

THE REPRESENTATION OF WOMEN
IN PRINT ADVERTISEMENTS

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ABSTRACT

Women are often exploited and used as objects to sell and endorse products. The main purpose of this paper is to study the way women are portrayed in terms of the images and choice of language in print advertisements from three global magazines, namely *Cosmopolitan*, *Nylon* and *Glamour*. The concepts of image act and angle by Kress & van Leeuwen (2006), appraisal by Martin & White (2005), and ideology by Matheson (2005) will guide the analysis of the data. This study would answer three research questions: How do the images used in the magazine advertisements portray women? What message does the language of the advertisements convey to the women consumers? From the analysis of image and language what ideologies are encoded in the discourse of the media text of the print advertisements? The analysis of the advertisements revealed that women were indeed portrayed in a sexual way, the language in terms of appraisals used showed the emotions of desires, and that the ideology present in the ads was persuasiveness.