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Interdisciplinary Reflection of Contemporary Society

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Patriarchal Universe of Advertising: The Nigerian Example

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KEYWORDS Television; commercial; stereotypes; portrayal; product

ABSTRACT From the purview of the patriarchal universe of discourse theory, the paper examines sex role stereotyping in Nigerian TV. Commercials. An in-depth analysis of TV. Commercials of products in alcoholic and non-alcoholic beverage as well as laundry soap, communication facilities, baby product, confectioneries and transportation categories revealed that female characters were used as sex objects and were made to play the role of mothers and housewives. This portrayal does not, in the opinion of the authors, do justice to the many women who have made their marks in business and the profession hence the paper calls for a correct reflection of the role of women in TV. Commercials. More so since impressionable members of the society are likely to expect conformity with these portrayal thus doing damage to the cause of the womenfolk