

**The Representation of Women in Television Advertisements:  
a Comparative Analysis in Australia and Bangladesh**

**by**

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## **DECLARATION**

I acknowledge that this thesis is my own work and has been expressed in my own words. It has not previously been submitted for assessment. It is now being submitted as 12- unit thesis for the Masters in Women's Studies under the topic WMST/9002B in 2006.

**Shaolee Mahboob**

**Adelaide, Date**

I believe that this thesis is properly presented, conforms to the specifications for the thesis and is sufficient standard to be, prima facie, worthy of examination.

**Dr. Heather Brook**

**Date**

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## **ABSTRACT**

This thesis considers women's representation in television commercials in Australia and Bangladesh. It is an empirical study. A total of 780 advertisements were recorded from various television channels of Australia and Bangladesh. Among them 280 and 500 advertisements were taken from Bangladeshi and Australian television channels respectively. This thesis is about women's representation in television commercials in Australia and Bangladesh. Bringing an interdisciplinary but empirical approach to a broad range of recently screened advertisements, the thesis examines how femininities are stereotypically represented in these two countries' television commercials. The study suggests that women are produced and reproduced as sexual objects and/or objects to be looked at, and that representations of women's bodies circulate around the binary of purity and pollution in heavily gendered and racialised ways. The interesting finding of this study is the extension of the 'male-gaze' concept where women come under the gaze from (hetero) sexual perspectives. The study suggests that images of femininity and racialisation are produced and reproduced. This constructs women's secondary position and creates racial instability in societies.

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## **ABBREVIATIONS**

AAA	American Anthropological Association
AANA	Australian Association of National Advertisers
ASB	Advertising Standards Bureau
AUS	Australia
BD	Bangladesh
BNNRC	Bangladesh NGOs Network for Radio and Communication
CHT	Chittagong
GKP	Global Knowledge Partnership
Ph	Photograph
SDNP	Sustainable Development Networking Program