



***Television advertising and its impact on the recipient
a study in design and impact***

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Abstract:

Television advertising is one of the most prominent media that significantly affects the formation of socio-cultural consciousness, in particular those that direct their messages to a certain category of society such as women. Television advertising has become a powerful tool for constructing and dispelling gender stereotypes, including the depiction of women in certain contexts ranging from traditional to modern. Television advertising is also an effective media that plays an important role in shaping social and cultural awareness, especially those aimed at specific groups such as women. These advertisements have turned into an influential tool in creating and promoting gender stereotypes including how women are portrayed in diverse contexts ranging from traditional to modern.

Keywords:, *semantics, television advertising, women, analysis, effects, dimensions.*

I. INTRODUCTION

This study aims to analyze the semantic connotations of television advertising aimed at women, by examining the effects it has on the recipients, along with The Associated social and psychological dimensions, television advertising is one of the most prominent media that has a tremendous ability to influence the formation of the social and cultural consciousness of individuals and groups. The media, especially through television, has become one of the effective tools in conveying cultural and social messages to a wide audience, including its effects on individuals' perceptions about their identities and roles in society. In this context, television advertising stands out as a key tool in shaping and guiding ideas about social values, especially those focused on a certain category of society such as women. Television advertising aimed at women is no longer limited to providing products or services aimed at them, but has also become a way to reshape the concepts of women and their social and cultural roles in society, television advertising has contributed significantly to reconstructing the image of women in various social contexts, where women are represented in many advertisements symbolically mimicking traditional roles or Those that are associated with modern concepts. While some ads highlight the traditional image of a woman as a housewife, caring mother, or devoted wife, others show women in more modern roles, as an independent worker, a woman with career ambitions, or even a strong and independent personality. This diversity of representations of women reflects the extent of the change it has undergone But at the same time it shows that such advertising contributes to the deepening or creation of certain stereotypes related to gender.

Through these divergent orientations, it can be said that television advertising is a powerful tool in building and directing stereotypes about gender, especially in relation to our perceptions of women. These advertisements contribute to the construction of a socio-cultural identity of women that determines their place in society, and shows the relationship between society's expectations and women's roles in everyday life. While in the past, advertisements focused on portraying women in traditional domestic roles, contemporary advertisements often seek to portray women in more diverse roles, but sometimes these new perceptions may be governed by unrealistic or idealized standards. The importance of this study is to try to analyze these advertisements through a semiotic perspective, that is, by understanding how meanings are conveyed through the symbols and images used in these advertisements. It aims to decipher the semantics of these advertising messages, which vary between aesthetic, social, psychological, and economic dimensions. Beyond the direct effects these ads have on viewers, there are deeper effects related to how viewers' mental images of themselves and their role in society are shaped. Advertising plays a pivotal role in conveying these messages, whether directly or indirectly, and carries with it a system of meanings that are related to the prevailing societal values about gender.

This study aims to understand these dynamics in depth, by analyzing the effects that television advertising aimed at women has on the recipients. The study also seeks to explore the social and psychological dimensions involved in these ads, and how they affect individual and group perceptions about women. By tracking how these ads affect the development of concepts of female identity, both in traditional and modern contexts, on the other hand, this study aims to analyze the semantic connotations of television ads aimed at women, by studying the effects they have on the recipients, in addition to the social and psychological dimensions involved.

The problematic:

How do women-oriented television commercials contribute to shaping societal perceptions about their role and identity And what are the semantic connotations associated with these ads, and how do they affect the social perceptions associated with women in various dimensions

Objectives of the study:

1. Analysis of the semantic semantics of television advertising aimed at women.
2. The study of the psychological and social effects of such advertising on women.
3. Monitor the cultural and social dimensions reflected by television advertising in the depiction of women.
4. Understand the relationship of advertising to the formation of stereotypes of women in society.

Importance of the study:

The importance of the study lies in the fact that it contributes to understanding the relationship between the media and society, especially with regard to the portrayal of women in the media. The importance of this study also lies in the fact that it contributes significantly to understanding the complex relationship between the media and society, as the media in its entirety reflects society's perceptions of itself and forms at the same time. It is an instrument of social and cultural influence and guidance. In this context, the study of the portrayal of women in the media is of particular importance, because these means, especially television advertising, are one of the most prominent tools through which society's concepts of gender and the roles associated with it are conveyed and formed. The media not only reflects reality, but also actively contributes to the formation and orientation of this reality, especially with regard to stereotypes related to women. There are many media outlets and various ways of influencing individuals, but television advertising remains one of the most influential means of shaping mental images about women, thanks to their ability to reach a wide audience and possess strong visual and auditory characteristics that push them to be influential in absorbing the messages addressed.

Moreover, this study also contributes to the analysis of the role that television advertising plays in the reconstruction of traditional roles of women, or even in the re-representation of these roles in new ways in line with the cultural and social transformations that societies are experiencing in the current era. Modern societies cannot be considered static in their perception of the role of women; there is a permanent shift in these perceptions as a result of profound social and cultural changes such as the increase in the percentage of women entering the labor market, changes in family roles, and trends towards gender equality. Television advertising has become one of the main means of reflecting these changes and helping to spread new concepts or strengthen old ones regarding women. For example, some ads may show images of women as models of professional success and economic independence, while others promote images that are characterized by reliance on traditional roles, such as a woman focused on taking care of the family and taking care of the home.

The relevance of this study is also based on the need to examine the dual effects of advertising on the public's understanding of the role of women in society. Advertising is not limited to just entertainment or product promotion, it is a powerful tool for transmitting social and political values. Thus, studying how these advertisements are used to portray women in certain contexts allows us to understand more deeply about how society's perceptions about female identity have changed or fixed. How do these ads contribute to the strengthening of traditional roles or to the re-representation of these roles in a different form? Do these ads reflect social changes, or are they trying to perpetuate old stereotypes? Do advertisements promote certain standards of beauty and femininity, or do they contribute to creating spaces for diverse representations of women?

In the light of these constant transformations in society, the study of this relationship between the media and society becomes even more important, as television advertising plays a huge role in shaping modern concepts about women, which makes it extremely important to analyze how it affects

the reconstruction of these concepts and their presentation in a new image. This requires studying how symbolic images and semiotic techniques are exploited in advertising to guide individuals towards a certain understanding of the role of women in contemporary social contexts. This understanding may help shed light on the social and psychological dimensions of these representations, how they affect the self-image of women in society, and the extent to which they keep pace or contrast with the transformations witnessed by societies around the world.

Literature review:

Many researchers have addressed the impact of media and advertising on societal perceptions about women. In this context, "John Baudrillard" (1976) in the theory of "signs" introduces the idea that the media is based on symbols that carry semiotic connotations that affect the meanings of objects. On the other hand, "Roland Barthes" (1967) dealt with the relationship between advertising texts and cultural symbols, noting that advertising works to build new meanings associated with the prevailing ideologies in society. Edward Said (1978) in his work "Orientalism" also demonstrates the influence of the media in shaping the image of the other, which can be applied to the perceptions of the west towards women in the Arab world. Many researchers in the fields of media and cultural studies have addressed the impact of media and advertising on societal perceptions about women, trying to understand how these media outlets influence the construction of specific concepts about gender and female identity. Perhaps the most prominent of these studies are those that focused on the role of symbols and signs in the construction of cultural and ideological meanings, in addition to how the media influences the formation of the image of women and determine their roles in society. Among these studies, we find that semiotic theory provided a deep understanding of how the media and advertising convey and shape the meanings of things through symbols that carry semiotic connotations, which allows a deeper understanding of the role of the media in building societal perceptions about women, in this context, the French thinker John Baudrillard (1976) presents in his work "the system of things" An analytical vision about the media as a tool that transmits symbols that carry semiotic connotations that directly affect the meanings of objects in society. He points out that the media, especially in advertising, relies on what can be called "cultural signs", which are in essence symbols loaded with cultural and social meanings that determine how individuals understand things and people. Within the framework of these signs, stereotypes about women are reproduced, which are consumed daily by advertisements that show them in certain roles, both traditional and modern. So, advertising is very often a way of reintroducing cultural perceptions associated with femininity, beauty and the ability to social influence, which leads to the formation of new meanings related to women in accordance with the prevailing ideologies of society.

On the other hand, Roland Barthes (1967) in his book "Introduction to semiotics" discussed the relationship between advertising texts and cultural symbols prevailing in society, noting that advertising is not limited to the presentation of products or services only, but is also an effective way to build new meanings associated with the prevailing ideologies in each society. For BART, advertising is not just a means of promoting goods, it is part of the process of forming cultural meanings that are reflected in broader social perceptions. Such advertising, according to BART's theory, serves as a cultural discourse that contributes to the construction of societal ideologies about identity and gender. In this sense, advertising is a tool for the formation of meanings associated with women, since it is presented as a symbol expressing the values that govern society in certain periods. These ads also contribute to highlighting stereotypes of women, both in terms of beauty and social roles, which reflects on how societies understand women's identity and role within those societies.

In addition to the above, the Palestinian thinker Edward Said (1978) in his work "Orientalism" presents a different vision that also affects the understanding of the influence of the media in shaping the image of the other. In this book, said deals with the influence of the media in shaping the image of

the "other", pointing out how the Western media played a big role in shaping a distorted image of the East and the Arab world. Within the framework of this understanding, the concept of "Orientalism" can be applied to the way Arab women are portrayed in the Western media, or even in the local media. A woman is sometimes presented as a subordinate or an underdog, while at other times she may be portrayed as a symbol of mysterious beauty that needs explanation or stereotyping. This type of media portrayal is not only the result of prevailing stereotypes, it is part of an ideological process aimed at preserving the cultural and political identities prevailing in each society.

So, through these multiple studies, it becomes clear to us that the media and advertising are not limited to the transfer of information or the provision of products and services, but go beyond that to become an effective tool in shaping cultural and social images, especially with regard to women. The symbols and signs used in advertising play a key role in building and stabilizing societal perceptions of gender, whether they reflect traditional roles or promote new roles that may be characterized by liberation and equality. The Western media, through its portrayal of women in certain contexts, also contributes to the formation of a particular stereotype about Arab women in the Western world, which reflects the complex relationship between the local culture and the widespread media image. Therefore, these studies make a significant contribution to understanding the mechanisms of the influence of media and advertising on the re-representation of the role of women in modern societies and how these representations affect the cultural and psychological perceptions held by individuals and groups.

Theoretical framework:

This study is based mainly on the semiotic framework for analyzing and understanding television advertising, which is an intellectual and theoretical framework concerned with the study of signs and symbols and how they work in the process of communication between the sender and the receiver. Semiotics, as a branch of linguistics and communication science, deals with how meanings are produced and understood through various symbols that are used in the interaction between individuals and societies. In this context, it is assumed that television advertising is not just tools for commercial promotion, but also cultural media that convey a set of symbolic messages that carry broader and deeper meanings related to societal values and beliefs. Therefore, understanding these symbols and their connotations becomes necessary to understand the impact of the media on the recipient and how he is affected by these messages.

In this semiotic framework, the study focuses on how meanings are conveyed through visual and verbal symbols found in television advertising, including images, colors, sounds, and texts. Each of these elements can carry a certain semantic connotation that contributes to the formation of the image of a woman in the mind of the recipient. For example, the image of a woman in advertising may carry certain meanings based on her clothes, facial expressions, or even the movements she makes. On the other hand, the words or phrases used in advertising can carry additional meanings that contribute to the formation of a certain image of a woman, such as the use of words associated with beauty, strength, caring, independence. Thus, the study of visual and verbal symbols in advertising allows us to understand how these gender stereotypes are built and helps us to explain the ideologies by which , these advertising messages may be driven.

Semiotics in this context goes beyond the mere analysis of signs to the study of the relationship between the media message and the recipient, a relationship characterized by complexity and overlap. Advertisements are not only means of conveying meaning, but also tools of interaction where the recipient reads and understands messages based on his socio-cultural context, his subjective perceptions about himself and about the other. Therefore, the way in which the role of women is presented in advertising is not fixed or just a reflection of reality, but is also subject to interpretation by the recipient, who may read these messages differently based on his cultural and social background. The impact of advertising on an individual varies based on a range of factors, such as age, social class,

educational level, and cultural or political orientations. Thus, analyzing how women are represented in these ads requires taking these factors into account to understand how these messages influence the formation of societal perceptions about women.

It is through this semiotic angle that it is addressed how women are represented in television commercials and the interpretation of the semantics of their depiction. Often, television commercials present a specific stereotype of women, whether this image is characterized by an emphasis on beauty and physical appearance, on traditional roles such as mother or wife, or sometimes even a more modern image of professional and economic independence. But even these modern images may carry complex connotations that require semantic analysis to understand the ideologies involved. For example, some ads may show women in the context of professional success, but this success may be presented in a certain way that emphasizes aspects of beauty or femininity, reproducing certain perceptions of a "successful woman" that remain governed by aesthetic standards that may be unrealistic.

In addition, we must take into account that the representation of women in television advertising is often not just a reflection of social reality, but is often a representation built on ideological grounds aimed at influencing market requirements or pushing consumers towards certain consumer behaviors. Thus, the analysis of the semantics of depiction in advertising should include understanding the ideological dimensions of these perceptions, and how advertising is used to perpetuate or challenge these ideologies. By analyzing the symbols that are used to represent women, we can understand how advertising reflects the prevailing cultural values in society, and how it can have a role in stimulating social change or in reinforcing traditional patterns.

In conclusion, this semiotic approach to television advertising provides a deep understanding of the process of producing meanings and symbolic messages related to women in the media, which enables us to understand the mechanisms that advertising follows in shaping socio-cultural perceptions about women. Advertisements are not just commercial messages, they are part of a larger process of building and presenting ideologies that define women's place in society, both in their traditional roles and in modern contexts that may seek to challenge these roles.

Methodology:

This study follows the qualitative approach in the analysis of media content, which is one of the basic research methods used to understand and interpret social and cultural phenomena through the study of meanings and symbols carried by media texts. The qualitative approach is very suitable for this type of studies because it allows to dive deep into media texts, decipher the symbols and signs contained in television advertising, and understand how these symbols affect the recipient and societal perceptions on certain issues, such as the portrayal of women. In this context, a set of television advertisements aimed at women is analyzed across different time stages, which makes it possible to examine the evolution of women's representation over time and how social and cultural changes affect their images in the media.

In this study, the focus will be on a specific group of television commercials promoting products related to health, beauty, fashion, and household products. These categories of products are often central to the portrayal of women in advertising, as women are often presented as the primary consumer of these products. The analysis of these advertisements is of particular interest because they represent a large part of how women are presented in commercial media, where they are portrayed in proportion to traditional roles associated with beauty, health and home care. Through these specific categories of advertising, changes in the images of women and the role of women in society as embodied in the media will be monitored.

The analysis process in this study will be based on the techniques of semiotics, a field that deals

with the study of signs and symbols and how to convey meanings through them. Symantec allows the researcher to disassemble the complex messages carried by ads, whether these messages are directly or indirectly paid. Television advertising uses a set of visual and verbal symbols and signs that carry cultural and social meanings that may be visible or hidden, and semiotic analysis aims to reveal these meanings and their connotations. For example, the images used in advertising will be analyzed, such as how women are depicted in certain contexts, the colors they use, the costumes they wear, the physical poses they show, as well as the words and sentences used in advertising texts. All these symbols intertwine with each other to form a certain message that reflects perceptions about women, whether these perceptions promote traditional roles or seek to present a new and evolving image of women in society.

Special emphasis will also be placed on how meanings are conveyed through the images and texts used in advertising, and how these elements interact with each other to form a composite image of a woman. For example, the image of a young woman leading a healthy lifestyle, using beauty care products, may refer to the concept of ideal beauty and ideal health, which can also reflect ideologies associated with physical idealism and prevailing aesthetic models. In terms of advertising texts, phrases may be used that urge attention to beauty, self-care, or carry meanings associated with independence and the ability to make self-decisions, but these phrases may be associated with many cultural meanings that determine the position of women in society. Accordingly, the analysis of texts and linguistic signs in advertising is a key element in understanding how messages about women are formed.

The analysis will also consider how the representation of women varies over different time periods, that is, how the depiction of women in advertising changes with the development of society, the economy and social consciousness. It is well known that the media is a mirror of social changes, and advertising is not an exception to this law, but it is often one of the first media to reflect these changes. Therefore, a comparison of advertisements broadcast at intervals of time apart may reveal the transformation of the expected roles of women and how these roles are reshaped in the media context. For example, older ads may show an image of a woman focusing on traditional roles related to motherhood and taking care of the home, while modern ads may show an independent working woman seeking to achieve success in professional and personal life. This shift in representations may reflect the cultural and social changes we are witnessing in contemporary societies, such as increased participation of women in the labor market and changing societal attitudes towards gender equality issues.

This study will focus on analyzing the fine details in advertising, from visual symbols such as colors, lighting, and shooting angles, to the language used in audio or written texts. The tools of semiotic analysis will be applied in a manner appropriate to the cultural and temporal context of the ads under study, with the aim of understanding how the symbols and signs used in these ads can influence the construction of the public image of women. The study will also include a comparison of advertisements promoting different products, analyzing how women are presented in different contexts, be it in the context of Health and beauty care or in family roles.

In conclusion, the analysis of television advertising aimed at women through the qualitative approach and the semiotic framework will make a significant contribution to revealing how the media forms stereotypes about women and how these images develop over time. This will provide a deeper understanding of the role that advertising plays in the embodiment and representation of women in various social and cultural dimensions, focusing on the symbols and signs that are used to build these representations.

Results of the study:

In the framework of this study, which dealt with the semantic connotations of television

advertising aimed at women, a group of television advertisements that were broadcast over several years was analyzed, with the aim of examining the impact of symbols and signs used in these advertisements on women's perceptions in society. The qualitative approach to the analysis of media content was applied using the tools of semiotic analysis which allowed us to extract cultural and social meanings and symbols that involve multiple dimensions. The following is a detailed presentation of the results of this study:

Stereotypes and fixation of traditional roles of women .1

The results of the analysis showed that television advertising aimed at women, in general, continues to present dominant stereotypes associated with traditional roles. Many advertisements highlight women in the role of **mother** or **wife**, portraying women in home and family contexts, focusing on their responsibilities of taking care of children, taking care of the house, and preparing food. The repetition of these images reflects the continuation of traditional perceptions of women that fit into the roles that have been formed over the centuries, and therefore these advertisements contribute to the **reproduction of traditional ideologies** about the role of women in society.

Although there are some advertisements that seek to present a more diverse image of women, this image remains governed by many symbols and signs that refer to well-established social traditions. For example, in advertisements for household products such as detergents or household appliances, a woman is often portrayed as responsible for organizing and cleaning the House. This type of representation reinforces the social perception that connects women with their domestic tasks.

The shift towards portraying women as the "ideal of beauty and health.2"

Among the results revealed by the study, we have noticed an increase in advertisements promoting products related to **beauty** and **health** that present the image of a woman as an "ideal model". In many ads aimed at women, a woman is depicted as a being striving to achieve ideal aesthetic standards that are associated with health and physical beauty, which include perfect hair, fresh skin, and a toned body. These ads repeatedly show that beauty is the standard of values that a woman should strive for, reflecting societal pressures on women to conform to potentially unrealistic beauty standards.

In some advertisements, women are depicted in prestigious contexts related to **self-care**, such as the use of skin or hair care products, reinforcing the image that promotes that beauty and self-care are a woman's priorities. But at the same time, this image is often based on certain physical parameters that promote the idea of beauty associated with ideal physical fitness, which can negatively affect the image of women in the societies that consume such advertising.

.3 Independent women in modern advertising: an expression of emancipation or the embodiment of Consumer Beauty

In the last two decades, some advertisements have witnessed a remarkable shift towards depicting women in the roles of **professional independence** and **economic empowerment**, as these ads show women in positions of professional success and the ability to make important life decisions. These advertisements are usually shown in the context of marketing products that are associated with emancipation such as cosmetics or clothing that promote "self-confidence". Although on the surface this image seems to be a progress towards the empowerment of women, it often remains governed by aesthetic standards and an excessive focus on external appearance.

In some cases, such advertising presents an image of a **successful** and professional woman, but it is noted that such success is often conditioned by the presentation of a woman according to the criteria of ideal beauty. Thus, the **Emancipation** promoted in some advertisements is often conditioned on meeting aesthetic standards that are incompatible with physical or cultural diversity

that may reflect social reality. So it can be argued that these ads promote **"successful" women** who at the same time maintain the image of Super-Beauty, which may put pressure on women to conform to this model.

.4 Cultural connotations of women in Arab societies: Orientalism and Western advertising

The study found that Western advertisements broadcast in Arab societies show cultural connotations associated **with Orientalism** as formulated by Edward said in his work "Orientalism". Arab women are sometimes portrayed as **vulnerable or shackled by traditions**, an image that may be derived from Western perceptions of Eastern societies. Such a woman is usually portrayed **negatively** or **conventionally**, being incompatible with modern aesthetic standards or being marginalized in advertising promoting products related to personal care or fashion.

These ads targeting the Arab market showed how Western perceptions of Arab women may contribute to the construction of an inaccurate stereotype of them, as Arab women are often portrayed as **domestic caregivers** or directly related to traditional roles that are often governed by societal traditions. This reflects the influence of Western media in shaping the image of Arab women in a way that may contribute to the perpetuation of cultural patterns prevailing in Western societies.

Diversity and multiple representations of women in modern advertising

Although many stereotypes still exist, some modern advertising, especially in developed markets, has begun to show more **diverse representations** of women. Some ads seek to present diverse images of women in multiple contexts, showing women of different ages, bodies, and colors. This diversity of representations reflects social and cultural transformations, and reflects the growing awareness of the importance of representing women in a way that reflects the diversity of contemporary societies.

.6 The social and psychological impact of advertising on recipients

The results showed that these advertisements, although diverse, significantly affect **women's self-perception** as well as how societies treat women. The symbolic messages used in advertising contribute **to reshaping perceptions about beauty, power, and social roles**, which may increase **social pressure** on women to conform to certain standards. **Idealized images** in advertising also negatively affect women's self-image and contribute **to enhancing the phenomena of anxiety and depression** in women who are unable to meet these standards.

: Overall result

The study found that television advertising aimed at women carries, rich and complex semantic connotations, as it is not only a promotional means for certain products, but is a cultural and social tool that profoundly affects perceptions and ideas about the status of women in society. On the one hand, such advertising contributes to the **fixation of stereotypes** formed over time about the role of women, both in the family and in society in general. Many ads show women in traditional roles associated with ideal femininity, often portraying them as a "mother" or "wife" who takes care of the house and takes care of the children. This kind of representation contributes to the **reproduction of traditional roles** of women, which entrenches in the minds fixed and limited perceptions about what a woman should be, and constitutes a social pressure that requires her to meet these expectations.

On the other hand, it cannot be overlooked that there **are new trends** in some advertisements that seek to **re-portray women** in more modern contexts, characterized by independence and emancipation, focusing on their ability to make important life decisions, both professionally and personally. In these ads, a woman appears **as an equal partner** in a society that allows her to freely exercise her rights and choose her lifestyle, an image that promotes strong women who are not limited only to traditional family roles. However, these representations are also governed by certain aesthetic standards, as many of these ads still present women with images that adhere **to the ideal**

aesthetic patterns, which means that even the most modern photography continues to evoke aesthetic standards characterized by physical perfection, such as superior beauty, slim body, and flawless skin. This type of photography, although presented to women as an example of independence and emancipation, remains associated **with physical beauty**, which is characterized by social pressure on women to meet these standards, which can lead to the creation of **psychological and social pressures, especially for those who do not conform to these ideal standards**.

This phenomenon reveals clear contradictions in how women are portrayed in the media, where some ads seek to update the image of women and make them more compatible with social and economic changes, while at the same time remaining adhering to traditional aesthetic standards that may not be realistic or inclusive for all types of women. Thus, it can be argued that television advertising is a powerful tool in shaping social perceptions of women, in redefining their place in society. They contribute to the orientation of public opinion towards the acceptance or rejection of certain patterns of behavior and roles that women should adopt, which makes it necessary to critically analyze these messages.

Moreover, it can be noted that such advertisements not only present a superficial image of a woman, but also contribute to the formation of ideologies associated with femininity and beauty. Often, femininity in such advertising is perceived only through the lens of ideal beauty, which reflects a commercial ideology that seeks to exploit these images to promote certain products, be it related to personal care, fashion or even health. From here, it becomes clear the need to deal with these critical messages, by studying how these ads affect the individual and society. Advertising not only presents images about women, but also forms a cultural ideology about what a woman means in society and how she should be. This impact goes beyond the boundaries of entertainment to affect the psychological and social dimensions of women, and indeed society as a whole. The examination of these advertisements is not just a process of

monitoring the images in which women appear, but a **criticism of the hidden ideologies** conveyed and promoted by these images. In this context, it becomes urgent to understand the effects of these messages, not only on the women who are exposed to them, but also on the communities that consume these messages on a daily basis. The media, especially television advertising, contribute to the formation of popular culture and influence the prevailing values and beliefs. Therefore, it requires **critical** awareness on all sides – from creators and consumers alike – in dealing with these images and the concepts they promote, in order **to reshape** the perception of women to reflect social and cultural diversity more comprehensively and realistically.

Conclusion

In conclusion, it turns out that television advertising aimed at women represents **a complex mirror** of prevailing social stereotypes and roles, ranging from fixation to transformation. While some advertisements seek to present a more modern image of women, appearing in independent and progressive roles, many are still governed by excessive aesthetic standards that may negatively affect women's self-image, creating tensions between modern societal norms and traditional stereotypes. These **contradictions** in the depiction of women highlight the role of the media in shaping socio-cultural perceptions about femininity and beauty, which makes it necessary **to critically follow the effects of these messages** on individuals and societies.

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