



CONVENTIONAL IMPLICATURE ON GENDER STEREOTYPE IN ADVERTISEMENT-POSTERS IN PAKISTAN

Maleeha Shahzadi

(M.phil scholar (UMT))

Lecturer at Government College of technology Railway road, Lahore

Maleeharashed4@gmail.com

Shumaila Ahmad

Lecturer of English, PhD Linguistics (scholar-UCP)

Department of Linguistics and Communications

University of Management and Technology, Lahore

Dureshahwar khan

M.phil scholar (University of management and technology)

dureshahwarkhan149@gmail.com

Anam Ashfaq

M.phil scholar (University of management and technology)

Lecturer at Govt Ayesha associate college (W) timber market Lahore anamashfaq312@gmail.com

Abstract

This study investigates the conventional implicature' role in extending gender stereotypes by advertisement posters in Pakistan. It is a pragmatic concept which refers to the additional meaning that is understood and communicated by the audience but is not explicitly stated in the propositional content. by examining the selected posters of advertisements from different sectors, this research examines and identifies the implied messages that underpin traditional stereotypes and gender roles. The findings of this study will uncover that these advertisements utilize linguistic and visual cues that that communicate beliefs regarding societal roles, behavior and attributes. This stereotypes in Pakistani advertisements by conventional implicature not just mirror but also underpin present gender biases in society. This study covers the need for an evaluation which should be critical of advertisement practices and promotes how inequality is shown through advertisements.

Introduction

Implicatures help us communicate better without having to say everything directly. In 1975, the philosopher H. P. Grice first used the term. Implicature is a term which is present in pragmatics. Implicature conveys the meanings that are implied, which speakers' conveyed or in advertisements beyond the literal meanings. In Pakistani advertisement context, these implicatures extend the traditional stereotypes of gender roles expectations and societal norms. The investigation of implicature in Pakistani gender stereotype advertising posters provides a perceptive look at how society views gender roles through implicit messages. Implicature is the process of conveying meaning subtly, sometimes even concealing the content of a statement (SARI, 2019). Pakistan is a country which has various societal norms, and rich heritage of culture that gives distinctive panorama for investigating representations of gender. In Pakistani advertisement posters stereotypes of gender are often portrayed by textual and visual elements which implicitly communicate attributes, roles, and behaviors which are appropriate for women and men. These advertisements support and maintain the social standards that are already in place in addition to reflecting them. The gendered implicatures have a significant effect. They affect how society

views gender norms and expectations, which in turn affects how people behave and view themselves. The purpose of this study is to analyze the implicatures found in Pakistani gender stereotype advertisement posters and show how these subliminal signals uphold established gender standards.

Background of the Study

People these days are very fond of communicating with implied meanings people frequently employ encoding to subtly communicate the intended message. According to linguist Paul Grice (1975), implicatures are a subfield of pragmatics that deal with what is indicated in speech even when it isn't either stated or clearly implied. According to SARI (2019) Grice's theory divides implicature into four categories, conventional implicatures are the first. the conversational implication and the conventional implication are quite different, with the former consisting of more precise literal meanings. Windels, K. (2018) is of the view that anyone who thinks it would be good to lessen future stereotyped depictions should be aware of experts' opinions regarding whether and how stereotypes communicate. The fast improvement of data innovation comes about social systems as media to convey messages (Widiana, 2014). There isn't many research that discuss the implicature issue. Amrullah (2015)'s library research on implicature types offers a full description of the different types of implicature, making it one of the points of view. In addition, Rahayu and Safnil (2020) have conducted a number of studies on the impact of various forms of intervention on students' day-to-day lives. Two categories of implicature were found to be used by students in their everyday conversations as a consequence of this study. There is still need to research conventional Implicature on gender stereotype advertisements posters in Pakistan.

Research Objectives

- To examine the nature and prevalence of Conventional Implicature in Advertisements Posters in Pakistan that represents Gender Stereotype.
- To investigate in Pakistani advertisements, the potency of current industry practices in conveying gender stereotyping.

Research Questions

- What are the general conventional implicatures that are used in Pakistani advertisement posters to underpin stereotypes of gender?
- How potent are the current industry practices in mitigating and addressing stereotyping of gender in Pakistani advertisements?

Literature Review

Ross, A. (2012) points out that The study of pragmatics is additionally practical, within the sense that it concentrates on the impacts of use of language in particular social settings. Catherine, et al (2021) says that implicature can be considered as the foremost aspect within the course of an effective discussion. According to Birner, B. J. (2012) implicature can be characterized as an

articulation that infers meaning over what is said. In this manner, to deliver implicature, a speaker must not straightforwardly say what he or she implies. SARI (2019) in their study which is based on the analysis of the speech from the film *500 Days of Summer*, comes to the conclusion that implicature refers to the speaker's meaning when the speaker makes an implied statement.

Advertisements carry an incredible potential to impact our lives as they are made to meet specific ends. Matthes, et al (2016) says that gender stereotyping in TV commercials is a global phenomenon. Representation of stereotypes in advertisements is able of shaping oblivious attitudes among individuals towards any gender and their capacities. Bussey and Bandura, (1999) points out that ads offer a framework for defining and understanding gender roles and viewers' opinions on what is normal and desirable (Bandura, 2009). According to Collins, (2011) various discoveries from content examinations show that stereotypic role of gender depictions is predominant in mass media and, particularly, in TV advertisements. Windels, K. (2018) figured out professionals believed that stereotypes were effectively used when they were overturned or questioned in ads. Stereotypes were very wrong when they made people think negatively about others.

Many of the advertisements shows “woman with the sole obligation for cleaning”; an advertisement that proposes a particular movement is improper for boys since it is characteristically related with young ladies, or vice versa. As it is also related to our second advertisement used in this study. According to Collins, (2011) various discoveries from content examinations show that stereotypic role of gender depictions is predominant in mass media and, particularly, in TV advertisements. Hu, J. (2023) figured out that compared to men, the gaze and aesthetic discernment of female is more concentrated and conspicuous. Females experience distinctive circumstances within the prepare of mass communication in contrast to men, and research on this social wonder has been exceptionally wealthy. Karsay, et al (2020) are of the view that advertisements are attributed a vital effect on the socialization of roles of gender. A stereotype of gender is a preconception around qualities that are or got to be had by men and women.

Stereotypes of gender can be negative and positive. Hu, J. (2023) are of the view that the development of female pictures in advertisements is impacted by stereotypes, and female pictures are intentionally debilitated. The most reason for this marvel is that men have dominated society. Petrina, I. (2019) figured out that items and services are sold via businesses that are separated by their brand characters. Brand personality is transferred to the customers by advertising. That's why advertisement gets to be one of the promotion instruments that's commonly utilized by most companies. Rhea Singh (2023) claimed that the depiction of genders in promoting, particularly advertising, can in numerous ways be disparaging, sexualizing and objectifying. By more than once coming to consumers, notices can considerably impact their discernments. Petrina, I. (2019) conduct a research in which she also gets the opinion that Women are more appealing and prettier when their complexion is fairer. In images, the girls' fair, bright skin makes them appear more attractive. Whereas a few advertisements may be instructive, others strengthen gender norms by standing by them.

Research Methodology

This research is based on qualitative data collection method. Qualitative technique is used to analyzed and interpret the data. This research is exploratory and descriptive that investigates and gives more profound experiences into real-world issues. Deductive research approach is used in this study. Purposive sampling method is used which gives deep analysis of the advertisements that how the advertisements evokes the gender stereotypes and framed the individuals thinking. Research philosophy of this research is a combination of critical theory and interpretivism, in short holistic approach is used. Theroretical framework which we have chosen is Conventional Implicature for the study of “gender stereotype advertisements posters in Pakistan”, which is proposed by Paul Grice in 1975.

Data Analysis and Discussion

Advertisement 1: Zubaida Apa Whitening Soap



Imagery and Tagline:

- **Tagline:** "Ab gora hoga Pakistan" (Now Pakistan will become fairer).
- **Visuals:** Zubaida Apa is in the ad she is famous for her household expertise and tips. She is a respected women of Pakistan.

Conventional Implicature Analysis:

- **Fair Skin as Ideal:** The name of product and tagline highlights an idea that having a fair skin is equates and advisable for beauty. The idea that this implicature gives is that people, specifically females, have a dream of having lighter skin tone.
- **Socially Acceptable:** Zubaida Apa is the spotlight of the poster, she is a well-known and trusted character, which makes the product trustworthy and indicates that using the soap would attain acceptance and social approval. It implies that having a fair skin give rise to a good social standing.

- **Norms of Cultural:** This advertisement represents the cultural biases which were deep-seated that lighter skin has more value over darker skin. In the context of South Asia, it is considered that fair skin has beauty and higher social status, extending colorism.

Gender Stereotype:

- **Beauty and Women:** This ad implies that primary concern of a women must be their looks, specifically they have to achieve fair skin. Moreover, it is maintaining the stereotypes which societal standards has defined that worth of a women is concerned with her physical glamour.

Advertisement # 2 (laundry detergent Bonus Tri-Star)



Dialogue and Visuals:

- **Visuals:** There are females who are actively promoting and using a laundry detergent. Also women in domestic settings are discussing and using the detergent.
- **Messaging:** The concern is on the achievement and satisfaction of getting clothes which are clean.
- **Dialogue:** Females are having conversation about the benefits of detergent in maintaining the clothes clean and the potency of detergent.

Conventional Implicature Analysis:

- **Expertise of Household:** The competent and knowledgeable women in using detergent are shown which implies that household's managing cleanliness is their realm skill.
- **Perfection from Domestic Victory:** The expressions of achievement and satisfaction imply that women feels good when they do their household chores skillfully.
- **Responsibility for Cleanliness:** Implied meaning of the ad is that it is the role of women to make sure that house would be clean and maintained. This implicature underpins the stereotype that females were responsible for and seen naturally suited to domestic chores.

Gender Stereotype:

- **Roles of Caretaking:** women were supposed to take care of the homes and responsible for doing house chores.

Emotional Satisfaction: The ad portrayed the women as they are emotionally satisfied from domestic chores that women becomes satisfied and joyful if they become successful in household in accomplishments rather than in personal or professional achievements outside the house. It is because our society thinks that if a woman is capable of holding house then she is elegant and skillful.

- **Domestic Roles:** the add highlights the stereotypes that it is the responsibility of women to do house chores and not men. It emphasizes traditional roles of gender of females as homemakers and caretakers.
- **Influence' Limited Sphere:** This ad limits the capabilities and perceived roles of female by just focusing on domestic chores along with ignoring their possible grant in public and professional spheres.

Conclusion

The comprehensive analysis of gender stereotypes in Pakistani advertisement posters shows a pervasive and consistent boosting of the traditional roles of gender expectations of society. By implicit cues and explicit messages, these advertisements extend the roles of women as a narrow view and imprisoned them to domestic spheres and just implying that they are value for their physical appearance. The advertisement of whitening soap, for example, "Ab gora hoga Pakistan" and Zubaida Apa's endorsement highlights the preference of society for fair skin. It is not just implying the belief that lighter skin is valuable than darker skin but also conveys that physical appearance of a woman is her worth. The employ of respected and trusted person like Zubaida Apa further validates biased notion which suggest that getting fair skin is the source of social acceptance and standing. Likewise, the detergent's advertisement as Bonus Tri-star highlights the stereotypes that women are the caretakers of the houses. These ads show women as they are experts in household chores and showing their achievement and satisfaction in doing these tasks which conveys the notion of house duties and responsibilities are just of women. In these ads the interactions and conversations between female implied that their fulfillment and accomplishment lies in household management. The portrayal of females in these types of stereotypical roles has vital suggestion for individual aspiration and societal



norms. These stereotypical ads promote the traditional gender roles which restricts the opportunities for women in their professional lives and various fields. These ads maintain the stereotypes which makes it challenging for females to get away from these restrictions and chase big ambitions. These whitening soaps ads extend the 'colorism' which have bad impacts on our society and make people self-doubting and effect their self-esteem. The advertisements which are analyzed underscores that there is urgent need to challenge and address gender stereotypes in media. To cultivate a more comprehensive and adjusted representation of sexual orientations, advertisers ought to endeavor to delineate females and males in different parts that go beyond traditional task. Media is responsible for spreading these traditional gender roles that women should have fair skin in order to look beautiful and household chores are only the duty of women. Media can also play crucial role in encouraging equal perception of gender roles and challenging societal norms. This change is important for giving confidence to people to pursue their ambitions free form any traditional stereotypical constrains and for extending equality of gender in all spheres and fields of life.

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