

Exploring evolving trends of gender representation in digital advertising in Egypt

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Abstract:

Representation of gender in Egyptian advertising has a long history of sick portrayal of the roles of women versus the roles of men. Researchers had argued for a long time that women are portrayed as less important, objectified commodity and soft victims. Although research shows that women in Egypt are negatively represented with the prevalence of unequal gender status through different media, it is observed that women representation in advertising in Egypt is evolving towards more equal and positive gender representation. Digital advertising is revolutionizing the way media affects people's cultures and values. Young generations specifically are heavily affected by digital media as it is available, sympathetic, tailored and young. It is becoming important to study the change of gender socio-cultural status in Egypt through analyzing contemporary trends of gender representation in digital advertising in Egypt.

Gender representation stereotypes in advertising in Egypt are investigated. Context of gender representation as well as gender role, occupation, ranking and equality are examined. Change in portrayal of context as well as roles have gone through some changes. Although women objectification has created a social pressure towards the change, but no change was observed. Graphic design elements are analyzed as well as signs used for gender representation. In addition, influence of digital advertising on young Egyptians is looked at. In order to do that the research is taking on a mixed method of socio-cultural and semiotics analyses. The research is studying only contemporary gender representation and the effects on young Egyptians. The research is studying whether or not gender representation in advertising in the digital age have experienced any kind of change.

Keywords:

Gender, Stereotype, Representation, Digital Advertising