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A COMPARISON OF WOMEN'S ROLES AS PORTRAYED IN
TAIWANESE AND CHINESE MAGAZINE PRINT ADVERTISING

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Art
in
Communication Studies:
Integrated Marketing Communications

by
Yi-Chen Yang
December 2004

A COMPARISON OF WOMEN'S ROLES AS PORTRAYED IN
TAIWANESE AND CHINESE MAGAZINE PRINT ADVERTISING

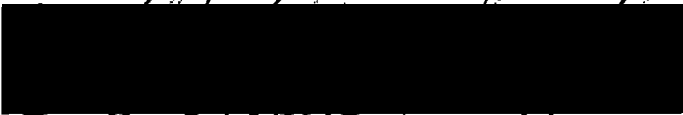
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Yi-Chen Yang
December 2004

Approved by:


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ABSTRACT

Advertising reflects the prevailing attitudes and stereotypes held by society. According to Maxwell (1931), it influences human behavior and persuades individuals to perform specific actions based on the objectives of the campaign. How women are portrayed in the media is a reflection of the social values or lifestyle of a society. Therefore, this project was undertaken to explore the similarities and differences in magazine advertisements directed to women in China and Taiwan. Through content analysis of advertisements in these two countries, the researcher identified how women were portrayed and the social values or lifestyle attributed to them of each society.

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CHAPTER ONE

INTRODUCTION

Advertising in one form or another, is a common element of any society in this century. According to Maxwell (1931), it influences human behavior and persuades individuals to perform specific actions based on the objectives of the campaign. This is particularly true for the advertising industry in the Asian nations of China and Taiwan. According to Pae, Samiee, and Tai (2002), emerging markets in Asia are increasingly affluent; hence, successful entry into these countries is a priority for multinational corporations (MNCs). In Asia, advertising has become an essential ingredient of any integrated marketing communication effort aimed at an intended target market.

However, while Taiwan and China share the same language, their political and economic environments differ. Over a long period of time, these differences ultimately produced different social norms and cultural values in the two countries. For example, Taiwan exerts less control over media and values freedom of speech more than China; therefore, individuals have more choices

regarding mass media than Chinese audiences. One example of a cultural value is how a country or citizens of a country view women's roles in society. Yang (2001) noted that media is like a mirror that reflects the cultural values of a society, hence, the purpose of the study was to examine women's roles in China and Taiwan as portrayed in print advertising.

In China, the government has a system to police media content. Advertising must be examined and approved for publishing through a process of public appraisals which takes place throughout China once a year. Although the government uses this system to approve and control information, the advertising market is still experiencing stable growth in the country (Chang, 1999). Starting in 1979, China began its modernization under "economic reform" and "open policy" (Cheng 1994, P. 169). As a result, China's advertising industry quickly revived, and in a period of twenty years advertising revenue has paralleled the nation's growth with 35% growth rate per year (Chang, 1999).

Compared to China, Taiwan's economic development began earlier. In a recent study of Taiwanese advertising (Chern, 2000), the researcher found that the

liberalization and internationalization of the country's economic policy have led to a prosperous development of its advertising industry since 1984. Since, media restrictions and controls were lifted in the 1980's, the advertising market is competitive and is developing steadily. These changes brought more opportunities for readers to be exposed to various cultures and social norms that were different from their own.

Additionally, the role of women also changed over time in Taiwan. According to Li (1989), a content analysis of Taiwan's newspaper advertisements from 1960 to 1989 found that women were featured most in medical, department store, and restaurant advertisements, more than prior to 1960. According to Wu (1995), the percentage of ads featuring primarily women is increasing. Furthermore, the images of career-oriented women in print ads are on the rise while traditional stereotypical images are declining. According to Chern (2000) "Uncertainty avoidance", "power distance" and "femininity" are the main cultural values manifested in Taiwanese magazine advertisements. Furthermore, the manifestation of collectivism has decreased as westernization has enveloped the country (Chern, 2000).

Although previous studies regarding women's roles and advertising exist for China and Taiwan, they are focused solely on one country or another. To this point no research has focused on comparing the two countries regarding how women are portrayed in advertising. Therefore, findings from the research will assist MNCs in advertising efforts to two very different Chinese cultures.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The literature review focused on three areas: 1) women's portrayal in advertising; 2) women's portrayals in Chinese and Taiwanese advertising; and, 3) how cultural values are reflected in advertisements in China and Taiwan.

Portrayal of Women's Roles in Advertising

During the past two decades, the portrayal of women in advertising has been an active area of study. According to Lysonski (1985), advertising often reflects the prevailing attitudes and stereotypes held by society. Moreover, advertising has been accused of depicting women as mere sex objects or as servile agents responding to men's needs (Lysonski, 1985). Such research indicates that the most common stereotypes of women in magazine advertisements portray women as sex objects, as "decoration", as dependent upon men and/or as lacking the ability to make important decisions (Lysonski, 1985). However, the portrayal of female roles has changed over

time. While research findings in the 70s indicated some perceived improvements in advertising's treatment of female roles (Schneider & Schneider, 1979), the use of traditional female stereotypes (e.g., women as primarily domestic types, sex objects, subservient to men, etc.) continued in the 1980s (Soley & Reid, 1988). Due to the increasing number of women in professional positions and the social pressure on advertisers from the growing strength of the women's movement, the 1980s saw an increasing emphasis on contemporary roles for women in ads (Soley & Reid, 1988).

The literature indicates two significant changes. First, stereotypes still exist, but have changed and second, women are more used to talking to other women (Soley and Reid, 1988). At least five studies in the 1980s focused upon content analysis of women's portrayals in advertising. One of the earliest studies (D'Amico & Hummel, 1980) evaluated portrayals of women in television commercials. D'Amico and Hummel (1980) studied commercials that aired between the period of 1971 and 1976 and compared them to commercials that aired in 1980. They found that when comparing ads in the 70's and 80's, women in contemporary roles appeared to reverse in the

70's when compared to the 1980 commercials where women were actually portrayed in traditional stereotypical roles. Concurrently, Lysonski (1983) examined the portrayal of women in magazine ads and found that advertisers between 1974 and 1979 had responded to social pressures and trends by portraying women more often as career-oriented individuals engaging in nontraditional activities. Lysonski (1983) also found that women were being portrayed as less dependent on men while men were being portrayed as less dominant over women such as authority figures. Further, Soley and Reid (1988) compared the depiction of women in 1964 print ads with 1984 print ads in general interest magazines and found an increase in the portrayal of women as sex objects in 1984 compared to those in 1964.

In addition, Ferrante et. Al. (1988) evaluated prime-time television advertising and found that advertisers used more female voice-overs and female spokespersons in advertisements. However, women were still being predominantly portrayed in the home while men were more often portrayed in a business setting. Mays and Brady (1990) compared portrayals of women in seven general readership magazines for the years 1955, 1965,

1975, and 1985, and found that between 1975 and 1985 women were shown less in the home and more in social and business settings as well as in decorative depictions. But, consistent with Soley and Kurzbard (1986), the researchers found that the number of women in sex-object roles had not decreased.

Some studies have focused on the relationship between women's roles and particular products. According to Whipple and Courtney (1985) the appropriateness of role portrayals for the product and particular market segments is an important factor in attracting consumers to purchase. For example, traditional role depictions may be better tolerated for household goods; however, ads for women's personal grooming products would more likely require a career-oriented female model. Therefore, marketers should notice the changing role structure in the society (Ford & LaTour, 1993). For example, according to Lysonske (1985), advertisers can be concerned about model/gender-product interactions, female role setting depictions, and the degree of liberated-ness to develop appropriate marketing strategies. The communication effectiveness of role portrayals is found to be a function of model gender-product congruence, appropriate

role setting, and liberated-ness and realism of the portrayal (Lysonske, 1985).

Portrayal of Women's Roles in Taiwan and China

In a content analysis of newspaper advertisements from 1960 to 1989, Li (1989) found that Taiwanese women appeared more in medical, department store, and restaurant ads than other areas. However, findings indicated that they still played a decorative role rather than as spokespersons. For example, in one particular medical commercial, a woman was shown holding the product but a man communicated the features of the product. As time went by, the role of women in magazine advertisements changed dramatically. According to Wu (1995), the percentage of advertisements featuring mainly women in Taiwan was on the rise. Moreover, more career-oriented women were featured in TV commercials, while traditional stereotyping of women was diminishing.

According to Yang (2001), in China women's roles have also changed. The 20th century marked a striking manifestation of social change and an awakening of women in Chinese history. Due to internal and international exchanges, Chinese women today understand that their

liberation involves many struggles. With a feudal system in place for over 2,000 years, China has a deep tradition of women's oppression. However, women continue their campaign to strive for social equality and to protect their rights. Whatever the twists and turns, women in China are committed to increasing their opportunities and look forward to the years ahead (Yang, 2001). According to Xuzhou (1999), social change and the awakening of women have also affected women's roles in advertising so women have more opportunities to appear in commercials or print advertisements.

Cultural Values in China and Taiwan

Cultural values are understood as the differences in learning and thinking patterns of consumers which are instrumental in developing a successful marketing campaign (De Mooij, 1998). Miller and Gelb (1996) found that studying ads tell something about values in many ways since cultural values are often reflected in ads. Two categories of existing literature have studied cultural values in the advertising context. One is focused on the individualism and collectivism framework in the content analysis of advertisements and the other

applied modernity as a consumption value that has been promoted in Chinese society (Hofstede, 1980).

Regarding consumption values in advertisements, Hofstede (1980) and Triandis (1995) conceptualized individualism and collectivism as cultural patterns, or syndromes, that represent broad differences among nations. Research demonstrates that this individualism and collectivism framework has important implications for advertising content (Hofstede, 1980). According to extensive cross-cultural research (e.g., Hofstede 1980; Triandis 1995), China, Korea, and Japan are considered collectivist societies. In an individualistic culture, people pursue personal goals instead of group goals, especially when there is a conflict between them.

The influence of a nation's cultural values on the content of ad appeals is studied in cross-nation comparisons, especially between Eastern Asian countries and the United States (Hofstede 1980). Content analysis of magazine ads indicated that Korean ads tend to use more collectivistic appeals, whereas American ads tend to use more individualistic appeals (Han & Shavitt, 1944; Kim & Markus, 1999). Kim and Markus (1999) compared Japanese ads with American ads and found that cultural

values tended to reflect the dominant cultural orientation of the country where it runs.

Cultural values reflect life style, language and women's social status. In China, advertising is becoming more important as a result of rapid and vast economic growth in recent decades. Consumers' lifestyles have changed to include purchases of luxury goods and dining in premier restaurants. Advertising in China is now a major industry with ads covering the whole country via buses, TV, billboards and radio. China's advertising industry remained surprisingly robust amidst a worldwide recession in ad spending and slashed marketing budgets of multinational firms (Chang, 1999). Steady market growth in China has stemmed from three main factors: (1) membership in the WTO (World Trade Organization); (2) perceptions that China's economy was weathering the global recession better than other markets; and, (3) those in the advertising industry were becoming more experienced in the field (Chang, 1999). The publisher of the report, Access Asia, believed that China's total ad spending for 2001 was close to \$5 billion USD (Chang, 1999).

Language

Language as a social product, mirrors society and records its history (Yang, 2001). The notion that language is in some sense a mirror of society has for some time been a primary theoretical idea in sociolinguistics and cultural studies (Hayakawa, 1963). According to Hayakawa (1963), language expresses and symbolizes social reality in its syntactic and semantic systems. It sets a structure for individuals' thoughts and it is also the record of a society's history and culture. In this respect, interpreting language within its social-cultural context can help explain not only the social organization of a society but also the beliefs and practices of its members. Therefore, when researchers conduct research of print advertisements, they must also pay close attention to the analysis of the written word.

There are many words in the Chinese language that have a female element in them, but sexism can be equally allocated. In fact, the Chinese language displays a bias against women both in the structure of words and their connotations. The Chinese language, an ideographic language with syntactic and semantic systems, provides a vivid picture of China as a sexist society (Yang, 2001).

Yang (2001) found when analyzing word formation of the Chinese language, the subservient and derogatory position of Chinese women arises in written form. Many old sayings in Chinese illustrated how women were degraded and discriminated against as second-class citizens and demonstrated how Chinese culture reflected a sexist society.

Lifestyle

According to Tai and Tam (1997), significant differences exist among female consumers in Hong Kong, China, and Taiwan. These differences are reflected in nine areas: (1) women's role and perception, (2) family orientation, (3) home cleanliness, (4) brand consciousness, (5) price consciousness, (6) self-confidence, (7) addiction to work, (8) health consciousness, and (9) environmental consciousness. Tai and Tam (1997) found that although the women studied in the three groups were heavily influenced by Confucianism, they were also affected by western culture to varying degrees. Thus, the three groups were found to have a mixture of traditional and modern values. Hong Kong women were found to favor a more modern view of the role of women than their counterparts in China and Taiwan (Tai &

Tam, 1997). However, women in China, especially younger ones, are quickly adopting new values and western ideas. As a result of their research, Tai and Tam (1997) predict that female consumers in Greater China will become increasingly similar to each other in their lifestyles in the near future.

Women's Roles

The value of women in China has changed in the last 20 years. The declaration that women and men are equal in China was written into the constitution and the government has done much to improve the situation for women and to emphasize the value of girls. Women have emerged as catalysts in public, economic, and political movements, although this not evenly developed between urban and rural areas. Today, each family is still allowed to have only one child and many families have come to accept the birth of a girl as an equal happy event as that of a boy (Xuzhou, 1999). However, in rural areas, many families continue to regard the birth of a girl as something less joyous than that of a boy. Despite the increasing value of women in China, there are still challenges.

In Taiwan, according to Wang (1997), since 1985 more and more women have delved into their careers. One reason for this was the Feminist movement that peaked between 1985 and 1995. Because the geographic division of Taiwan is small compared to China, the differences in lifestyle and viewpoints are not apparent between urban and rural areas; hence (Wang, 1997), feminism could be developed more evenly in Taiwan than China. In addition, because of a lack of birth control, the notion that boys are more valuable than girls grew more outdated. Finally, the sign that the feminist movement is in its maturity is the fact that the first female Vice President of Taiwan was elected during Taiwan's 2000 Presidential election.

CHAPTER THREE

RESEARCH QUESTIONS

The literature states that advertising reflects the prevailing attitudes and stereotypes held by society. How women are portrayed in the media is a reflection of the social values or lifestyle of a society. Given the above, the researcher developed three questions as a basis for the study:

RQ1: What are the differences in the portrayal of women in magazine advertisements between China and Taiwan?

RQ2: Do the differences between the advertisements reflect cultural value differences between the two countries?

RQ3: What kinds of cultural values influence the portrayal of women in magazine advertisements in China and Taiwan?

This project was undertaken to explore the similarities and differences in magazine advertisements directed to women in China and Taiwan. Through content analysis of advertisements in these two countries, the researcher identified how women were portrayed in the two

countries. As a result, strategies can be developed to assist MNCs in marketing to these two countries.

CHAPTER FOUR

METHODOLOGY

Introduction

The researcher employed content analysis of magazine advertisements in China and Taiwan. According to Frey, Botan, and Kreps (2000), the primary goal of quantitative content analysis is to describe and count the characteristics of messages embedded in public and mediated texts. It is a powerful method for analyzing texts that is useful to researchers, practitioners, and consumers. In addition, as Kolbe and Burnett (1991) pointed out, content analysis can support and make a meaningful contribution to theory development. The contribution can be in the form of data collection when theoretical underpinnings are lacking. The researcher can handle a large amount of data and investigate the effects of variables on the content of messages. It would be an appropriate method implemented to explore the research questions.

Sample

In this study, the selection of the magazines was based upon matching magazines from Taiwan and China regarding their publishing zones and editorial styles. The researcher selected magazines that were published both in China and Taiwan; specifically, women's magazines were the basis of the research for this study. According to the China Market and Media Study (2001), more women models appear in women's magazines than other kinds of magazines. Therefore, women's magazines provided the researcher more samples to analyze. Selecting magazines published in the two counties ensured that the target audiences and magazine category of the select magazines were the same. Although the magazines had the same title in China and Taiwan, the versions and advertisements were different. Therefore, on the basis of the information provided by Taiwan and China Media Study (2002), magazines chosen included: *Coco*, *Cosmopolitan*, *Barzar*, *Lady*, *Miss* and *Sugar*. Professional media monitoring data from China Market and Media Study (2001) demonstrated that the six magazines are targeted to women. In addition, the six magazines are published both in China and Taiwan. Therefore, the selection of the six magazines was

appropriate as a representative for advertisements relevant for the purpose of this research.

Ads were selected from the six magazines of the two different areas, China, and Taiwan. The ads were pulled from Chinese magazines such as *Cosmopolitan*, *Beauty* and *Barzar*. In Taiwan, advertisements in *Coco*, *Beauty*, and *Cosmopolitan* were used. A total of 200 ads were selected randomly among the magazines for evaluation. Ads was selected for the months of March, April, May and June 2004. Duplicate advertisements (same or similar creative work) for the same brand and any without female models were excluded.

Coding Instrument

The researcher adjusted the instrument on the basis of two content analysis classifications: the Resnik-Stern Content Classification System and the coding categories identified by Frith (2004). The instrument was used to evaluate the advertisements on eight informational cues. The print ads were categorized by type of product or service such as personal care, telecommunication, food and beverage, retails, hardware, home appliances, laundry and household products, medicine, clothing and

accessories, business-to-business, electronics, entertainment and banking and finance (APPENDIX). The purpose was to determine in what kind of ads the women models were present. Language was the other important element used for evaluation. Languages included (1) English, (2) Traditional Chinese, (3) Simplified Chinese, (4) English and Traditional Chinese, (5) English and Simplified Chinese, (6) Traditional Chinese and Simplified Chinese, (7) Japanese, (8) Japanese and Traditional Chinese, (9) Japanese and Simplified Chinese, and (10) Japanese and English. Also, advertisements were evaluated on presence of family and whether women were present. The eight cues used in the research included information on the model's racial type and dress. Furthermore, advertisements also were evaluated on presence of man.

Coding Procedure

Three Taiwanese graduate students living in the United States were recruited to code the advertisements. Coders were not aware of the research questions. Coders executed both practice and actual coding.

In the practice coding phase, coders were trained together extensively over several hours to apply the coding instrument in a large set of advertisements (50 magazine ads). These 100 magazine ads were not included in the final sample.

In the actual coding procedure, one student was assigned to code Taiwanese magazines, while the other coded Chinese magazines. Two coders worked independently of each other. After they finished their assigned magazines, they exchanged their tasks. One who was assigned to code Chinese magazines coded the Taiwanese magazines and vice versa. The researcher then calculated the percentage of agreement between the two coders' results. Their codings were highly related (showing 70% agreement or more), the ratings will be considered reliable. According to Frey, Botan, and Kreps (2000), this method is called intercoder reliability. A third coder resolved disagreements, if present, between the first two coders. If the agreement was lower than 70% between the two independent coders, the researcher specified more precisely the categories being coded and provided them with more training before proceeding to the actual coding of the ads for the study.

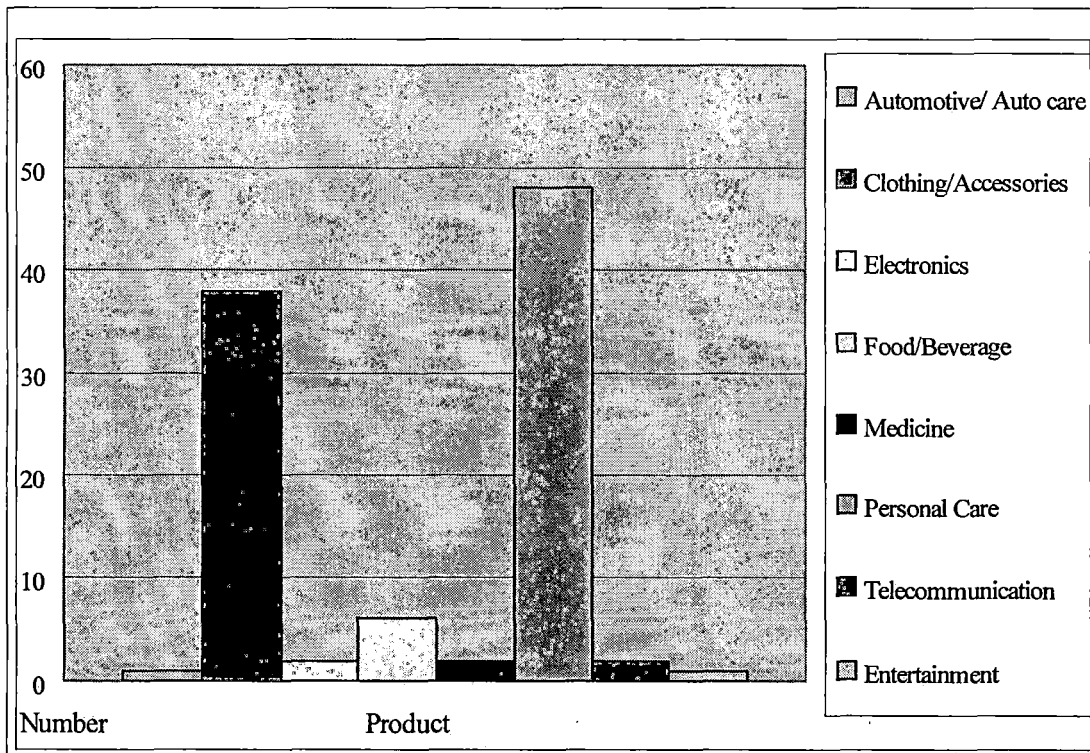
CHAPTER FIVE

RESULTS

Taiwan

One hundred ads were content analyzed according to the previously mentioned instrument. The product/service categories represented are presented in Table 1.

Table 1. Summary of Products of Taiwanese Ads Analyzed



The products featured in the ads were personal care products (48%), clothing, and accessories (38%), followed by food and beverages (6%). Moreover, hardware, pet food, home appliance or furnishings, laundry and household, banking or finance, educational, non-profit organization, restaurant and real estate were not present among 100 ads sampled. This shows that woman models were restricted in some specific products in Taiwanese magazine ads.

The greatest majority of the ads (75%) used traditional Chinese characters; however, 45 percent of them combined English and traditional Chinese. Similarly, two ads combined Japanese and traditional Chinese together. Moreover, some ads (23%) used English only. The amount shows that Taiwanese customers are familiar with English in their daily life; therefore, advertisers may be confident in using English in the marketing strategies.

In addition, the appearance of families was slight (3%) in Taiwanese magazine ads. The majority of the ads reviewed (97%) involved no families. One of the reasons for the relative lack could be the fact that the target market for the magazines selected were primarily single women from age 17-35. The other reason may be that thought of feminism is on the rise in Taiwan. More and

more woman value their own life rather than forming a family.

Although the majority (45%) of models were presented in non-traditional activities, some models (25%) were presented as sex objects. However, most ads (56%) that used a sexual appeal were for personal care product; 40 percent were for clothing/accessories products. Only one telecommunication product used a sexual appeal. Women in clothing ads were shown in dependent roles (24%) and as sex objects (26%); however, the majority of women (37%) were presented in non-traditional activities. Fifty percent of women in personal care ads were presented in non-traditional activities and 29 percent were presented as sex objects.

In addition, how a woman model was presented related to how a woman model dressed in the ads. For example, the great majority (80%) of models were presented as sex object as shown in their dress. Half of the models (50%) presented were dressed as professionals in suits. Moreover, (80%) of the "other" category were personal care products where the focus as on the models' face and tended to ignore their dress in the ad. Half (50%) of the women models were Asian while 42 percent were Western

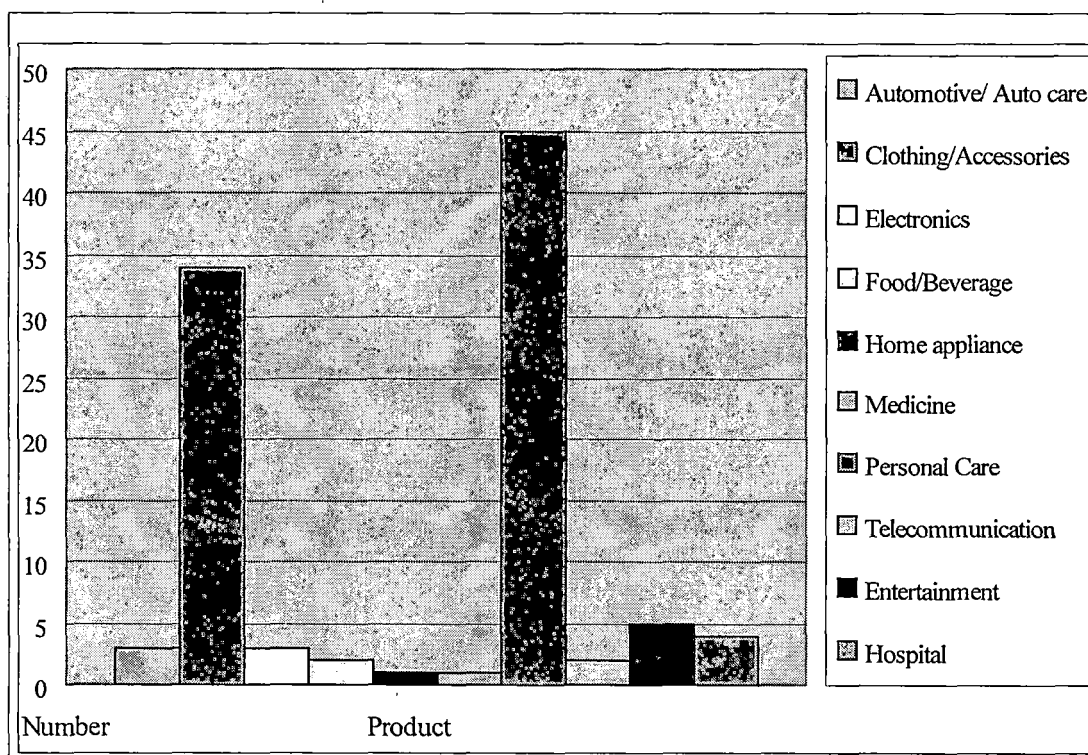
models. This shows that Taiwan accepts Western dressing or styles.

Male models were shown in four ads of clothing/accessories ads (50%) and telecommunication ads (50%). In addition, the man played the object of woman's affection (25%) and as background (25%) in the four ads. In four ads women served as the object of men's affections. Even given this, women still have the power of buying decision even though males shown in some ads.

China

One hundred ads were content analyzed according to the previously mentioned instrument. The breakdown of product categories analyzed is presented in Table 2.

Table 2. Summary of Products of Chinese Ads Analyzed



The majority of products were personal care (45%) and clothing/accessories (34%). There was only one ad in the category of Home appliance/Furnishings and Medicine. Ads for hardware, laundry and household, pet food, real estate, banking/finance, educational, non-profit organization and restaurant products were not present at all.

The majority of the ads (69%) used the simplified Chinese language. However, 18 percent of ads for clothing and accessories used English. Indeed, some of the ads

were in Chinese but the name or slogan used English characters. This situation is very common especially in the ads for personal care or clothing and accessories. Even products from China name the brand in English. Further, only one ad (1%) used a combination of Japanese with simplified Chinese language. Interestingly, four ads used the traditional Chinese language.

Families appeared in just three ads studied. Those ads appeared in totally different categories, auto, electronics and personal care. The majority of personal care products (48%) and clothing/accessories (43%) included women presented as sex object in the ads. Clothing/accessories (19%), electronics (7%), food/beverage (4%), home appliance/furnishings (4%), hospital (11%) and personal care (56%) women were presented as dependent. Finally, automotive/auto care (3%), clothing/accessories (42%), food/beverage (3%), personal care (36%), telecommunication (3%) and entertainment (14%) women were presented in non-traditional activities.

In addition, the great majority (78%) of models were presented as sex object and were dressed in a sexy way. Models (52%) presented in non-traditional activities were

dressed seductively. There was only one model dressed professionally and presented as career oriented. However, as in Taiwan, personal care products such as skincare and cosmetics focused on the model's face and tended to ignore their dress in the ad.

Forty-four percent of women models were Asian while 52 percent were Western. Male models were presented in only nine ads. They were shown in four ads for personal care (44%) products. However, the majority of male models (67%) were presented as background, 11 percent presented as the object of woman's affection or attention or 22 percent presented as the woman being object of a man's affection. Moreover, women still have the power of buying decision even though there were male models shown in the ads.

CHAPTER SIX

COMPARISONS AND CONCLUSIONS

Differences

Based on the content analysis, there were some similarities and differences between the two countries. Findings showed that there were three major differences in the ads regarding the portrayal of women's roles. The first difference focused on how a woman was presented in the ads. Although models of Taiwan and China were presented primarily in non-traditional activities, China's models were presented more in dependent portrayals than Taiwan's. One of the possible reasons is that the feminist movement is in the maturity stage in Taiwan, and women prefer to have their own job and seek to have economic independence. This is also the reason why a large number of Taiwan's ads featured women as career oriented, shown as equal to man, and non-traditional activities more so than in China's magazine ads.

Second, regarding the model's dress, although models in Taiwan magazines were presented as sex objects more so than China, the manner was not communicated in dress as

in Chinese ads. Taiwan's advertisers used facial, and emotional expression to create sex appeals in ads. However, China's advertisers created sex appeals just by letting models dress in a sexy way but not focused on emotional expression. On the other hand, models in Taiwan magazine ads were dressed more professionally than in Chinese ads. Generally, the dressing style in Taiwan was presented free from affection.

Finally, both of China and Taiwan advertisers chose Western models as spokespersons. The proportion of Western and Asian models in the two countries was nearly half and half. This revealed again that China and Taiwan are occidentalizing.

In addition to the differences focused on the portrayal of women's roles, there were some other cultural differences among findings of Taiwan and China magazine advertisements. For example, the characters, and language used in the ads varied. Taiwan advertisers frequently used English only in a single advertisements as compared to China, which did not use this practice as often. One of the possible reasons is that Taiwan was occidentalized earlier than China.

The findings also showed that among the ads in the two countries, ads in China rarely stated the price of the products as compared to Taiwan. This may be because of business practices in the past couple of decades. Most organizations as well as consumers in China are still very susceptible to prices presented in ads. Therefore, it is important for marketers to design a proper pricing strategy if thinking of doing business in China and determine if a price should be given in advertisements.

Similarities

In addition to differences, there were some similarities of women's portrayals between the two countries analysis. First, given the concerns of Asian women, ads for skin care focused more on whiteness since women are conscious about the fairness of their skin as compared to Americans. In addition, female models in both countries were shown with flawless complexions but also were very skinny. It revealed appreciation for the same standards of beauty for the two countries. Second, there were few family scenes in all ads analyzed in both countries. Although Chinese ads had more family scenes than Taiwan, the percentages were still very low. People

in the two countries now regard women's independence more important than before. Women's roles in each country's culture are expanding to include career orientation as a positive role for women. This revealed a kind of change of social value in a whole society.

Other similarities included brand names, particularly, international ones such as Channel, Louis Vitton, and Gucci. These ads focused on image building and little copy in the ads. These international brands used a standardized approach in advertising to these two countries. Also, English was the only language used in most of the ads for international brand names in China and Taiwan. Although Chinese is the official language in the two countries, different ways and characters were used in each country to communicate with each other. Advertisers should not see the two countries as one because each country has its own political and cultural background, language, and dialect and therefore, marketers should adjust their marketing strategies accordingly. Whereas international brands employed image advertising, domestic products used more copy and colors. Further, their ads were presented more as advertorials so

consumers would read it as a part of the regular content of the magazines.

CHAPTER SEVEN

LIMITATIONS AND RECOMMENDATIONS

There are two limitations and challenges in this research. First of all, this study focused only on women's roles in magazine advertisements. Other research can focus on women's roles in commercials or other kinds of media and to compare the results between the two countries.

Secondly, because the publication system of magazines in China is not the same as in Taiwan, selecting the appropriate magazines for the study was difficult. For example, some magazines are not published in every city in China due to the nation's poverty gap and due to the fact that the regions are not always well-connected to one another because of their geographical size. However, this problem does not exist in Taiwan. This disparity means that selections of magazines need to take this into account to minimize this problem as much as possible. This will enhance generalize ability of the results. Future studies on this topic should focus on women role portrayals in different geographical areas in China, for example, by choosing sample magazines from

magazines published only in those cities. That will yield further information regarding women stereotypes within China and provide information regarding the speed of change in cultural values in the different areas of the country.

APPENDIX
CONTENT ANALYSIS INSTRUMENT

Number _____

Brand Name _____

1. Product:

- ☐ Automotive/ Auto care
- ☐ Clothing/Accessories
- ☐ Electronics
- ☐ Food/Beverage
- ☐ Hardware
- ☐ Home Appliance/Furnishings
- ☐ Laundry and Household
- ☐ Medicine
- ☐ Personal Care
- ☐ Pet Food
- ☐ Real estate
- ☐ Telecommunication

Service:

- ☐ Banking/Finance
- ☐ Educational
- ☐ Entertainment
- ☐ Non-profit Organization
- ☐ Restaurant
- ☐ Telecommunication

2. What kinds of characters, language are used in the commercial?

- ☐ English
- ☐ English and Traditional Chinese
- ☐ English and Simplified Chinese
- ☐ English and Japanese
- ☐ Traditional Chinese
- ☐ Simplified Chinese
- ☐ Simplified Chinese and Traditional Chinese
- ☐ Japanese and Simplified Chinese
- ☐ Japanese
- ☐ Japanese and Traditional Chinese

3. Dose Advertisements Involve a Family Scene?

- ☐ Yes
- ☐ No

4. How is a woman presented?

- ☐ Dependency (e.g., need male's protection, need support)

- ☐ Housewife
- ☐ A woman as a sex object
- ☐ A woman in Non Traditional Activities (e.g., making buying decision, having activities outside the home, playing sport)
- ☐ Career Oriented
- ☐ A woman shown as equal to man
- ☐ Other, please specify_____

5. Models' Racial Types

- ☐ Asian (Including all Asian models from Singapore, China, Taiwan, Hong Kong. Japanese are also coded into this category because their looks are similar.)
- ☐ Western (This racial type includes all races except Asians.)

6. Models' Dress

- ☐ Professional
- ☐ Classic (elder in casual).
- ☐ Ingénue (young in casual)
- ☐ Seductive (The model is tastefully dressed)
- ☐ Demure (The model is dressed in a sexy way)

7. Is a male shown in the ad?

- ☐ Yes
- ☐ No

8. If so, what role in the ad does the man play?

- ☐ Object of woman's affection or attention
- ☐ Woman is object of man's affection or attention
- ☐ Background (there, but not prominent)

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