

## CHAPTER 4

### DATA ANALYSIS AND DISCUSSION

#### 4.1 Introduction

In this chapter, the overview of the initial analysis of the advertisements in terms of their gender influences and propaganda devices used are presented. This is followed by the detailed analysis of male and female audience appeal whereby both the linguistic and non-linguistic features of the advertisements are presented and discussed. The analysis of propaganda devices follows, and finally, the last section is devoted to the analysis of other non-linguistic features such as spokesperson, characters and voice over.

#### 4.2 Overview: Gender Influence

The data set was screened for the presence of gender influence, that is, advertisements that appeal to audiences of a specific gender. These advertisements were reviewed based on the elements of gender indicated by both linguistic and non-linguistic features. Table 4.1 below summarises the analysis for the advertisements for the three Telcos.

**Table 4.1 Gender and Non-gender Influence of Telco Advertisements.**

<b>Telcos</b>	<b>Gender Influence</b>	<b>No gender Influence</b>	<b>Total</b>
X	30 (27.03%)	15 (13.51%)	45 (40.54%)
Y	25 (22.52%)	12 (10.81%)	37 (33.33%)
Z	23 (20.72%)	6 (5.41%)	29 (26.13%)
<b>Total</b>	<b>78 (70.27%)</b>	<b>33 (29.73%)</b>	<b>111 (100%)</b>

Table 4.1 shows that from a total of 111 advertisements, 78 (70.27%) were found to have elements of gender while the remaining 33 were found not to have any distinctive elements for identification with or orientation towards any particular gender. This means that the appeal of these advertisements was directed at the general public.

The gender influenced advertisements were further divided according to the gender of the targeted audience in order to facilitate the analysis of the extent of the influence of gender in relation to the different propaganda devices used by advertisers. Table 4.2 below presents the amount of advertisements appealing to male or/and female audiences.

**Table 4.2 Gender Influenced Advertisements by Telcos**

Telcos	Advertisements			Total in percentage
	Male	Female	Male + Female	
X	10	16	4	30
(n=30)	12.82%	20.51%	5.13%	38.46%
Y	16	8	1	25
(n=25)	20.51%	10.26%	1.28%	32.05%
Z	12	8	3	23
(n=23)	15.38%	10.26%	3.85%	29.49%
<b>Total</b>	<b>38</b>	<b>32</b>	<b>8</b>	<b>78</b>
(n=78)	48.71%	41.03%	10.26%	100%

n=78

From Table 4.2 above, it is observed that the majority of the advertisements are targeted at a specific gender audience with Telco X (33.33%) being the highest, followed by Telco Y – (30.77%) and Telco X (25.64%). In short, 70 out of the 78

advertisements (89.74 %) were targeting a single gender. A small minority of the advertisements, on the other hand, employ strategies to target both genders at the same time, that is, 8 out of 78 advertisements (10.26%) fall under this category. Although the difference between number of male and female influenced advertisements may not be very significant (7.68%), this study shows that males were targeted slightly more than female audience.

Further, it is shown that Telco Y and Z have a higher percentage of advertisements targeting males (20.51% and 15.38%) respectively compared with Telco X which has only 12.82% of its advertisements targeting males while the majority of the advertisements in that 20.51% aim at the female audience. This implies that Telco X appears to capture a larger female audience compared to the male audience, while Telcos Y and Z appear to appeal more towards males than females.

### **4.3 Gender Influence: Male**

Results from past research proposed that the notion of the male gender is closely linked to the concept of male related stereotypes which include their communicative behaviours, as well as socially prescribed personal and professional activities such as leisure and occupation. To appeal to the male audience, propagandists tend to employ representations of socially and culturally prescribed norms that accentuate instrumental goals, hierarchical structures, individualistic goals, and competitive speech patterns (Johnson 1989 cited in Gamble & Gamble, 2003).

In this section, the linguistic and non-linguistic features in the advertisements found to have masculine appeal are exemplified. The examples shown here are described as and

when they occur in the transcribed data and then organized according to Telcos for easy reference.

Examples are labelled as follows:

Y#1 is the label that refers to Telco Y's advertisement numbered 1. In the examples provided in the following sections, the words in **bold** highlight the features discussed. (See Appendix A, B and C for the full transcription notation used. Refer to Appendix for the full transcription of the advertisements)

#### 4.3.1 Lexical Choices Alluding to Competition and Physical Power

The data shows that words such as “power”, “control”, “ruled” and “beat” which call to mind the concept of strength, assertiveness and competitiveness, were found. These words tend to imply that the subscription to a particular mobile service allows the consumer to identify himself with the proposed concepts.

##### Example Set 1

(Y#1) Verbal: VO(m) – “ .. we see a **power tool**... placing **control** in your hands”

Y#10 Verbal: VO(m) – “..the **power** of true connection”, (written as well)

Y#33 Verbal: VO(m) – “Football mad nation **ruled** by Y.” (written as well)

Y#35 Verbal: VO(m) – “.. the **power** in your hands” (written as well)

X#10 Verbal: VO(m) – “**unleash** your speed master...”“ can you **beat** the **speed**..”

(Note: VO(m) refers to Voice Over male. VO(f) will refer to Voice Over female in the following sections)

The verbal connection of words with the idea of excitement as found in Y#35 – ‘power is excitement’ and the phrase “beat the speed” in X#10 evoke an image of something exciting and exhilarating. This imagery is aimed at the male audience who seek to put some excitement and control into their lives. It can be noted here that the voiceovers are all male for this set of data.

### Example Set 2

**Y#35** Verbal: Sp(m) – “ music is soul, soul finds rhythm, ... excitement is **power..**”

**Y#36** Verbal: Sp(m) – “... achievement is **power** / Y is **power**”

**Y#27** Verbal: Sp(m) – “**hurry before** fear gets you” (like a dare)

(Note: Sp(m1) refers to Speaker Male Number 1. It follows that Sp(f1) would refer to Speaker Female Number 1 in other parts of this chapter)

Similarly, the spokespersons for the Example Set 2 above are also males. In Y#27, the spoken message is more like a dare, thus, challenging the male audience to take action.

### Example Set 3

**X#3** Verbal: Sp(m1) – “ ... **crash .. crash** ... keep us **alert** and **quick** on our **reflexes...**”; “ I just love these enhanced **games..** I can download mobile **games** and play them anywhere”; “these **games** help to keep us **alert** and **quick on our reflexes**”

**X#3** Verbal: Sp(m2) – “ ... let’s see you try and **beat** that bro .. .. there are all kinds of **games...**” ; “it’s like carrying your own **video arcade ..**”

In advertisement X#3, both speakers were hockey players in real-life and were given a role to explain to the (male) audience the games available in the Telco X’s mobile service. They were emphasizing sports and games, physical alertness and reflexes as these areas were their primary concerns as sportsmen. This emphasis of lexical items on physical feats in the advertisement allude to the competitive spirit which will appeal to the male audience who are encouraged and often times expected to be ‘aggressive and competitive’ if they identify themselves as men.

In summary, the play of words on power, alluding to physical feats and challenge are used to attract and connect with the targeted male audience. While other words in reference to sports and physical reflexes are used as well to reemphasize the appeal of the specific mobile service provider.

#### **4.3.2 Stereotyped Male Activities, Interests and Occupations**

The following are some examples of male preferred activities demonstrated through visual images presented in some of the advertisements:

##### **Example Set 4**

**Y#7** Verbal: VO(m) – “Customize your phone menu with Y Smart SIM..”

Visual: Man choosing from a three dimensional cube the different services or information he prefers. The first few choices he made were ‘Sukan’ (sports) and ‘Berita’ (news)

**X#9** Verbal: VO(m) – “ ‘EUFA 2004, instant SMS and MMS alerts... cool exclusive downloads and for the first time ever video streaming on your X mobile..”

Visual: football results and highlights on a mobile screen interspersed with keywords of the service – ‘SMS & MMS ALERTS’, ‘EXCLUSIVE DOWNLOADS’, ‘VIDEO STREAMING’

Examples in Set 4 demonstrate the topics of interests of the male audience, namely, sports and news which were made more attractive when coupled with the high tech services offered to keep one updated. When X#9 was aired, the EUFA 2004 cup was around the corner and this was used to attract the potential male customers to Telco X’s mobile service.

Examples in Set 5 exemplify the male populace as being preoccupied in their activities.

### **Example Set 5**

**Y#31** Visual: Tasha at a hair saloon, calling family and friends to ask for suggestions. She calls David (*brother/friend?*) who did not answer the phone since he is busy watching a football match on television at a crucial moment of a penalty kick

**X#6** Verbal: Sp(m) – “... news and analysis that will impact your **business** and **investments** ...thanks to ... you can get ... directly on your mobile ...programmes such as .. **Business centre** and **Asia Market** wrap ... the latest in the world news ... keep a pulse on the market ... **exchange rate..** ”

The visual in Y#31 shows David the secondary character watching a sporting event and was too preoccupied to answer Tasha's call. A similar strategy is noted in X#6 where the spokesperson demonstrated preoccupation with his profession, namely, work, business and the world market. As a news broadcaster, he demonstrates the use of the mobile service to assist him in keeping up to date with the changes in the finance and business world.

Another element used to appeal to the male audience is via verbal and visual images showing various male biased personal or professional activities. Below are some examples found in the data analysed:

### **Example Set 6**

**X#1** Verbal: Sp(m) – "...I teach at university, management consultant, social activist .."

**X#1** Visual: two men, one younger in his twenties and an older man in his fifties, both dressed casually

**X#6** Verbal: Sp(m) – "... Hi ! I'm Keith Liu, anchor at CNBC ..."

Visual: the male character an anchorman for a television channel, wearing a suit, his name and profession printed on screen.

**X#3** Verbal: Sp(m) – "... training for hockey..."

Visual: text of their names and professions, both in T-shirts and jeans

**X#5** Verbal: -- nil --

Visual: the male character, with his name and profession: actor/writer printed on TV screen.



The examples show the various male characters who are successful in their careers such as academic cum social activist (X#1), anchorman (X#6) and national sportsmen (X#3).

The following is another example of the gender oriented profession:

### **Example Set 7**

**Z#22** Verbal: VO(m) – “ behind the fame and glory is the unsung heroes of football. This is a tribute to them. Allow us at Z to reward you for the contribution to the game”

Visual: Several laymen, male football fans were shown commenting on the game, they are labelled as ‘sport commentator’, ‘team doctor’, ‘team manager’, ‘sport analysts’.

The point of reference for the characters in this particular advertisement is the well established male sport, namely, football. The ‘commentators’ of the football matches reflect the often times comments made by the football spectators. It should be noted that the purported experts, men on the street, are all male spokespersons. The professions associated with the game are portrayed as a male dominated arena.

In short, the content of the conversation of the male characters in the advertisements focused on careers, finance, market changes, current news and sports. These advertisements reflect the topics or areas of interest associated with the male gender via the male characters for the male audience.

Another interesting observation to note is that the secondary characters are portrayed as the experts in the field or professionals reiterating the standard norms of a society in

terms of expected or acceptable careers for a specific gender. In advertisements Y#31 and X#39 where the experts portrayed are a male hairstylist, a CEO, and male sports-commentators:

### **Example Set 8**

**Y#31** Visual: Jerry the hairstylist holding scissors followed by a scene with Tasha's father in a meeting

**X#39** Visual: Inside the commentators' observation booth in a stadium during a football match, all the sports commentators were of the male gender

In Y#31, Tasha, the daughter is at the hairstylist getting her hair done for an important date while the father, a male and head of the family, is working and more importantly at a meeting probably contributing to the making of an important financial decision for the company which will affect hundreds if not thousands of lives. The contrast of the different gender activities is clearly marked in this advertisement in that one is personal and perhaps frivolous while the other serious and with heavy consequences not for just one person but for many.

A similar distinction is portrayed in the following advertisement:

### **Example Set 9**

**X#13** Visual: a father in the office working, wearing a suit, singing birthday song to his daughter who is with her mother;  
a lady in pant-suit standing behind another man in suit sitting, giving the idea she has the position as his assistant;

**X#13** Visual: a mother taking a break, having a hot drink, looking out of the window at her children playing with the swing in the garden.

Again the male model is found in a serious professional setting while the female models are shown in a personal or home environment or in a supportive role to the masculine counterpart as his assistant, waiting patiently in the background. This depiction of male and female roles identifies with the generally accepted and expected norms of many societies therefore the identification of the audience to the models can be easily established.

In summary, the advertisements analysed indicate the emphasis of male stereotypical roles, areas of interest and professions to appeal to the male targeted audience. These portrayals can be easily identifiable by the male consumers resulting in facilitating the flow of the message from the advertisers to the intended consumers.

#### **4.4 Gender Influences: Female**

The female gender is similarly prescribed with specific tendencies whether from the perspective of their communicative culture or the socially and culturally accepted activities. Mead (1968) summarised that “the feminine communicative cultures tend to accentuate expressive goals, less structured organizations, collective orientations, and cooperative speech patterns.” (cited in Gamble & Gamble, 2003:13). Therefore, the gender stereotypes of feminine preoccupations and roles can be analysed through the following aspects:

- i) involvement in a profession that may not be considered serious, seldom in the position of power or as an expert, generally occupations which are socially culturally attached to the concept of nurturing and giving care;
- ii) portrayed most of the time in an in-door setting: home, kitchen;
- iii) language used and preferred lexical items centre around emotion, building and maintaining relationships.

#### **4.4.1 Feminine Occupations**

In contrast to the portrayal of the masculine spokespersons, the female characters of the same advertisements from Telco X were portrayed as a DJ and an actress or model.

#### **Examples Set 10**

**X#7** Verbal: Sp(f) – “ Hello, I’m S..., radio Hitz.FM DJ and VJ on Hitz TV

Visual: a lady in a dress holding a mobile with her name and profession printed on the TV screen

**X#8** Verbal: -- nil --

Visual: a lady in blouse and pants, holding a mobile, with her name and profession printed on the TV screen. A DJ, VJ. Emcee.

**X#17** Verbal: Sp(f) – “ .. it’s not easy pursuing an international acting and modelling career..”

Visual: a lady in trendy and casual clothes, with a mobile in hand, her name and profession printed on the TV screen.

Examples in Set 10 used both visual and verbal methods to inform the audience the professions of the ‘celebrity’ female spokespersons. However, from the verbal text used

as explanation or examples, the female characters, even though professionals in their own rights, focus on the use of the mobile service for keeping contact with family and friends. This can be observed in the examples below:

### **Example Set 11**

**X#7** Verbal: Sp(f) – “... get the latest bits of celebrity gossips, hip interviews...  
when we go shopping...”

**X#8** Verbal: Sp(f) – “ ... my mobile phone is the centre of my world ... my  
secret .... I call my husband and family ... no worries  
... I miss you ...my mobile and myself have a very good  
relationship...”

**X#17** Verbal: Sp(f) – “ ... thank goodness for my new mobile ...it gives me  
tonnes of communication value for money ... when I’m  
in New York keeping in touch with family and friends  
has never been easier..”

**Z#28** Verbal: VO(m) – “ ... friend finder help you locate the people...”  
VO(f) – “now I know where my boy friend is all the time”

**Z#28** Visual: graphic representation of a plan of a town/district, magnifying  
glass, female personality with big mouth, image of her cool and  
handsome boyfriend and last image of a blond male figure holding  
mobile in the right hand and giving a thumb’s up with his left.

Although in Z#28, the spokespersons were caricatures, the portrayal of female character was stereotypical in that the mobile service offers the possibility of keeping track or finding a friend and in the advertisement, a boyfriend. The visual elements used for the

male and female genders are significant in that the female was a close up of a head/bust shot while the two male characters were full body depiction, particularly the character of the boyfriend, handsome and muscular. In short, the main use of the mobile service for the female spokespersons is to build relationships and maintain ties with friends and family. On the other hand, male characters were depicted with physical strength.

#### **4.4.2 Female Stereotyped Activities**

A clear distinction between male and female roles can also be observed in the X#26 and X#34. In X#26 the three main characters, famous TV presenters of a popular TV programme, are depicted being in the kitchen trying to cook, learning from a mother's recipe. One of the characters use the mobile phone to contact her mother to get help as the cooking was not going well. The mother was shown to be patient and gave her the correct recipe and reminders of not missing any ingredients, a typical portrayal of a loving and caring mother.

#### **Example Set 12**

**X#26** Verbal: Mum – “Hello sayang”

Daughter – “mum, the laksa Sarawak's not happening!”

Mum – “Listen, this is how you do it...”

**X#26** Visual: all three ladies were in the kitchen, one was stirring something in the pot, images of them preparing, cutting and tasting. Last scene they were enjoying the laksa while looking and laughing at the SMS sent by mum.

**X#34** Visual: Three teenagers were in a music band practice while the other girls, one of them a girlfriend of a member of the music band, sitting at the terrace of a coffee house. The girl's picture message was three giggly girls in complete pink running around the three young men distracting and disturbing them and as a response the male teenager replied with another picture message of him and his gang making loud banging sounds and skipping and circling the teenage girls.

The second example in Set 12 (X#34) shows the main characters once again in groups of three: 3 male teenagers and 3 female teenagers. The identification of the male and female activities are distinct. The three young females were shown together at a café sharing and having fun while the three young men are playing music as in a band. The example of message from one of the young women to one of the young men is depicted by three giggly girls with long hair and in total pink. The young man's reply was the three of them making loud noises in normal casual wears.

Irregardless of their professional background, careers, which tone noted, are female oriented, as shown in advertisements above (Set 12), the spokespersons and characters highlight one similar main preoccupation. All the female spokespersons were concerned about keeping in contact with family and friends. As for the examples in Set 13, the female characters are depicted in a socially prescribed activity that is cooking. The portrayal of stereotypical roles, professions and activities encourage the process of identification by the female audience to the models in the advertisements.

#### **4.4.3 Preoccupation with Beauty and Domestic Activities**

Further examples of female gender stereotyping such as women's preoccupation or interest in beauty issues as well as domestic activities are illustrated in the examples below:

##### **Example Set 13**

- Y#31** Visual: Tasha, young woman at hair saloon getting her hair styled for an important date;  
her sister in bathrobe with a towel wrapped around her hair getting on a weighing scale and screamed when she looked at the reading.
- Y#37** Visual: female celebrity in red evening gown, with perfect make-up
- X#13** Visual: a few depictions of female roles in the family and society:  
mother with young daughter celebrating her birthday, mother at home, presumably in the kitchen having a hot drink and looking out of the window at the children playing with a swing in the garden.

Examples in Set 13 exemplify the stereotypical activities or areas of interest of the female gender. It is normal to have females doing activities that concern or to enhance their appearance, for example, in a hair and beauty salon. Other normal activities (X#13 and X#26) relate to scenes at home taking care of children and family.



#### **4.4.4 Girls' Childhood Games**

Another reflective activity based on gender can be found in the example in Set 14 (X#23). The advertisement promotes a package for college or university students. The concept is that one pays less while using the mobile phone on campus, that is, less by 60% in charges, but pays the usual rates when outside the campus area. The demonstration of going in and out of a university campus area was the image of the main female characters jumping over white dotted lines on the road, alluding to the popular traditional game among young girls – jumping rope. This jumping activity was visual and accompanied by the verbalised “in-out, in-out, in and out”.

#### **Example Set 14:**

**X#23** Verbal: Sp(f) – “in – out, in – out, in and out”

Visual: two young women jumping over white dotted lines on the road.

This image recalls to mind of the audience the carefree period of childhood, usually attached with fond memories of shared experiences and fun with close friends. The sense of friendship and good times evoke an emotional reaction on the part of the targeted audience, which in this case are female consumers.

#### **4.4.5 Use of Words or Actions Evoking Strong Emotion**

In order to identify the feminine gendered lexical features, the lexical items looked for include emotive words or expressions reflecting the emotional state of the speaker, the manner the utterances were stated and the precision of the lexical items used.

### Examples Set 15:

**X#7** Verbal: Sp(f) – “...now you can even watch it on your mobile.. the best part is it’s totally live ... how to do it you ask me ...it’s very simple ... after all music is my life ..I listen to music all the time ... I got to bug everyone I know...”

**X#8** Verbal: Sp(f) – “my mobile phone is the center of my world ...my phone bill must be phenomenal ...my secret ... first thing I do ...I can call my husband or my family back home and have no worries about the cost...but sometimes talking is just not enough ... ‘I’ll be home soon. I miss you. Be good !’ ... My X mobile and I have a very good relationship. I can’t leave home without it.

**X#17** Verbal: Sp(f) – “... thank goodness... tonnes of communications value for money... keeping in touch with family and friends has never been easier... I can be rest assured I’m getting the best deal around... smart right ? Who says women only know how to spend”

In the above examples, the female speaker made a lot emphasis and used accentuation (words in italic and/or underlined), as if implying that they are very sincere and want to share their experiences or their discoveries with the audience. The last two examples in Set 14 (X#8 and X#17) showed the preoccupations of the two female spokespersons which were family and friends and the issue of cost. Both of them stressed the importance of communication and keeping in contact in that the need to be reassured and to be free from worries. The example X#8 shows the spokesperson who

personalized her relationship with her mobile phone as it is to her the most essential tool for her to connect with the people who matter most to her, namely her family.

Below is another example where the character tries to share and connect with the audience:

### **Example Set 16**

**X#11** Verbal: Sp(f) – “it’s hard to talk to someone when you first meet...so I switched .. to SMS plan ... and you know what we went SMS crazy .... since we can’t stop talking nowadays I switched back to ...”

Visual: a young woman in her living room talking about her personal experience.

Taking into account her location, in her home, the spokesperson in X#11 is talking about her personal experience regarding meeting a member of the opposite sex, this portrayal may be interpreted as a personal sharing moment in that the young woman was sharing her private and personal experience with a friend who in this case is the audience, and in particular, the female audience. The situation portrayed above is considered a possible reflection of reality and which is close to the heart of the female audience of that particular age group as they may have gone or may go through similar experiences. Therefore, this advice from an ‘experienced’ person comes in very useful. The act of sharing personal experiences with and/or giving advice to one’s close friends is usually linked to the female populace who plays the role of supporter and confidante, therefore, easily identifiable by the female audience and seems normal to them. Consequently, these advertisements with the linguistic and non-linguistic features

resonate positively with the emotions, expectations and preoccupations of the female audience.

#### **4.4.6 Weak versus Strong**

One interesting contrast in view of the gender of the target audience was found in two advertisements from Telco Y and they are: Y#20 and Y#21.

##### **Example Set 17**

**Y#20** Visual: a man being push by a blue wall with a listing of charges, implying you are being crushed by these additional costs. The ad ends with the man being successful at pushing back the wall and finally be able to relax by lying on the wall which has turned over to become a 'bed'.

**Y#21** Visual: a woman picking up and checking crumpled (invisible) papers.

Advertisement Y#20 uses a male character to 'push' or fight against the weight of all the extra charges that one could incur when using a mobile service. While in contrast, in the feminine version of the advertisement, the female character is depicted as picking up and unravelling papers a non-strenuous activity and a seemingly normal activity assigned to the female gender. These examples clearly portray the differences of the gender stereotypes for both genders whereby the male gender is often linked to display of strength or aggression while their feminine counterpart is relegated to less strenuous activities such as cleaning up and keeping order. In short, the advertisements are not depicting anything out of the ordinary. Another interesting aspect to note from comparing these two samples is that the verbal copy for the feminine version is longer,

possibly alluding to one of the stereotyped characteristics of women as being fond of talk.

In summary, the social and cultural attributes associated with men are that they are strong, fearless and willing to take up the challenge, competitive, not to be bothered by minor details and they prefer practical or fast solutions. Women, on the other hand, are portrayed as more concerned about their appearance, more cooperative or supportive of friends and family, of having different choices to choose from, tendency to utilise emotive strategies to evoke 'tender feelings', and are seen as weaker in the physical sense.

From the analysis, it was noted that the advertisements of all the three Telcos that have gender influence features utilise both linguistic and non-linguistic strategies to effectively 'speak' to audiences of a specific gender. While the mobile phone products and telecommunication services in themselves appear to be gender-neutral products (that is, they are not culturally or traditionally associated with either the male or female identity), the advertisements of these gender-neutral products have been found to opt for the employment of gender-specific strategies to market their wares.

The immediate identification of the male and female roles via professional or personal activities reassures the audience of their identities as well as reiterates their positions and functions in the society. These portrayals of male and female gendered activities, professions or preoccupations do not 'upset' the balance or the emotions of the viewers. The immediacy of the identification facilitates the deliverance of the messages of the advertisers in that the audiences are reassured of their roles and positions therefore, in a

better mental and psychological frame of mind to receive the predetermined, well thought and planned messages which aim to induce change or modification of behaviours.

Therefore, these advertisements rely heavily on gender stereotyping, which can be viewed as reproducing and perpetuating society's norms of what are considered appropriate roles for men and women.

#### 4.5 Overview: Propaganda Devices

From the 78 advertisements that were identified as having gender influences that were analysed for propaganda devices, it was found that there was a clear tendency among the advertisements in employing particular propaganda devices. Table 4.3 gives a detailed distribution of the propaganda devices used according to Telcos.

**Table 4.3 Propaganda Devices (PD) Found in Gender Influenced Advertisements**

<b>PD</b>	<b>PF</b>	<b>BW</b>	<b>Test</b>	<b>GG</b>	<b>Trans</b>	<b>NC</b>	<b>CS</b>	<b>Total</b>
Telcos	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
X	10	7	11	2	0	0	0	30
Y	7	9	3	5	1	0	0	25
Z	9	9	0	4	1	0	0	23
<b>Total</b>	<b>26</b>	<b>25</b>	<b>14</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>78</b>
<i>In %</i>	<b>33.3</b>	<b>32.1</b>	<b>17.9</b>	<b>14.1</b>	<b>2.6</b>	<b>0</b>	<b>0</b>	<b>100</b>

Note: PD = propaganda devices, PF = plain folks, BW = bandwagon, Test = testimonial, GG = glittering generalities, Trans = transfer, NC = name calling, CS = card stacking.

The significant differences observed from the analysis were:

- i) Three of the most popular devices used in the advertisements were Plain Folks (33.3%), Bandwagon (32.1%), and Testimonial (17.9%). In fact, the first two propaganda devices make up almost two-thirds of the data. These are Plain Folks and Bandwagon.
- ii) two propaganda devices were not employed at all in this set of advertisements, namely, Name Calling and Card Stacking.

From the table above, the analysis indicates that certain propaganda devices are preferred over others when targeting specific gender. Advertisements of local Telcos employ different devices when they target at a specific gender.

#### **4.6 Propaganda Devices**

The data were first analysed using the framework of Propaganda Devices outlined by the Institute for Propaganda Analysis (IPA) in 1937. The seven devices are:

- i) Plain Folk
- ii) Bandwagon
- iii) Testimonial
- iv) Glittering Generalities
- v) Transfer
- vi) Name-Calling
- vii) Card Stacking

For the purpose of this study, the different devices used in the television advertisements of Telcos were identified based on the following features:

- i) the language used, specifically the words used and repeated consistently in the advertisements.
- ii) the identity of the spokesperson or character: gender, age and background.
- iii) other supporting elements such as visual representations.

**Table 4.4 Features Associated with the Seven Propaganda Devices**

<b>Propaganda devices</b>	<b>Linguistic features</b>	<b>Non-linguistic features / Visual representations</b>
1. Plain Folks (average person)	- it helps me - it makes my life easier - it solved my problem(s)	- street interviews of ordinary people and they state why they chose it - normal looking people using product
2. Bandwagon (everyone's using it, I should too!, join the crowd)	- it's easy/ simple i.e. anyone can do it - millions of people use it, why not you ? - all my friends are using it, so I should too	- people using
3. Testimonial (endorsement from celebrity or public figure)	- it helps me - it makes my life easier	- celebrity or public figure using and/or giving endorsements
4. Glittering Generalities (words or concepts evoking positive feelings)	- family and friends, - keep contact, - sharing	- family and friends to evoke warm, positive feelings, etc.
5. Transfer	- names or words that gain respect; - names or objects attached with authority or recalls respect	- icons, symbols or objects



**Table 4.4, continued**

<b>Propaganda devices</b>	<b>Linguistic features</b>	<b>Non-linguistic features / Visual representations</b>
6. Name-calling (words or labels that provoke unconscious strong negative feelings – hate or fear)	- names or words to evoke strong negative feelings or rejections;	- printed words or icons
7. Card-stacking (info taken out of context; emphasis on one view- incomplete picture)	- words or information given without the actual context which may be misleading	- seemingly unrelated printed words or icons

Table 4.4 above shows the elements as reference used to analyse the collected data from both perspectives: linguistic and non-linguistic features in view of specific propaganda devices identified for analysis in this study.

Table 4.5 below shows the distribution of the advertisements according to the targeted gender audience for each of the seven propaganda devices. From the percentage calculated there is a disparity among the seven devices used by the advertisers in their effort to influence their audience. Two most popular devices used are bandwagon and plain folks as shown by the number of ads employing these two strategies. However, the percentage shows that the bandwagon device targets more towards male audience while the plain folks device aims at the feminine populace. These differences can be observed from the percentage found within each device where the frequency differs in reference to the gender of the targeted audience except for the device of transfer where it was

equal for both genders. It is also noted that two of the seven propaganda devices did not have any examples and they are name calling and card stacking.

**Table 4.5 Number of Advertisements and PD for Each Gender Category**

PD	PF		BW		Test		GG		Trans		NC	CS	Total
	M	F	M	F	M	F	M	F	M	F	M/F	M/F	
Telcos													
X	1	8	5	1	4	7	0	0	0	0	0	0	26
Y	5	2	8	1	2	1	0	4	1	0	0	0	24
Z	4	5	8	1	0	0	0	1	0	1	0	0	20
Total	10	15	21	3	6	8	0	5	1	1	0	0	70
<i>In %</i>	<i>14.3</i>	<i>21.4</i>	<i>30</i>	<i>4.3</i>	<i>8.6</i>	<i>11.4</i>	<i>0</i>	<i>7.1</i>	<i>1.4</i>	<i>1.4</i>	<i>0</i>	<i>0</i>	<i>99.9</i>

Note: PD = Propaganda devices, PF = Plain folks, BW = Bandwagon, Test = Testimonial, GG = Glittering generalities, Trans = Transfer, NC = Name calling, CS = Card stacking.

#### **4.6.1 Plain Folks**

For this propaganda device, the character or spokesperson in the advertisements is identified with the common people from everyday and all walks of life. The concept is that the spokespersons or characters in the advertisements are just ordinary people like you and me: normal, healthy, seemingly intelligent people; the run of the mill: your everyday Joe and Jane. In addition, all characters are portrayed as doing normal or ordinary activities. Therefore, the audience can easily identify themselves with these characters.

a) Advertisements targeted at the male audience:

Below are some examples of advertisements found targeting male audiences.

### Example Set 18

**X#35** Verbal: Sp(m)“ Hey I got it .. check it out..”

Visual: a young man found an interesting rhythm, calls his friends and they created a piece of music.

**Y#18** Verbal: Sp(m1) – “you want to get this starter pack?”

Sp(m2) – “give 10 good reasons”

Visual: A salesperson asking a potential client. The client asks for reasons why he should buy and the salespersons starts listing the benefits. The reasons reinforced by textual representations of the keywords.

**Y#20** Verbal: VO(m) – “with Y minutes there’s no complications, no confusions... you can call anyone anytime any fixed line or mobile anywhere for one flat rate. It’s that easy.”

**Y#20** Visual: a man being pushed/ crushed by a blue wall with listing of various charges on the other side. He managed to push the wall back. He looks happy and relaxed while talking on his mobile lying on the blue wall which has flipped over to become a ‘bed’.

**Y#26** Verbal: Sp(m) – “Yani’s birthday ... Oh mum sent me a video mail .. my favourite show...all I need now is my music...”

**Y#26** Visual: the male character Eddie taking a vacation but manage to keep contact with friend and family and while enjoying his break on the beach do not missed out on his favourite show or be entertained by music.

**Z#13** Verbal: VO(m) – “.. multiplayer game... anywhere in the world ..you can have .. Malaysia’s Widest HighSpeed mobile network coverage”

**Z#13** Visual: scenes of different people using the services, the keywords of the services were in the text form superimposed on the TV screen.

**Z#11** Verbal: V(f) – “Hi” [in a sexy tone]

VO(m) – “Z.. flexi e-load / first in Malaysia to let you reload any amount from RM5”

Visual: a man in a car driving along a lonely road. Saw some hitch hikers (*which are actually amount for prepaid top up*). He finally picks one - a “RM8”.

In short, the advertisements utilize the Plain Folks device to target at the male audience by portraying some examples of common people going about their work and leisure, doing things and encountering daily situations that appeal to the male such as sports, and games. The mobile service or network helps them to make their life easier and more interesting.

b) Advertisements targeted at the female audience:

Below are some of the examples used in the advertisements to draw the attention of the female audience by way of the plain folks device.

**Example Set 19**

**X#4** Verbal: song – “sugar pie honey bun.. you know that I love you... can’t help myself .. I love you and nobody else...”

Visual: a young man playing games with his mobile got distracted by a polyphonic tune... saw a beautiful girl .. lost her before he can talk to her. He asks friends to help him find her...finally found the girl and they get to talk ...

- X#11** Verbal: Sp(f) – “it’s hard to talk when you first meet someone...and you know what, we went SMS crazy .. and since we can’t stop talking”
- VO(m) – “when you buy...you’ll automatically start on... but if messaging suits you better .. use the new ...”
- Visual: a young woman in her living room talking about the different services that help her make new friends.
- X#33** Verbal: VO(m) – “share your personality... surprise your friends with ... gift caller ring tone”
- Visual: a group of three young men practicing in their band, one gets a call from his girl friend and when he picks up the mobile, three girls totally in pink jumped out of mobile and ran around them giggly and making girly noises.
- X#36** Verbal: VO(m1) – “ Hi baby .. want to meet up?” [graphic of red lips]
- VO(m2) – “some things just need to be said.. let your personality be heard with voice SMS from...”
- VO(f1) – “We had a date, remember !” [graphic hailer]
- Visual: a young lady waiting at a cinema and received a message from her boyfriend. The next scene the boyfriend received a reply, he was at home playing video games with two friends.

The second part of this advertisement shows the young man replying with a call to the girl friend and three young men jumped out of her mobile and going around the girl and her two female friends, making loud banging noises.

### **Example Set 20**

**X#37** Verbal: VO(m) – “ add more personality to your SMS ..send them a colour SMS ..”

**X#37** Visual: a young man doing stunts at a skating rink with some male friends. He gets a message from girl friend who sent a colour message with text: “hunnee bunee” and this embarrassed him in front of his friends. He replies with a colour message to the girl friend who was in her bedroom with two girl friends.

All these advertisements use the context of young people and the problems they encounter in their romantic relationships. The issue of relationships will draw the female audience and the examples of the situations encountered by the characters in the advertisements are reasonable portrayals of the common place realities of life, among the youths.

The following advertisement is a feminine version of the previous advertisement (Y#20). Here, the female character is portrayed as doing an ordinary socially and culturally prescribed activity that is arranging or cleaning up, a domestic activity commonly conferred to the female gender who has a stereotypical role as the caretaker of a home.

### Example Set 21

**Y#21** Verbal: “with Y minutes there’s no complications, no confusions... it only takes one flat rate .. you can call anyone anytime any fixed line or mobile anywhere .. the true one flat rate. Y’s minutes postpaid plan. It’s that easy”

Visual: a woman picking crumbled papers (*invisible*) and crumble it again to throw over her shoulder. She found an interesting one, opened and smoothed it out on the TV screen with words “satu kadar rata” in blue facing the audience. Later she’s happily talking on her mobile.

The examples in Set 21 give a reasonable representation of normal daily events: going out for a movie and talking to friends on the mobile phone. It also implies the ability of the female gender to do several things at the same time. This ability calls to mind a mother being able to complete several tasks at the same time: looking after a child, doing laundry, preparing dinner for the family and so forth.

### Example Set 22

**Y#11** Verbal: Sp(f) – “yeah, hold on a second..”

VO(m) – “we give you the power of true connection”

Visual: a woman preparing to go out while talking on the mobile. She was on the mobile the whole time from the house to the cinema while doing a few things at the same time. The boy friend couldn’t manage to put in even a word.

In the data of this study, another depiction of commonly accepted or expected concerns related to the role of the feminine gender is noted and it is the relationship of a mother and her child or a lady and her boyfriend. These relationships were portrayed in the following example promoting a service which provides the possibility of knowing where someone is, a common concern of a mother for her child or a lady for her boyfriend.

### **Example Set 23**

**Z#28** Verbal: VO(m) – “... help you locate people you’re looking for / friend finder can help you find them / wherever they are”

VO(f) – “now I know where my boy friend is all the time”

**Z#28** Visual: this is a graphic presentation with plan of an area, easily identifiable magnifying glass with an eye behind it, the caricature of a woman and men.

Another preoccupation among the female public is the question of cost or expenditure. The following advertisement tries to raise the issue of cost effectiveness in order to draw the attention of the female audience. This strategy will appeal to the public who is looking to benefit from bargains and discounts. The activity of hunting and looking out for better offers or discounts has been encouraged by the propensity of sales which invariably seem to attract more often than not the feminine gender. Another interpretation that one could derive at would be that women as the ‘manager’ of their households would have to consider carefully their monthly budget by way of necessary or frivolous expenditures.



### **Example Set 24**

**X#45** Verbal: Sp(m1) – “how long do you talk on the phone per day?”  
Sp(m2) – “about 40 minutes”  
Sp(m1) – “on the ... total plan you’ll get great rewards.. great coverage and after talking for 60 minutes .. you get 50% off on all talktime...”

Visual: a TV personality interviewing a 21 year old male student.

Although the spokespersons were both male, this advertisement will appeal to the female audience as the topic of conversation is about talktime, saving money and rewards.

In summary, the advertisements discussed in this section, young men and women were used as representation of the public as well as the spokespersons for the product/service. The interpretation that one can arrive at is that a lot of young, healthy and normal people in the community are using this product, and therefore, the viewer, too, should if s/he is part of the group of young and healthy ‘normal people’.

#### **4.6.2 Bandwagon**

The basic idea behind the bandwagon approach is to be part of the group. Join the gang as everyone is doing it. Most individuals would move towards a group or they would try to conform to norms of the society they are in.

a) Advertisements targeted at male audience:

In this study, one of the most common tools used to attract a particular target audience is by offering services related to a particular activity that is strongly identified with a specific gender identity. From the data analysed the most popular sport for men in general, which is soccer, was used as the attraction. This game has a worldwide coverage and it has a group of loyal fans. Examples are as follow.

**Example Set 25**

**X#9** Verbal: VO(m) – “EUFA 2004.. instant SMS and MMS alerts .. cool  
exclusive downloads...and for the first time ever video  
streaming on your X mobile... EUFA 2004 ...world  
class football... top class mobile action...”

Visual: text of the keywords: “SMS and MMS ALERTS’ and other offers  
verbalised.

The male sport, together with the additional offers such as downloads and video streaming would attract the male audience to react and sign up, join the rest of the crowd of football fans. A similar observation found in other examples in this study is the use of elements in connection with sports which aim to capture the attention of the male audience. These examples are:

**Example Set 26**

**X#39** Verbal: Sp(m) – “Leo Ferdinand...”  
VO(m) – “get instant match alert on your ..mobile...”

**X#39** Visual: sports commentators in the commentators observation booth at a football stadium. The sports commentators couldn't see who scored the goal until one commentator used his mobile to check.

**X#40** Verbal: VO(m) – “you would love this World Cup jersey from X ... get one free when you sign up with X... RM75 plan, but hurry stock are limited”

This offer calls to the male audience and motivates or directs them to react and therefore join the rest of the football fans, thus hopping onto the ‘bandwagon’. This appeal is reinforced with an accompanying fringe benefit (Y#33) that is one can now share and communicate easily with their best buddies without costing a sen.

### **Example Set 27**

**Y#33** Verbal: VO(m) – “Football Mad Nation ruled by Y..” the world's best players ... free 100 SMS in your Y.. starter pack to your 8 most important people..”

Another element used in the advertisements with the aim of attracting the audience is the ‘large’ number of subscribers of a mobile service provider. The use of the number of subscribers aims to draw the attention of the public that there are millions of people using this service provider, and therefore, it must be the most popular and the best around. For example, 6 or 7 million people can't be wrong. The inference one can arrive at is that if one subscribes to the service, s/he will be one of these people, be a part of the group or majority. Some examples of this technique are shown as follow.

### Example Set 28

**X#30** Verbal: VO(m) – “...in the voice over – **‘7 million strong community’**”

Visual: (text of the same words in bold red and other keywords of services and offers: ‘great nationwide coverage’ and ‘Activ 5 savings’ superimpose on TV screen), a young male character goes into a mobile service network centre to get a SIM pack. Suddenly whole place turned into a disco filled with young people dancing and having fun. The young man joins the crowd and dances.

The words “7 million strong community” were verbalized and in text form with the other text “great nationwide coverage” and the scene of a disco full of young people having fun would appeal to the audience to join the crowd as you’ll get to be part of this ‘millions community’. In other words, a popular network with nationwide coverage that lets you have contact with a big community anywhere in the country. The other interpretation would be that this is a popular and good network as already 7 million Malaysians have signed up. In addition, the male spokesperson, a reasonably good looking and trendy young man, will draw the male audience who aspire to be as popular, trendy and fun loving.

Another technique found in the data of this study which was used to draw the attention of the male audience is by way of challenging them. Contest or competition offered as a dare or for them to take a chance will appeal to the competitive spirit among the male audience. Some samples of this technique are:

### Example Set 29

- Y#27** Verbal: VO(m) – “SMS weekly contest now” ... catch Fear Factor  
Malaysia ...you get to win lots of weekly prizes ...  
you’ll also be in the running to win... hurry before fear  
gets to you ..”
- Y#27** Visual: ‘Fear Factor Contest’ and scenes of the feats done by  
contestants.
- Z#3** Verbal: VO(m) – “Z...SMS Storm Showdown... Z... and nTV7 are giving  
away a Storm ...you could be one of the lucky seven  
people short listed...”
- Z#4** Verbal: VO(m) – “Z... at nTV7 are going to sell this brand new Mitsubishi  
Storm at RM1.. for your chance to be the lucky person  
... just type ... and send to...”
- Z#5** Verbal: VO(m) – “get ready for Z... Storm Showdown... enter the Z...  
SMS Storm Showdown 2 now and drive away with the  
last Storm ...”

The idea of competing and trying your luck is irresistible (Y#27). The appeal is reinforced by the images of contestants doing the challenging stunts and the identifiable music of the well-known reality show. The following three advertisements in Set 29 challenge the audience to take up the offer and try their luck. The competitive spirit, as generally conferred to the masculine gender, is therefore evoked and the male audience is called to action by taking up the proposed challenge.

b) Advertisements targeted at the female audience:

The following are the examples of advertisements targeted at the female audience using the Bandwagon device:

**Example Set 30**

**Y#8** Verbal: VO(m) – “enjoy loads of freebies and discounts when you’re powered by Y... Smart SIM... Y... Smart SIM .. upgrade today”

Visual: a young man holding shopping bags in both hands and when camera zoom out, he is surrounded by more shopping bags placed on the ground.

**Z#6** Verbal: VO(f) – “save more on SMS or save on calls?”  
VO(m) – “why compromise .. get the lowest call and SMS rebates around all in one plan .. either way you look at it .. it’s the smarter choice... get the SIM pack and enjoy the great saving today”

**X#20** Verbal: Sp(f2) – “.. my circle of friends use because there has to be a reason why everyone’s using it ..”  
– “..yeah so that I can be anytime anywhere and still make my call”

Tin the first example in Set 30 (Y#8), the evocation of free gifts and discounts would attract the attention of the female audience while the mention of saving cost no matter which service you use will draw them as well. As for X#20, the mention of “my circle of friends” will notably appeal to the female audience who would like to be able to keep in contact with their friends and the convenience of being able to call from anywhere

and at anytime would only add to this appeal. In addition, this advertisement was an interview of people in the street. Therefore, the views of the female character could be acceptable to the public as they are looking for the same things, which are convenience and the service their circle of friends are using. In Z#6 the conflicting choices regarding the cost was done in a female voice reflecting similar concerns of the female targeted audience and the voice of reason was a male silently reiterating the male authority and the provider of solution to a problematic situation.

In summary, the inclination of joining or becoming a part of the crowd or group is often times an unconscious action. In other words, individuals tend to gravitate towards like groups or tend to participate in similar activities with the majority. Furthermore, the audience is led to believe that they would benefit from being a part of the group or network in that they get to enjoy more discounts, meet more people, have more contacts, and have more fun with the people who have the same interests. The use of these elements in the advertisements is essential in the use of the bandwagon device to call upon the audience either to act or react to the message of the advertisers.

### **4.6.3 Testimonial**

This is the concept of endorsement most particularly by known celebrities or a public figure to promote goods or services. The celebrity need not specifically verbalise or give testimonial for the products/services promoted. It is enough that they are seen with or using them.

The use of celebrities to appeal and draw the interest of the public is a well established tactic. This use of idolization or hero worshipping to gain new and maintain existing

customers can be seen in the advertisements, especially with celebrity spokespersons speaking for the company. Surprisingly the lack of celebrities to help promote products was noted in the advertisements from Telco Z. The usual spokespersons for Telco Z seem to be ordinary, everyday people of varying ages doing various daily personal or professional activities.

Famous celebrities are shown to be using the services and in certain advertisements the artists teach the viewers how to use the product/service, or they explain how the product has helped made their life easier and more meaningful. The celebrities are from various professional backgrounds. They are usually TV personalities, local and international artists or local sports figures. Examples of such use of testimonials include those from two of the three Telcos: X and Y.

a) Advertisements targeted at the male audience:

Some examples exemplifying the use of testimonials in reference to the male audience are as follows:

**Example Set 31**

**Y#12** Verbal: Sp(m) – “I’m surfing the net right now...sorry I got carried away...**easy GPRS..**”

**Y#12** Visual: celebrity using his mobile and was so distracted that he ‘forgot’ about the audience. (Note the lyrics of the song –‘**I wanna be free**’)

**Y#36** Verbal: Sp(m) – “power is imagination....achievement is power”



- Y#36** Visual: a football player in blue jersey delivery the monologue. The word ‘power’ flash on the TV screen when it was uttered and then it reappears at the end of the advertisement.
- Y#35** Verbal: Sp(m) – “music is my soul ... soul finds rhythm ... rhythm excites ... excitement is **power**”
- Visual: the artist in black jacket and a blue t-shirt, talking to the audience and interspersed with him dancing in a group similar to a stage performance. The word ‘power’ flashed for a second across the screen when he utters it and reappears on the TV screen on the top right corner with the logo of the company at the bottom right hand corner.

The colour blue and the word ‘power’ coupled with the company slogan reinforce the message that the artist and football player are giving testimonial for Telco Y. The male target audience would be attracted to first example in Set 31 (Y#12) because of the technology mentioned “easy GPRS” and the lyrics of the accompanying the ad “I wanna be free” which promotes the concept of freedom to choose and not to be controlled by people or circumstances. The remaining two examples in Set 31 (Y#35 and Y#36), on the other hand, with the word ‘power’ draw the male audience’s attention. In other words, the artist promoting the service will be an idol to emulate as he is portrayed as a successful, popular artist in the region and who is also popular among young women.

Other examples demonstrate how the mobile service has helped them either by entertaining, making sure that they do not forget important dates or keeping up with the financial market and the world around them. The examples can be found in the following advertisements:

### Example Set 32

**X#3** Verbal: Sp(m) – “... I just love these enhanced games... can download mobile games...play anytime.. anywhere.. games help to keep us alert and quick on our reflexes .. helps me entertain while I wait for my girl friend when she shops...”

**X#5** Verbal: Sp(m) – “.. you know I’m really really really bad at sending greeting cards...they have a whole library of cool videos ... you can record and send your own short video .... I’ll definitely be on time with my greetings this year ...”

**X#6** Verbal: Sp(m) – “.. thanks to video live streaming ... you can get ...Business Centre and Asia Market ...in no time at all you’ll be tuned ...”

The above three examples portray the area of interest as well as the labels used to describe the male gender in that they are interested in games, sports, finances or market changes and forgetfulness. The males are also portrayed as always found waiting while their female partners shop or those who are often labelled as being forgetful of important sentimental dates or events. These portrayals try to depict the accepted norms or perceptions of the male populace therefore, in effect making it easier for the male audience to identify with the celebrity spokespersons.

b) Advertisements targeted at female audience:

The advertisements targeted at female audience would use testimonials from celebrities explaining the use of the mobile service focusing on areas of interest such as connecting with friends and sharing experiences.

### Example Set 33

**X#24** Verbal: Sp(m) – “... affects my music. I’m sure it’s exactly the same for you. That’s exactly how the new music portal from Y functions...whatever your moods are the portal ... it’s like making a new friend... you can even send a song to a friend ... add some excitement to your moods”

**X#24** Visual: celebrity sitting on sofa, presumably in his living room with a laptop on the coffee table and his mobile, showing the audience how to get into the site and use the service via the magnified website windows for the step by step process.

**X#15** Visual: three female celebrities in a living room, on the sofa talking about ring tones.

**X#26** Verbal: Sp(f) – 15 sen with campus zone, remember ...?

Visual: a young lady having a couple of girl friends over to have a cooking session.

In the first example in Set 33 (X#24), the spokesperson is a popular local artist. The evocation of moods and sharing with friends will appeal to the female gender. In addition, the step by step description accompanied by visuals will make the usage of the service seem easy and not too technical. While the second example (X#15) will appeal to the female audience because the spokespersons reflect the normal activities of the young women such as getting together at a friend’s house, sharing and giving advice. Another example of some of the prescribed norms for the female gender is the activity of a few friends getting together to try some recipes. The example of this is found in the third example in Set 33 (X#26). The spokespersons for both the ads above are TV hosts of a programme for the youth catered to female audience.

Other examples of advertisements found in the study that may appeal to the female audience using the testimonial device are:

#### **Example Set 34**

**X#7** Verbal: Sp(f) – “... how to do it you ask me .. well it’s very simple...in no time at all you’ll get the latest bits of celebrity gossips .. hip interviews ... when I’m waiting for my friends to go shopping... excuse me now.. I got to bug everyone I know”

**X#8** Verbal: Sp(f) – “my mobile phone is the centre of my world...I can call my husband or my family ... and have no worries about the cost ... my X mobile and I have a very good relationship”

**X#17** Verbal: Sp(f) – “it’s not easy pursuing an international acting and modelling career ... gives me tonnes of communication... I can talk for even longer ... keeping in touch with family and friends has never been easier...”

In the three examples in Set 34, the female spokespersons talk about what is important to them or close to their hearts that is keeping in contact with family and friends and not to be worried by the cost. The words underlined demonstrate the emotions of the speakers, marking their interests and concerns. Similar thoughts are expected to run through the minds of the female audience. These spokespersons talked about the services and showed the audience the steps to take. The keywords and the steps in flow chart format make the usage of the service seem simple enough even for those who are not technically inclined.

However, in Y#37 from Telco Y, it was not explicitly stated by the female spokesperson. This is a feminine version of the two previous advertisements: Y#35 and Y#36. The word ‘power’ was again emphasised both verbally and visually. The slight difference was this feminine version which delivers the same concept of power from a feminine perspective:

### **Example Set 35**

**Y#37** Verbal: Sp(f) – “Hello, I’m .../ elegance is appeal / appeal ...personality  
emanates elegance / elegance is power”

**Y#37** Visual: the female spokesperson was portrayed in two images: in  
traditional costume dancing and in a modern red evening gown  
holding a fan.

This spokesperson will draw the attention of the female audience as she represents a model of beauty and elegance which the female gender would like to emulate.

An interesting advertisement which a female audience would relate to is found in the example in Set 35 (X#24). A male celebrity was the spokesperson who openly admits his shortcomings as a forgetful person may draw the attention of the female audience. His depiction may call to the minds of the female audience of someone they know, probably male, who is usually forgetful of important dates and events. The message that the new services provided will help the user to keep track and be on time with his greetings may call upon the female audience to act by pushing their male partners to get the promoted services, if not taking the initiative of getting these services for them.

The images of the celebrities using and giving their testimonials or endorsements to services or network which have helped make their lives easier and more interesting, are inevitably recommending the same services to their audiences. The underlying message that the propagandists are trying to convey to the audience is that they should also enjoy these services as testified by the celebrity spokespersons.

The other examples from Telco X especially the first few samples where celebrities were seen talking about how their mobile network has helped them a lot by simplifying their lives. And to help the viewer get the same benefits, they teach the viewer the steps of getting the same services that they are already enjoying. (Advertisements: X#1, X#3, X#5, X#6, X#7, X#8 and X#17). Telco Y had some celebrities to endorse their network as well. They can be found in the advertisements: Y#35, Y#36 and Y#37. Table 4.6 below gives an overview of the ads using celebrity as spokespersons.

**Table 4.6 Advertisements with Celebrity Spokespersons**

<b>Ads</b>	<b>Gender and age of celebrity spokesperson</b>	<b>Background or profession of celebrity spokesperson</b>
X#1	2 men – in 20s & 50s	Younger man – actor Older man – actor, lecturer, management consultant, social activist
X#3	2 men – in mid 20s	Both national hockey players
X#5	1 man – in mid 20s	Actor/writer
X#6	1 man – mid to late 30s	Anchor at a television channel on e-technology
X#7	1 woman – in mid 20s	DJ at a radio station, VJ for Hitz.TV
X#8	1 woman – between late 20s to mid 30s	Model, DJ, VJ and Emcee
X#15, X#26	3 woman – between early to late 20s	TV hostesses of a programme for the youths

**Table 4.6, continued**

<b>Ads</b>	<b>Gender and age of celebrity spokesperson</b>	<b>Background or profession of celebrity spokesperson</b>
X#17	1 woman – in mid 20s	Model/actress
X#14, X#24	1 man – late 20s	Singer/composer
X#25	1 woman	Singer/producer
X#35	1 man – late 20s 1 woman – late 20s	TV programme host TV programme host
X#43 & X#44	1 man – late 20s – mid 30s 1 woman – late 20s – mid 30s	TV programme host of 'breakfast show'  TV programme host of 'breakfast show'
Y#12, Y#13, Y#15, Y#23, Y#27	1 man – late 20s – mid 30s	TV programme host
Y#18	1 man – late 20s – mid 30s 1 woman – early 20s	TV programme host  TV programme host
Y#35	1 man – late 20s	Actor/singer
Y#36	1 man – late 20s – mid 30s	Football player
Y#37	1 woman – mid to late 20s	Actress/model

The spokespersons used in the advertisements fall within the late 20s and mid or late 30s age group. Another observation noted is that the majority of these spokespersons are active or known in the entertainment world such as singers, actors, and TV or radio programme hosts. The second more popular professional background comes from the field of sports such as hockey or football players. These celebrities are chosen as spokespersons for the specific companies' advertisements as they are easily identifiable and their professional backgrounds attract both genders of the public.

#### 4.6.4 Glittering Generalities

This approach is closely related to what is happening in Transfer (see above). Here, a generally accepted virtue is usually employed to stir up favourable emotions. The problem is that these words mean different things to different people and are often 'manipulated' for the propagandists' benefit for example, words such as: democracy, family values, rights, civilization, to evoke the sentiment of patriotism/nationalism.

The concept of family and friends creates a strong emotional response particularly in a community that still regard the importance of family ties and friendship as the basis of a fulfilling life. The strategy is employed to remind or insinuate that a specific product or service can help you maintain contact or give importance to your relationships with family and friends. This was done either through actual verbalization or by way of images portraying these ties. Some of the examples are found in Telco X's "Beautiful world" (ad X#13) and Telco Y 'where you can call or SMS to **your 8 most important people**' (ads: Y#15 and Y#31) for a lesser rate while, Telco Z promotes 'one smart plan for family and friends' (ad Z#12). In summary all three Telcos provide exclusivity by way of cheaper rates either through calls or SMS to "family and friends" in different special packages: Telco X – Activ5, Telco Y – Favourite 8, Telco Z – Z (*prepaid*).

Here are some examples of the glittering generalities device:

a) Advertisements targeted at the male audience:

There were no examples found that are targeted at the male audience, although some samples were found directed to both the male and female audience as the text or visual used cater to both genders. Examples of these are found in: Z#17, X#13 and Y#1.



b) Advertisements targeted at the female audience:

Some of the examples found are:

**Example Set 36**

**Y#15** Verbal: Sp(m) – “.. frequently called numbers...here’s my favourite 2 ...  
call my Favourite 8 for family and friends ... cool huh !  
...”

Visual: celebrity juggling with 8 blue-purple balls in one hand and another  
2 in the other, putting all together and a golden ball formed.  
Celebrity spokesperson throw the ball like a baseball towards the  
audience.

**Y#31** Verbal: VO(m) – “Tasha has a date tonight ... she call her 8 most  
important people ... better ask dad.../ but at 10 sen a  
minute .. could save while calling/ and calling/ ...”

**Y#31** Visual: Tasha at a hair saloon with images of her 8 most important people  
giving her advice.

**Z#12** Verbal: song – “SMS at 1 sen / it’s nationwide / all day / all night / ...”

VO(m) – “just 1 sen per SMS and 15 sen per minute calls to  
friends and family..”

song – “...rock you”

Visual: text of keywords of the offer – ‘1 sen SMS’, ‘nationwide’ and  
symbols for day and night. Keywords and symbols enlarged when  
verbalised.

- Y#14** Verbal: song – “sharing is easy when you can transfer it too / you get a beautiful thing to share / it’s time to share what you’ve got / a little or a lot / it’s time to share what you’ve got”
- Visual: different people requesting and receiving airtime credit transfer: a boy, men and women.

The first four examples in Set 36 emphasize the importance of family and friends, so the Telcos provide the service for cheaper rates to help consumers keep in touch. Another example that draws on the positive feeling of the audience is the concept of sharing. This can be found in the last example (Y#14). In short, the mobile service will appeal to the female audience as the images and the lyrics of the songs allude to things that are practical and logical, and that are especially handy in cases of emergencies.

c) Advertisements targeted at both genders:

Below is an example where the advertisement was used to target both genders of the consumers.

**Example Set 37**

- Z#17** Verbal: song – “I love you ../ not yet begun ../ everything’s quiet / and it’s always you and me / always / forever / you and me / always as forever”

VO(m1) – “hey bro, I know you can do it”

VO(m2) – “at Z we’ve come a long ways since our first hello and we have many more first to come”

- Z#17** Visual: different mini dramas: friends, family, young and old, doing daily normal activities such as being with friends at the coffee shop, with friends or playing games on mobile, at fun fair, at home in the kitchen, at a school concert, with text superimpose across TV screen: ‘my first hello’, first SMS’, ‘my first bubble talk’, ‘my first XMS’
- X#13** Verbal: song – “beautiful world...”  
VO(m) – “using technology to enhance the way we live, work and play”
- Visual: different scenes of people going about their daily activities: leisure and work: playing games, sports, at concert, at office; young and old, single, couple, family and friends. Texts in Malay slip in between: ‘*di sini di sana*’, ‘*di mana jua*’.

The different mini dramas or scenes in the first example in Set 37 will attract both genders as they remind viewers of similar daily scenes of real life situations. The representations depict friendships, old and new, and family ties. A similar strategy was used by Telco X in the second example (X#13).

The example from Telco Y is slightly different in that in the majority of the scenes, the major character is shown alone. Nevertheless, this advertisement also targets the attention of both genders as the scenes portray the interest and preferences of both the genders.

### Example Set 38

**Y#1 Verbal:** VO(m) – “do you see a bird as just a bird? / or do you see freedom... do you see the Internet as just the Internet? / or do you see an infinite library of knowledge?.. / at Y we do not see a phone as just a phone / we see a power tool to manage your life...”

**Visual:** the whole monologue is accompanied with relevant images depicting the text, images of birds, a little girl, a boy, a woman, a man, doing different things. The ad ends with the man meeting a woman who later was in his arms looking up at him and smiling.

The advertisements that appeal to both gender use images or representations that will draw the attention of both the male and female audience. However, it could be argued that most advertisements using the Glittering Generalities device try to portray images of family and friends and these concepts would be more attractive to the female gender as they will be apt at associating positive and warm feelings to the images seen.

#### 4.6.5 Transfer

The transference of an emotion or sentiment via the attachment of an idea or message to a symbol, icon or famous personalities is done through the transfer device. Through this propaganda device, the propagandist or advertiser employs the connection of our respect or patriotism to the ideas or opinions of the propagandist.

There were only two examples found from the advertisements in the data set analysed that could fit into this definition.

a) Advertisements targeted at the female audience:

Here are some examples where the target audience is female.

**Example Set 39**

**Z#29** Verbal: song – “I will follow you ...wherever you go... nothing can keep me away from you .. you are my destiny..”

Visual: an icon was used to portray this loyalty in that the icon is with the user wherever s/he goes and whatever s/he is doing.

The concept of ‘being with you’ reminds us of the quality of loyalty. The icon used portrays this quality. In addition, the lyrics of the song reinforce this quality. This advertisement targets at the female audience because loyalty in human relationships is associated with the female gender, and the word ‘destiny’ can evoke the sentiment of love, which is a strong emotive word also commonly associated with women. The female audience is invited to interpret this advertisement by associating Telco Z with the one loyal true friend or partner in life. In other words, the audience is expected to transfer the projected qualities of love and loyalty and their sentiments to the icon.

b) Advertisements targeted at the male audience:

Below are some examples where the advertisements are targeting the male consumers.

**Example Set 40**

**Y#3** Verbal: Sp(m1) – do you want to get your hands on this baby?  
Sp(m2) – we can help you ...

Visual: two men in suits in and outside the BMW Z23.

This advertisement is meant to appeal to the male audience as men are generally purported to attach more significance to the prize namely the BMW as well as the challenge that involves their favourite sport in order to win the car. The concept of luxury and quality are transferred to the car. The car becomes the symbol of excellence, luxury and comfort as well as prestige.

#### **4.6.6 Name calling**

This is the opposite of the Glittering Generalities approach. This technique ties a person or cause to a largely perceived negative image. This can be conveyed through words or representation by way of linking symbols that recall strong emotions of fear or hatred for example, communism, feudalism, war, terrorists, swastika, capitalism, and so forth.

The application of this device is problematic as it may involve calling another competitor a liar or a cheat or to attach a highly negative symbol to a company to draw upon strong compulsive negative emotions on the part of the audience. The consequence of this is that the company may be involved in numerous lawsuits. Furthermore, the services provided by all three Telcos are basically the same; therefore, it would be difficult to call another fraudulent without implicating oneself. In addition, the companies have to work within a set of laws and code of ethics. It is therefore not surprising that no example was found from among the advertisements in the set of data analysed.

#### 4.6.7 Card stacking

This technique refers to the application of providing information out of its context. Such a strategy could cause misinformation and be misleading to the audience. From the analysis of the 78 gender targeted television advertisements of Telcos in the data set, there was no example found to demonstrate the application of this device.

#### 4.7 Gender Influenced Propaganda Devices

From the analysis of the data, it is observed that there is a difference in the choice of device used by advertisers in targeting a specific the gender of the audience. Table 4.7 below summarises this distinction in view of the percentage of occurrence in the ads using the seven propaganda devices. From the data of this study it is noted that five out of the seven devices were used. However, the popularity of these devices differs in view of the gender of the target audience.

**Table 4.7 Most Popular PD based on Number of Ads According to Both Genders**

Male target audience			Female target audience		
Rank by %	Propaganda device	% of ads analysed	Rank by %	Propaganda device	% of ads analysed
1	Bandwagon	30.0	1	Plain Folks	21.4
2	Plain Folks	14.3	2	Testimonial	11.4
3	Testimonial	8.6	3	Glittering Generalities	7.1
4	Transfer	1.4	4	Bandwagon	4.3
5	Glittering Generalities	0	5	Transfer	1.4
6	Name Calling	0	6	Name Calling	0
7	Card Stacking	0	7	Card Stacking	0
	<b>Total %</b>	<b>54.3</b>		<b>Total %</b>	<b>45.6</b>

Note: PD = Propaganda Devices

For the male audience, the device of bandwagon ranks as the first (30%) and it is followed by plain folks (14.3%), that is, amounting to less than half of the ads for bandwagon. The third most popular device used for male audience is testimonial (8.6%). In contrast, for the female target audience, the most popular device used is the plain folks (21.4%), followed by testimonial (11.4%) and glittering generalities (7.1%). Interestingly, two devices, namely, plain folks and testimonials, are ranked as top three devices used for both males and females. On the other hand, the bandwagon device although ranked as first for males, is in the fourth position for female audience. The bandwagon device makes use of the “herd instinct” that portrays the male instinct to have control and hierarchical order.

Interestingly, the glittering generalities is ranked third for the female audience but was not found at all (0%) for the male audience. This particular device might be used more for the female audience due to its evocation of emotive feelings through words or concepts such as love, family ties and building relationships. It can also be observed that this device of glittering generalities was not used to target specifically the male consumers. This may be explained in that as this device relies on evoking favourable positive emotions attached to a variety of connotative meanings used of words or concepts. Therefore, it was not used to target the male consumers as they will tend to avoid emotive situations.

It can be noted that the first two most popular devices, that is, plain folks and testimonials, that are used to target the female audience carry a total percentage of 32.8%, which is higher than the bandwagon (30%) used to target the male audience. These two devices are in fact almost similar as they both employ personal experiences



in the use of the service. Perhaps, advertisers of this particular service are attempting to cash in on the female tendency to communicate and share experiences with friends and family members. The female targeted audience are shown the testimonials from both common folks and celebrities who act as ‘friends’ talking about their experiences and therefore their advice may be deemed to be reliable and therefore acceptable.

Based on the percentage of advertisements targeted at the two different genders, it is observed that there is an almost 9% more of the advertisements cater to the male audience compared to female audience. The bandwagon device used in the data also relied on attracting the male audience through specific topics such as sports, large number of subscribers to the advertised network and the call to compete in a challenge.

## **4.8 Other Non-linguistic Features**

This section presents other non-linguistic features found in the data which were also analysed as they have significant influence on the two targeted genders. These non-linguistic elements include personalities or spokespersons and the use of voice over.

### **4.8.1 Personalities in the Advertisements**

The use of spokespersons and characters to play out the drama or story is a common and popular technique in advertisements. Both of these personalities become the ambassadors who give their testimonial by either explicitly endorsing the product or implicitly promoting it.

#### 4.8.1.1 Spokesperson

Spokespersons were used to endorse or speak on behalf of the Telcos. Table 4.8 below shows the number of advertisements with and without spokespersons. The meaning of spokesperson for this study refers to celebrity or public figures. Table 4.6 above shows the advertisements with and without celebrity spokespersons.

**Table 4.8 Advertisements With and Without Spokesperson(s)**

Telcos	No. ads without Spokesperson (n = 85)	No. of Ads with spokesperson(s) (n= 26)			
		Male(s)	Female(s)	Mixed (M + F)	Total in %
X	31 (36.47%)	6 (23.08%)	7 (26.92%)	1 (3.85%)	53.85
Y	25 (29.41%)	10 (38.46%)	1 (3.85%)	1 (3.85%)	46.16
Z	29 (34.12%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Total</b>	<b>85</b>	<b>16</b>	<b>8</b>	<b>2</b>	<b>26</b>
<b>In %</b>	<b>100</b>	<b>61.54</b>	<b>30.77</b>	<b>7.69</b>	<b>100</b>

As can be seen in the Table 4.8, Telco Z did not use celebrity as a spokesperson. The majority of the 111 transcribed advertisements, that is, 85 (76.6%), do not use spokespersons but rather characters and voice over. The celebrity spokespersons from Telco X come from various backgrounds and they appear earlier on in the collected advertisements. They were the first few advertisements that demonstrated to the audience how they can get to use the different services offered. Examples of these can be found in: X#1, X#3, X#5, X#6, X#7, X#8 and X#17. Telco Y, on the other hand, uses the same spokesperson for several of their advertisements: Y#12, Y#13, Y#14, Y#15, Y#18, Y#27 and Y#28.

The influence of gender can be seen in the advertisements with celebrity spokespersons. The gender influences noted reflect the stereotype images of both genders either in their attitudes, behaviours or areas of interest. An example of the portrayal of men being forgetful about dates and anniversaries can be seen in X#5:

#### **Example Set 41**

**X#5** Verbal: Sp(m) – “ .. you know I’m really really really bad at sending greeting cards ... I can’t seem to remember on time but with so many options to choose from I’ll definitely be on time with my greetings this year .. if only it were that easy to buy presents ..”

His remark about the wide selection where one can choose from implies the preconceived notion that men do not like to go looking for choices from different places, and that they prefer to get what they want from one place which is, in fact, what the service is offering. His last rhetorical question also portrays another known trait of the male gender which is that men generally do not like shopping, and if given the choice, they would rather be doing something else.

Another issue was also demonstrated in the Telco X’s first few advertisements delivered by celebrity spokespersons. For the male spokespersons the underlying message was that the service helps to make the viewer’s life easier, have some fun, it gives convenience (send to e-mail overseas as well), provide the viewer with the information s/he needs. (X#1, X#3, X#5 and X#6), whereas the female spokespersons mentioned cost and keeping in touch with family and friends. Examples are found in: X#7, X#8, X#15, X#17, X#23 and X#26.

## **Example Set 42**

**X#26** Visual: three young ladies in the kitchen cooking, while one calls her mother for the recipe.

The above examples depict portrayals which are inline with the socially and culturally accepted norms of the gender stereotypical roles and areas of interest. It is important to note that these representations help to portray more down to earth ‘celebrities’ in the sense that they too are like the rest of the population who have similar, if not the same, preoccupations and concerns. This results in the creation of a spokesperson who is more easily identifiable with in the eyes’ of the viewing audience.

### **4.8.1.2 Ordinary Characters**

The use of normal, ordinary characters in the advertisements to promote services is a common practice for the Plain Folks propaganda device. In other words, the normal daily interactions between people using the ordinary people as spokespersons/characters for a service can be seen in many of the advertisements. The usual activities are those such as work and play, meeting friends or your dream girl at the train station and at music concerts. Similarly college or university students are depicted as going about in their daily routines: going for classes and taking a break between classes. Another method of ordinary characters are advertisements using street interviews of ordinary male and female consumers, and different people at work or at leisure. The visual representations of these normal ordinary people with the same interests, concerns and problems can be found for example, in the following advertisements:

### **Example Set 43**

**X#4** : where a young man saw a beautiful young woman at a LRT station;

**X#11**: a girl meets a new male friend but at first too shy to talk, so uses SMS;

**X#13**: ordinary single and couples doing ordinary things: work or play;

**Y#20**: a man being crushed by extra charges for using the mobile

**Y#21**: a woman concerned about extra charges on her mobile phone usage;

**Z#11**: reloading top up (*but the visual presentation is based on sex appeal*);

**Z#23**: use of SMS to ask someone to stop complaining; and

**Z#28**: use the mobile to locate friends and family.

Both the spokespersons and the ordinary characters were portrayed according to the generally perceived stereotypes of the male and female gender whether in their personal and professional habits, interests or concerns as exemplified by the examples given above.

### **4.8.2 Voice Over**

It is noted that a majority of the advertisements, that is, 97 out of 111, used voice over. And from this number, 85 (76.6%) of the 111 advertisements analysed, used the male voice. The male voice as voice over is believed to be the preference due to the assumption that it is the voice of authority. And due to persisting perceptions of gendered professions which were once dominated by the male population, the male voice appears to encourage the notion that the experts in most fields are the male of the community. Therefore, the use of male as voice over seems to promote the credibility of the speaker as the expert and who has the authority to give the facts of the matter.

A similar observation in that the male voice over predominates in television

advertisements has been noted in various studies conducted (Bartsch, Burnett, Diller, Rankin-Williams, 2000).

Another possible interpretation would be that in most society, the male is generally accepted as the head of the family and he is assumed to be the person who gives advices or suggestions which are rational and reliable.

As it is summarized in Table 4.9 below, the propensity of using male voice for the voice over is obvious from the data analysed.

**Table 4.9 Advertisements With and Without Voice Over (VO)**

Telcos	No. ads without VO (n = 14)	No. Ads with voice over (n = 97)			
		Single VO (M)	Single VO (F)	Mixed (M + F)	Total in %
X	7 (50%)	32 (32.99%)	5 (5.15%)	1 (1.03%)	39.17
Y	7 (50%)	28 (28.87%)	2 (2.06%)	0 (0%)	30.93
Z	0 (0%)	25 (25.77%)	1 (1.03%)	3 (3.09%)	29.90
<b>Total</b> (In %)	<b>14</b> (100%)	<b>85</b> (87.63%)	<b>8</b> (8.25%)	<b>4</b> (4.12%)	<b>97</b> (100 %)

However, one of the few female voice over that was found in advertisement X#32 was a soft spoken voice. This slightly emphasised softness evokes several interpretations such as of a mother talking to her baby, an encouraging voice, or a lover speaking to her partner which, in fact, demonstrates the various roles of the female gender as caring, loving, supportive and encouraging their children and male partners.

#### **Example Set 44**

**X#32** Verbal: V(f) – “open your eyes to the next generation of technology .. X  
3G a new vision”

**X#3** Visual: a young woman materialized and walked out of a big TV screen, holding a camera phone pointing at all robotics around her and saying softly ‘open your eyes’ and the result the outer colourless, metallic surface starts to crack and break off revealing humans, a chain reaction effect on all the robotics/droids.

An analogy could be made with the example of a mother waking her baby up from a sound sleep, presumably a female with maternal instincts would have the patience and sensitivity to her child. Another interpretation possible, an idiosyncratic interpretation as Moriarty (1995) puts it, is that the woman can be seen as a life giver, giving life to others (her children) as in this example the rebirth of the robots into humans. In other words, the voice of the female may be interpreted as representing a mother who shows and teaches her children about life and bringing into their lives colours and tones.

Advertisement X#31 has a combination of both male and female voices:

#### **Example Set 45**

**X#31** Verbal: VO(m) – “One day after ... the father decided to give them a  
practical illustration of the benefits of union...”

VO(f) – “X supplementary line”

**X#31** Verbal: VO(m) – “moral of the story...it’s wise to share with your family”

VO(f) – “now just RM5 a month for the first 6 months...”

The two voices taking turns to speak give the connotation of a couple – man and woman, father and mother, complementing and supporting each other. Clearly the utterances of the female voice play the supportive role as in a mother supporting the father, the head of the family, the voice of reason and authority. In analyzing the language used, the male voice portrays itself as the figure of authority which can be interpreted from the lexical items such as ‘decided’, ‘practical illustration of the benefits of union’, ‘if we unite and assist ...if we divide ..’ In short he is teaching and advising his family as it is his duty as the head of the family, in line with the cliché ‘father knows best’. The tone of voice for both of them was soft spoken with soft music in the background imparting the image of caring and the voice of reason and wisdom which was also verbalized as “it’s wise to share”.

In summary, the male voice was preferred as it portrays the voice of wisdom and an expert giving the viewing public expert advice, although the female voice was used sometimes, mainly to depict a ‘mothering’ role.

## **4.9 Conclusion**

In this chapter, the transcribed advertisements of the three Telcos were analysed for gender influences, use of propaganda devices and other non-linguistic features. The following is a summary of the findings.

### **4.9.1 Gender Influence**

It was found that 70.3% which is 78 out of the 111 advertisements in the data set possessed features that appeal to audiences of a specific gender. The advertisements



with the assistance of language, spokespersons/characters and other visual representations portray the stereotypical norms of the male and female gender in terms of language use, preferred activities and professions of the different genders. In this sense, it can be concluded that most of the Telco advertisements on the whole utilise a gendered approach in promoting products (mobile phones and telecommunication services) that are in themselves gender neutral, or not strongly identified with a specific gender. Their strategy of using gender stereotypes to appeal to specific genders can be seen as reproducing and perpetuating these gender stereotypes.

#### **4.9.2 Propaganda Devices**

Out of the seven devices specified in the framework of propaganda analysis, the advertisements seem to concentrate on the use of three devices, while at the other extreme, no obvious examples were found to demonstrate the devices of Name-calling and Card stacking. The three most frequently used devices are, in order of prevalence:

- 1) Plain Folks, which has a third of the gender influenced advertisements (33.3%)
- 2) Bandwagon, with 32.1 % of the 78 advertisements analysed
- 3) Testimonial with 17.9%, that is, 14 out of the 78 advertisements.

The propaganda analysis was applied for both the categories of male influenced and female influenced advertisements in order to appreciate the intersection between the use of propaganda strategies and the use of gender influence strategies. The analysis illustrates the manner in which both the strategies of different propaganda devices and gender influence via stereotypes were used in the local advertisements on mobile phone service providers.

### **4.9.3 Gender based Propaganda Devices**

The analysis of the collected data shows that there is a difference in the choice of propaganda devices used in view of the gender of the target audience. Bandwagon device, which had 30% of the ads, and plain folks (14.3%) were the two most frequently used in targeting the male audience while the device of plain folks (21.4%) and testimonial (11.4%) cater to the feminine audience. In other words, the idea of being part of the crowd and the testimonials by the public were used to draw the male subscribers to the service promoted while the testimonials from common people and celebrities are used to appeal to the female gender. This may be explained in that the female consumers identify with the testimonials and they are more susceptible and willing to seek advice or support from others who are speaking from their experiences.

Another salient observation noted from the data of this study is the absence of glittering generalities device in targeting the male audience. This seems to support the preconceived notion that men do not like to deal with emotions, therefore, this device was not used as it will not draw the attention of the male audience.

### **4.9.4 Other Non-linguistic Features**

The advertisements were also analysed from the point of view of spokespersons, characters, and voice over. It was found that the spokesperson and characters were mainly used to portray the generally accepted stereotypes perceived for each gender. The male and female spokespersons or characters were shown to express attitudes and demonstrate behaviours that are in line with the stereotyped male and female roles. Finally, the dominant voice for the voice over is male in that 85 out of the 111

advertisements recorded and analysed use the male voice. This is because the male voice is generally regarded as commanding authority and respect. The female voice, although seldom used in the advertisements, was used in a small number of the advertisements, mainly depicting a 'mothering' or 'nurturing' role purporting the reiteration of the feminine roles in a society.

The findings of this study concur with previous studies in that the domination of male voice over is significant in advertisements analysed. As Gunter (1995) notes, many advertisers still believe the male voice is more authoritative and convincing than the female voice. In other words it is still believed by some that men should be and are active participants, knowledgeable and authoritative whereas women are not (Gunter 1995:42).

Thus, it is concluded that the Telco advertisements in the data set are discourses of propaganda, which advance their interests through the covert use of linguistic and non-linguistic strategies to influence the perceptions and behaviour of the targeted audience.