

**A study on women's attitudes towards female based television advertisements**

**Esther George Semkiwa**

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This dissertation examines and analyzes women's attitudes towards female-based television advertisements. The analysis entails observations on the relationship between the image of women and the articles advertised; whether or not television advertisements create female stereotypes and hence marginalize them; and the impact of these advertisements on women themselves by age, class as well as culture. The study was guided by seven research questions. The data on which the dissertation is based was obtained from both qualitative and quantitative methods. This study employed three techniques of data collection. These were documentary review, questionnaire and interview. An analysis of data reveals that in television advertisements, women are portrayed negatively and used as objects of/for business. In other words, the advertisements are more commercial oriented than educative in which case their positive side can be equated to commerciality. This does not preclude the fact that there were some that were really educative. In this dissertation, it is argued that television advertisements defame women. This dissertation concludes that a large number of the criticism of women's attitudes towards female-based television advertisements are concerned with unfair treatment or representation of women. Finally, in the light of research findings it is recommended that media producers, who cannot escape the fact that there is a widespread concern about what they do, should select and edit contents with critics of the media in mind.