male population had grabbed more ads in both the dailies than woman folk.

Table 1.4: Consolidated Women coverage in different categorical advertisements in Kannada Newspapers selected for the study

Sl. No	Category	Item	%
1	Cosmetics/Beauty/jewellery	242	23.87
2	Celebration	193	19.03
3	Household	163	16.07
4	Health	96	9.47
5	Stationary	65	6.41
6	Services	55	5.42
7	Baby Products	46	4.54
8	Food	38	3.75
9	Personal Hygiene	30	2.96
10	others	21	2.07
11	Clothing/shoes	18	1.78
12	Construction	14	1.38
13	Educational Institution	11	1.08
14	Electronic	11	1.08
15	Automobile	7	0.69
16	Online / E-platform	4	0.39
17	Home decor	0	-
18	Classified	0	-
19	Government	0	-
20	Agriculture	0	-
21	Surrogate	0	-
22	Finance	0	-
23	Electrical	0	-
	Total	1014	100

Fig- 1.4: Consolidated Women coverage in different categorical advertisements in Kannada Newspapers selected for the study

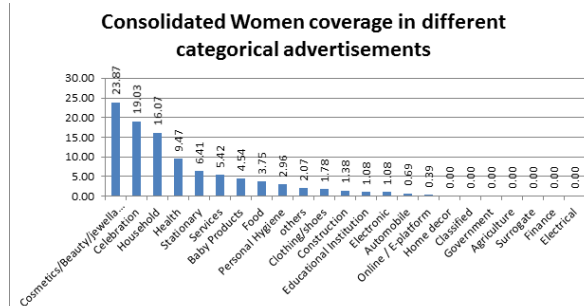


Table 1.4 (Fig-1.4) shows that Cosmetics/Beauty/jeweller advertisements are mostly aimed at women with 23.87 percent (N=242), followed by Celebration ads 19.03 percent (N=193), Household advertisements 16.07 percent (N=163). E-commerce 0.39 percent (N=4), Automobile 0.69 percent (N=7) were found near two categories when the dailies were combined.

From the above table, it is evident that Cosmetics/Beauty/jeweller ads are aiming at women in their advertisements, considering women are the primary consumers of such products. Next to it, celebration ads gave importance to women, followed by Household products. She had been minimally covered in ads related to e-commerce and

automobile ads in both the dailies. Women are nil in Electrical, Finance, Surrogate, agriculture, government, classified and Home decor ads published in both Kannada newspapers.

CONCLUSION:

The study reveals how women are portrayed in advertising in today's Kannada newspaper and television channels. The findings of the study revealed that, even though women's roles in society have evolved from being confined within four walls to becoming self-sufficient and independent, advertisers are still stuck on the old image of women. According to the results of the study, advertising have most likely failed to appropriately portray the positive aspects of women's advancement and contribution to national development. Advertisers, on the other hand, are still depicted in the advertising message as being constrained to housebound activities.

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