



Media's Influence on Identity Construction: The Role of Advertising in Shaping Femininity and Gender Roles in Asia

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Abstract

The paper examines the influence of advertising on the construction and perpetuation of female identity in Asia. Through a review of existing literature, the research underlines the ways in which advertising shapes ideals and norms related to femininity, gender roles, and beauty standards in popular magazines and other media. The intertextuality between advertising, cultural values, and consumer culture evolves into a dynamic interplay, within which advertising is reinforced by the very media it is embedded as it reinforces prevailing cultural norms. The paper explores gender stereotypes in advertising, including how women are represented with a strong emphasis on appearance. The impact of advertisements that challenge these stereotypes will be examined and contrasted with the reception of the advertisements that reinforce them.

Keywords: Advertising, Female Identity, Gender Stereotypes, Consumer Culture