

**AUDIENCE PERCEPTION OF FEMALE MODELS IN ADVERTISING
MESSAGE (A STUDY OF “ALWAYS ULTRA” COMMERCIALS) IN
ENUGU METROPOLIS**

BY

EZE, SAMUELLA

MC|2010|432

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, CARITAS
UNIVERSITY, AMORJI-NIKE, ENUGU
ENUGU STATE**

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TITLE PAGE

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**A RESEARCH PROJECT SUBMITTED TO THE DEPT OF MASS
COMMUNICATION FACULTY OF MANAGEMENT AND SOCIAL
SCIENCES, CARITAS UNIVERSITY, AMORJI-NIKE, ENUGU**

**IN PARTIAL FULLFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF BACHELOR OF SCIENCE DEGREE
(B.S.c) DEGREE IN MASS COMMUNICION**

Declaration

I, Eze Samuella hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in mass communication.

Eze samuella

Date

Certification page

I certify that this study was carried out by Eze Samuella c. it was approved by the department of mass communication, caritas university, Amorji-nike, Enugu as meeting the requirement for the Award of Bachelor of science, B.sc (Hons) mass communication.

Mr. D.U. Agboeze.

(Project supervisor)

Mr. D U. Agboeze

(Head of department)

External examiner

Date

Date

Date

Dedication

This work is dedicated to God Almighty, for his favor upon me throughout my academic stay in Caritas University Amorji-nike Enugu.

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My sincere gratitude goes to my patient and outstanding supervisor Mr. D.U Agboeze the HOD mass communication department, caritas university Amorji-Nike Enugu; I say may the good lord continue to bless you abundantly. Also to my other wonderful lecturers Mrs. Tina Obi, Dr Eluwa, Mr. Jude Edeh, Dr Ferdinand Obasi, Mr. Felix Ugwuanyi, Mr. Godwin Okoye, Mr. Clifford Nwaonu, Mr. Uche and Bro Gentle mass communication department caritas university Enugu, I say thank you and may God bless you all for the academic and moral impact you have inculcated in me.

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Abstract

This research work is aimed at analyzing Audience perception of female models in advertising message (a study of always ultra commercials). The research method used was survey method and questionnaires being the instrument. The findings from the questionnaire shows that the audience, especially those in Enugu metropolis, now have positive perception of female models with the aid of the “Always ultra” commercials they watch on their TV sets, after the findings, the researcher recommended that advertising regulatory bodies should scrutinize adverts properly before they are shown on TV.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

For any organization, advertising is one of the most important marketing activities, in modern economics; advertising occupies an important market position. The industry (advertising) has grown to become an important economic entity supporting lives of millions of people in the world. Advertising is not only an economic activity, but it articulates, different ideas, attitudes and values, which shape out social life and consumption patterns. Therefore, it can be said that advertising has become and form by virtue of signifying practices. Advertisements, articulates meaning to words and images although this depends on how we interpret them.

Advertising is such a strong influence in our society that it determines our needs, what we care about, how we raise our children, what our interests are and so on. Advertising plays a role involving a number of relationships, power and satisfaction; in this light, advertising has over the years used women as a tool/ implement to persuade consumers into buying a product and portray the woman beautiful and desirable. As noted by Puranik(2011) “advertising is nothing, but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsors with a view to disseminate information concerning an idea, product or disseminated is called advertisement.

In present day marketing activities, hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Areas (2008) said that “advertising is the structured and composed, no-personal communication of information , usually paid for and usually persuasive in nature, about products, services, and ideas, by identified sponsors, through various mass media like television, billboard, newspaper, magazine, with the aim of creating awareness”. This definition has a close link with that of Dominick (2007), which says that “advertising is any form of non-personal presentation and promotion of ideas, goods and services, usually paid for, by an identified or known sponsor. Advertising makes use of various media to reach out to the consumers across the globe”. Thus it is seen as the process of persuading potential customers to buy products or promote its services. Wikipedia (2011) give way that any organization that wants its products to be known and looked for, has to create awareness through advertising.

Wilson, cited in Asemah (2010) said that advertising is controversial in nature and that in the early twentieth century, people clamored for the regulation of advertising. Believing much of it was exaggerated and untruthful. The United Nations conference on women recognized the importance of the mass media on the image of women/ female models. As noted by Ingham (n.d), television is widely known to represent and reinforce the main stream ideology of contemporary western culture: particularly. While television representations of women have changed greatly in the last twenty years alone, in other to accommodate the changing role of women on the society, one is led to ask how much the ideology has changed behind the more modern representations of women. If this is the case, then it is important for us to question how real the representations of women are on television and how this affects the attitudes of those who watch. Some of the most watched and perhaps influential genres of television viewing are advertisements and soap operas, in a world where women are numbered greater than men, can television be said to reflect the world as it is or dictate it?

Limipinnian (n.d) avers that gender representation on a small scale has always been important for one to understand what it means to be male or female. Looking at it in terms of advertising (possibly considering the most important aspect, powerful and influential medium in this ever-increasing commercial society) is to look at it with a more serious eye from the image inflicted upon us in the patriarchal mass media that surround us, it is assumed that we have been encouraged to mould ourselves into a set ideal. For a woman, that means having beauty, elegance, passivity and good domestic ability. One of the reasons televisions is resistant to the messages as conflicting with women's desire to consume. Advertisers do not want to present to the audience a liberated woman, because this new woman does not want and thus, will not buy their products. For this reason, the paper critically examines the perception of the audience of female models in advertising messages, using "always ultra" commercials as the study.

Understanding the concept of advertising

It is any paid form of non-personal communication link, initiated by an identified marketer, to establish or continue exchange relationships with customers and at times, with other stakeholders. Companies advertise to: build awareness, position a product/brand, build preference, and differentiate their products/ brands. Dominick (2007) sees advertising as any form of non-personal presentation and promotion of ideas, goods and services, usually paid for by an identified sponsor.

Wikipedia (2011) gave a comprehensive definition of advertising thus:

Advertising is the process of persuading potential customers to buy products or promote its services. It is also the branch of marketing that deals with communicating to customers about products, brands, and services. Advertising is a type of communication used to persuade an audience (viewers, readers, or listeners) to take some action with respect to products, ideas or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various traditional media, including mass media such as newspapers, magazines, television commercials, radio advertisements, outdoor advertising or direct mail or new media such as website and text

Therefore, the real message, aim/objectives of advertising is effective communication and understanding between producers and consumers.

1.2 Brief history “Always ultra” product/commercials

“Always” began in test market in Minneapolis, Minnesota in January 1983. At that time (3) pad types were introduced: maxi pads, minipads, and pantliners. The ongoing market share objective was 25%; by October/November “always” had a 21.5% share; year (1) was 18.9%. The target audience were women between the ages 12-49. Test market result indicated “always” could achieve a 22.5% going share nationally. Competition at the time was intense. Johnson and Johnson was the market leader. Competitive response includes new product line extensions, products improvement, and heavy competitive promotional spending. “Always” also spent very heavily at the time. Consumer awareness of the product was low; consumers who tried “Always” like it, except for the pad.

By 1984, “Always” was in national distribution at that time there were (4) four pad types: maxi pads, Minipads, thin minipads and pantliners. National expansion results were mixed: market share was 14.8% vs. the 16% objective key issues included in-market distribution and out of stock problems to meet the original 22.5% objective. Additionally, awareness among pad-using women was 82% compared to test market at 89%. Television advertising started 7-2-84 and samples were mailed including a coupon. In 1986, “Always” plus was introduced into the US representing the first line of feminine hygiene pads with panty protectors on the side where leakage is most likely to occur. In 1991, “Always” ultra was introduced into the US market. The ultra pad incorporates a novel super sober technology for feminine hygiene protection. In Europe, the general expansion of the full “Always” product line, including “Always ultra” and pantliners also began.

1.3 Statement of the problem

It is important to know that advertisements increasing sophistication and sophistry are clearly evident

In today’s world, sophistication is manifested in attention grabbing advertisements copies, which virtually compel recipients to pay undivided attention. The primary stereotypes, is the portrayal of female models as sex objects. Women are often presented in limited roles because of the perception that they are not dependent and do not fit into the business votes or authority settings, they are portrayed to be more feminine. Men or male models are usually placed above the female models, because they (male models/men) are seen as calm and perfect for such roles. Therefore

the study is after the perception that is how the audience views female models or their thoughts of them in passing advertising messages.

1.4 Objectives of the Study

The objectives of the study are:

- a) To examine the role of female models in advertising messages.
- b) To find out audience perception of female models in advertising messages.
- c) To determine the effect “always” ultra commercials has on the advertising perception of the audience.
- d) To find out how “always” ultra commercials have portrayed female models to the audience.

1.5 Research Questions

- a) To what extent have female models passed advertising messages?
- b) How has “always ultra” as a product helped in terms of advertisements, to portray advertising messages to the audience?
- c) How has “always ultra” commercials influenced the audience?
- d) In what way manner does the audience see female models?
- e) Do models have negative or positive impact in advertising?

1.6 Scope of the Study

The essence of this research work is to study how “Always ultra” as a product and its advertisements/commercials has aided audience perception, of female models in passing advertising messages in Enugu metropolis. The study covers the various commercials run by the

“always ultra” company and how it has helped the audience in making their choice, or giving their opinion on what they think of female models.

1.7 Significance of the study

The study will help to determine the extent of knowledge of audience and likewise their attitude towards commercials both on radio and television. Also, the research helps to ascertain the importance of electronic media especially the television as a media of bringing about people’s awareness innovation. As a result of this research/study, it helps to educate the audience on the benefits include positive view of female models in advertising messages, and the importance of the product been studied to the audience and finally eliminating the thought of female models as only sex objects and not product promoters.

1.8 Operational definitions of Terms

The following terms where used and is defined as follows:

Audience

Perception

Female models

Audience perception

Commercials

Advertising

Audience: a group or number of people that come together to watch, listen, or read the same thing.

Perception: it is an idea, belief, or an image you have as a result of how you understand the true nature of something.

Female models: a lady or woman that showcases a product/service.

Audience perception: what a group of people think of the true nature of a thing.

Commercials: it is connected with showcasing goods and services and making profit.

Advertisement: a notice, picture, or film telling people about a product, job, or service.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter is a review of literature to the topic “Audience perception of female models in advertising messages (a study of always ultra commercials)”.

The chapter is organized under the following headings.

2.2 Review of Concepts.

2.3 Review of Related studies.

2.4 Theoretical framework.

In this aspect, the following concepts were reviewed

2.2.1 Advertising.

2.2.2 Audience perception of female models in advertising messages.

2.2.3 Always ultra commercials and portrayal of women.

2.2.1 Concept of Advertising

By now, we must be familiar with the various aspects of journalism and mass communication. In the first course of mass communication programmes, we have had a discussion on the concept of communication news, principles of editing e.t.c. you are exposed to a variety of advertisements in newspapers, in hoardings, listen to radio advertisements, on the television. There are also a variety of advertisements, on the World Wide Web. Have you ever

wondered how the world of advertisement works? What is advertisement? In this unit, the concept, objectives, and functions of advertising will be discussed.

Advertisements have become an integral part in today's marketing scenario. In earlier times, advertisements were not given as much emphasis as it is being given today. The institute of practitioners in advertising defines the term as "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Here we have a combination of creativity, market research and economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically. According to oxford dictionary the word "to advertise" means "to make generally or publicly known". Describe publicly with a view to increase sales. It presents and upholds the ideas commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers.

Advertising as a concept is a product of the increased commercial transaction, and competitive marketing strategies. Every propagatory means to promote a concept or services is a form of advertisement. It is form of communication like any other process of sending across the message, which can be called medium to reach the masses. Whether in TV, radio, newspaper or magazine, the advertisement is a significant part which could be described as life and blood of that medium. Newspaper or TV programmes cannot be filled only with advertisement. It has to be interjected or interspersed into creative or entertaining activity, depending upon viewership or acceptability or readership of the programme or newspaper. The value or rate of advertising varies with the returns from advertisement, the media survives and prospers.

Justice P Souwanth and P.K. Bandhyopadhyay, in their advertising law and ethics, traced the history of concept of advertising to: “the simplest form of advertising was that of the street criers and the peddlers, who went about selling their wares. The pulpit, the platform, the street meetings, and the village gathering were the other modes of spreading the word. The peddlers as well as the prophet resorted to it, one sold his wares, the other his ideas/views. Both had to persuade as large a number of people as possible to take up what they had to offer and were always in need of appropriate means to attract maximum number of people. Therefore, it is true to say that advertising in its commercial sense was born when trade and industry became an organized activity it was not unknown earlier”.

Referring to positive aspects of advertising the Mac Bride commission appointed by the UNESCO for studying the field of communication and its problem all over the world observed that:”it is used to promote desirable social aims, like savings and investment, family planning, purchase of fertilizer to improve agricultural output, etc. It provides the consumer with information about possible patterns of expenditure (in clothing and other personal needs, in house purchase or rental, in travel and holdings, to take obvious examples) and equip him to make choices; this could not be done, or would be done in much more limited way, without advertising small scale ‘classified’ advertising which in the aggregate, fills almost as much space in some newspapers as ‘display’ advertising by major companies is a useful form of communication about the employment market, between local small businesses and their customers, and between individuals with various needs. Finally, since the advertising revenue of a newspaper comes from multiple sources, it fosters economic, health and independence, enabling the enterprise to defy pressure from single economic interest or from political authorities”.

The commission also pondered over the problem of big players in advertising especially imported advertising in developing countries like Nigeria. It says “in this situation code of conduct in advertising becomes more difficult to enforce. Therefore, advertising is seen by many developing countries; it brings too many people alien ethical values: it may deviate consumer demands priorities; it affects and can often deform way of life and lifestyles. Moreover, the threat to withdraw advertising by private interests or by a government can jeopardize press freedom”. It is in this content the need for regulation of advertising arises.

Advertising may be broadly divided into broadcast advertising and non-broadcast (or print) advertising. One of the most important tasks of research wing of an advertising agency is to select the right media, right region and right language for the advertisement of the good and/or service of the advertiser. The commonly used media are:

1. Newspaper and periodicals
2. Television channels
3. Radio jingles and informative talks, discussions e.t.c aiming at specific target audience
4. Outdoor signs
5. Direct mail
6. Internet

The purpose of advertising is to sell something- a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness. Mathews, Buzzel, Levitt and Frank have listed some specific objectives of advertising which are:

- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help sales man, by building an awareness of a product among retailers
- To create a reputation for service, reliability or research strength.
- To increase market share.

Functions of advertising

Advertising has many and varied functions or roles. Generally these functions could be grouped and categorized as the following:

1. Marketing communication: one of the secrets to the success of advertising is it's continuity in one way or the other. All advertising is aimed at promoting new and existing products for example; there are everyday products such as matches, soap, coca-cola e.t.c, which have been on the market for generations.
2. Educational function: advertising discharges some educational function like getting to know about illustrations, colors and ideas and also how to express specific issues in clear terms.

3. Social function: advertising is a “socialite” (okoro, 1995). Advertising exploits the contexts of friendliness, partnership, togetherness, e.t.c to push for the acceptance of product.
4. Economic function: advertising informs consumers about the quality and availability of product and services, and by so doing, it promotes the spirit of enterprise and competition which in turn leads to advancement of national economy.
5. Information dissemination: this is the major function of advertising. It disseminates information about products in persuasive terms. It informs the consumer about where to get the product and how to use the product.
6. Cultural dimension: the culture of people is simply defined as people’s way of life. Here, advertising transmits certain cultural values across the world. In this dimension, culture represents the medium which is the message.
7. Political function: politics is communication and communication is advertising. Since political campaigns have to be couched in persuasive terms to win the electorate over, advertising has a unique role to play in the process of delivering political messages to the electorate.

2.2.2 Concept of Audience Perception of Female Models in Advertising Messages’

Published literature, discussions indicate that there is a significant increase in the advertisements in recent times. Portrayal of female models in these advertisements in various media such as print, television, outdoor is a cause for concern. The commonly made observation are that the women are perceived/seen as glamorous objects, they are shown as dependent on

men, are shown in traditional mundane roles as housewife, teacher, nurse, mother. They are rarely shown as decision makers or in power as accomplished women. Some advertisements are felt to be obscene or vulgar and degrade the dignity of women.

In a paper entitled “women in advertising: representation, repercussions and responses” published in November 2009, the authors, Maurice Patterson, Lisa O’Malley and Vicky Story, have said that the representation of women in advertising has been the subject of discussion and debate over four decades with advertisers standing accused of utilizing inappropriate and degrading stereotypes. According to API (institute of advertising practitioners in Ireland) it makes no commercial sense for advertisers to promote negative images of female model/women.

In a recent study to measure the attitudes of young women to sexually objectified advertising, comparison was made with similar surveys carried out in 1991 and 2000. Respondents agreed that females were portrayed as sex objects in advertisements, but were less offended by these showcase than female respondents in 1991. The same study further states that in advertisement sex has become more explicit, more over showcase of women as sex objects. (Henthorne and Latour 1995, Mayne 2000). Results of the study in 1991 showed that women were still critical of the way in which they were portrayed in advertising. Women still thought that advertisements treated them as sex objects, showed them as fundamentally dependent on men and found the portrayal of women/female models as offensive. According to this sample of women, an offensive advertising campaign would have a negative effect on company image and purchase intention. (Ford, Latour, and Lundstom 1991).

In yet another article titled “image of women in advertising: dynamics and consumers perceptions, the author Pruvli say that, the history of images of women in advertising goes back

to the 19th and beginning of 20th century. Products advertised with the images of women were like cosmetics (talcum powder and soap) or sweets and drinks (tea, coffee, chocolate). The perfect house wife was one of the key figures in advertising though the goods promoted may not necessarily be household goods. The image of women as a sexual figure is more recent. It is also necessary to note that all over the world women in advertisements during the period 1920 and 1990 have become progressively thinner. The female models in the advertisements have been extraordinarily attractive and unrealistically thin, as per the same article stated above.

“Thin images among college age Women ”

Normally, women possess more flesh than men; this is connected with their motherhood function. “For much of human history, this characteristic was admired, sought after, and celebrated in the arts.” Currently women with fat struggle to fit the waif-model image which has persuaded the media. The most well known effect of the influence of “thin effect” upon the attitudes and behavior of the young women was published ten years ago in the “journal of communication”. The study by Myers and Biocca in the year 1992 states: “the research indicates that both media messages and the target audience of younger females place a high value on physical attractiveness”. They are constantly compare themselves to the unattainable images of the super models. However, as late researchers showed eating disorders and body images are still the main pre occupation among young girls in the western world.

According to Naomi wolf, “a generation ago atypical model weighed 8 percent less than the average woman; more recently she weighs 23 percent less. Models are now thinner than 95 percent of the female population”.

One general conclusion from the US based research is quite sad: idealized images have negative impact on attitudes, perception and behavior among young women. The use of women body in ads is essentially a cheap trick that marketers use instead of making more thoughtful arguments on behalf of their products”.(Jacobson and Mazur 1993). Many women find the ads disregarding and insulting to their being.

Self comparison with the extra ordinary thin model products dissatisfaction with one’s own body image, increases anger and depression and reduces self esteem. In most cases these investigators used a direct response stimulus model (short term or natural exposure to advertisements containing thin models, Fang and Wan and Wells 2002).

Media critics argue and research and supports that women are consistently portrayed in narrowly defined rules that over emphasize beauty and sexuality while de-emphasizing intellect ability and occupational reality.(Lazier a Kendrick 1993).

Advertisements can be called measure of opinion as if expressed by the heads of the society but at the same time it also forms it.

On the other hand, advertising gurus believe that the so called indecent representation of women plays an important role in brand recognition. For example, condom adverts, delta soap adverts, have more impact on the audience when such representation is done as it is provocative.

According to Alan Collaco, secretary general, ASCI, “the complaints against indecent representation of women has gone from about 4-5 a year to only one last year. Advertisers are more sensitive these days. The products against which complaints have been received are deodorants and inner wears. There has been a case of clothes ware where the ad headline captioned “you’ll melt once inside” read in conjunction with a woman in a provocative was

considered indecent as it was likely to cause grave and wide spread offence. It should always be remembered that any indecent representation of women doesn't help.

The bold representation of women in advertisements can be done only if it is associated with the brand and is relevant to it. Mostly such advertisements don't contribute much to the sale of the product and are restricted to brand recognition and recall.

2.2.3 “Always ultra” commercials and portrayal of female models

When we view the “always ultra” commercials or advertisements, there is no doubt that they gave a positive portrayal of female models. This could be clarified ranging from the school students (female models) who used full clothes and while moving rhythmically to the beat and one of them stands to look at the girl's outfit if there was any stain, and the other giving her assurance that there is no check until after the 8hours. In another commercial students distract the teacher with their noise and gets her attention to the reason for their noise which is the product they are advertising giving the teacher and the audience a reason to buy the product, in the end, the teacher also joins in to showcase the product and give assurance of its reliability.

The female models which are the students used , gives a good light of women/female models in advertising, because public or audience does not perceive them as sexual objects but models, trying to advertise a product, service or brand which is “Always ultra” toiletries for ladies. Here, they are not seen as provocative and sexual stimulators but as message disseminators and product brand/brand promoters.

2.3 Review of related studies

One key study related to the present study was reviewed studies on gender role portrayal in advertisements have attracted the interest of researchers and scholars on a global scale over the past few decades. (Nassif and Grunter 2008).

Much research has been conducted on the portrayal of men and women in advertising. Advertisers are often criticized for portraying stereotypical gender roles, and particularly for depicting women as dependant (such as home makers). Or decorative (such as sex objects). The purpose of the study on which the article is based was to identify current roles of women in advertising on selected South-African channels. This led to the topic, “The portrayal of women in South-African television commercials”.

The result of the research indicates that woman/female models as a product user was most prevalent in South-African television advertising, as it featured in the majority (25.7%) of the analyzed commercials. The second most portrayed in a career or work related role in fewer than 12% of the commercials as the sample. The role category that was represented, the least often was the sex object (0.8%).

It is worth nothing the relatively large “other” role category (13.0%). This led to the decision to investigate the type of roles identified in this category. This process entailed that any role portrayals that were classified as “other” was provided with a descriptive term. For example, a woman depicted as dancing was termed “dancer”.

Thereafter the descriptive terms were examined in order to combine those that were similar into one category under an umbrella term. These descriptive terms were then tested on the basis of specified role criteria. The criteria included the basis of specified role criteria. The

criteria include the character (her appearance, manner, focus and action), the props (supporting elements), the setting (indoor or outdoor) and the product.

The incidence of the category was also considered in determining the suitability of the category as a possible new role. Lastly, new role were identified based on the criteria and incidence. This process uncovered two more roles namely the client or shoppers and the spokesperson.

The spokesperson is inherently an opinion leader that links the mass audience to comprehensive information on the product, which assists consumers in decision – making as well as differentiation between conflicting brands. The shopper is a portrayal of woman /female model as decision makers often depicted in buying environment.

2.4 Theoretical framework

The theoretical frame work as chosen by the researchers for this study is based on the individual differences theory. The rationale for selecting this theory variously described by Akinfeleye (2008) as “theories in human development” An Aina (2003) as “media effect theory”; is that the theory bothers on mass media reactions to the media messages. Since this study examines the audience perception of female models in advertising messages using “Always ultra “as a study in Enugu metropolis, this theory suits the profile of this research study.

Individual difference theory

This theory was propounded by Henry De Fleur 1970. De fleur posits that we humans are genetically, biologically, physiologically, and psychologically different and therefore we shall respond and behave differently even as identical twins will still behave differently; no matter eth levels an similarities of their identities to media messages(Akinfeleye 2008).

In responding and behaving differently to advertising or mass media messages as the case may be, individuals consume mass media or advertising messages to satisfy their needs. The needs may be for information (e.g. providing statistic about players and the team), integrative (offering a sense of belonging to a group of similarly interested people), effective (e.g. by providing excitement) or escapist (helping to release pent up emotions).

This theory, according to Onabajo et al (2008) assumes that:

1. Mass media audiences are made up of different people (i.e. in terms of psychographic characteristics).
2. Number of mass media audience will react to the same media messages in different ways.

This is because of the difference in their psychographic characteristics.

In other words, this theory rejects the notion of uniform reaction to media fare as given by the LauletTheory.

It states that the audience reaction or behavior to media messages differ in attitudes, personal preferences, perception values need and the psychological makeup of individuals.

It clearly points out that people use media fare selectively because messages contain stimulus that interact with the specific personality feature of the audience , hence creating difference in perception, cognition and responses (Aina 2003).

Therefore, Onabajo et al (2008) states that;” the psychological processes, selective retention, selective attention and selective exposure help an individual to decide what to pay attention to, what to see or perceive from that which he attends to “.

What this means is that the audience or viewers of “Always ultra” commercials based on their biological, genetic, physiological and psychological differences will show different viewership behavior to female models and advertising messages which is the media message in this research.

2.5 Summary of Literature Review

This chapter review covered the product and area of research from the perspective of the general overview of female models and “Always ultra” commercials/adverts in passing negative or positive perceptions to the audience at large in Enugu metropolis as the area of focus.

From the literature review, the study done by the researchers reveals that as at 1991 the perception of the female models in advertising were negative but in recent times they now see the female models as trying to pass positive information, irrespective of the way it is being portrayed.

Many Africans especially us, Nigerians, see these adverts as expository and not viewable, but for the present time it should be seen that the product companies like “Always ultra” has been able to prove that it is not only expository but passing knowledge or promoting the brand and goods and services.

The researcher also believes the new area of study should strive to find out the possibility of new and positive mass media message design that could be equally responsible as they are informative.

In conclusion, the review centered on the “mass communication theory”, individual difference theory as it has direct bearing to the study which is “Audience perception of female models in advertising messages (a study of “Always ultra commercials) in Enugu metropolis.”

CHAPTER THREE

Research Methodology

3.1 Introduction

The chapter clearly describes the method of research design population of the study, sampling techniques/samples size, the instrument used, its reliability and validity; it also states the method of the data collection and method used in analyzing the collected data.

3.2 Research Design

It is a term used to describe a number of decision of data before they are collected Nwana (1981). It provides guidelines which direct the researcher towards solving the problem and may vary depending on the nature of the Problem being studied.

Therefore, the researcher employed the use of survey in the collection of data. This is because the people's opinion will be sought through questionnaire.

3.3 Area of study

This refers to the geographical location covered by the study always stated in terms of the country, state, local government, community, discipline, institution etc Obasi (2008).

The research "Audience perception of female models in advertising messages (a study of always ultra commercials)". Will be conducted in Enugu metropolis comprising of 6(six) zones.

1. Abakpa-----2000
2. Asata -----2500
3. G.R.A-----1500

- 4. Obiagu -----2500
- 5. New haven -----1000
- 6. Emene -----2000.

3.4 Population of the Study

Population as the name implies, simply refers to the totality of the persons from whom data necessary to study are collected. Chien (1959) quoted in Madueme (2010).

In the study, a total of 60 respondents, each was selected from the zones, making the sample population 180 (one hundred and fifty).

3.5 Sampling technique and sample size

Sampling technique is specifying how elements will be drawn from the population.

Abakpa-----2000

Asata -----2500

G.R.A-----1500

Obiagu -----2500

New haven-----1000

Emene -----2000

Using the simple random sampling technique three zones was selected. They were Abakpa, G.R.A, and Emene, each with the population of 2000, 1500, and 2000 respectively. Using the purposive sampling, the researcher selected a sample size of 180 respondents from the three zones. Abakpa contributed a sample size of 60 respondents;

G.R.A contributed 60 respondents, while Emene contributed 60 respondents. Therefore the sample size for the study is 180 respondents.

3.6 Description of research instrument

The research instrument used for this study was the questionnaire. A questionnaire is a collection of data tool which use various questions to achieve the research objectives. It is used to ascertain facts, opinions, belief, attitudes, ideas, practices and other demographic information. Obasi (2012). An 18 item questionnaire was drawn and administered to the respondents. The 18 item questionnaire was divided into two parts.

Part A contained items on the demographics of the respondents while part B items answered the research questions posed by the study.

Item 1-6 answered research question on demography of respondents.

Item 7-9 answered research question one.

Item 10-12 answered research question two.

Item 13-14 answered research question three.

Item 15-16 answered research question four.

Item 17-18 answered research question five.

3.7 Validity of data gathering instrument

The questionnaire used for this study was thoroughly scrutinized by the supervisor to ensure its clarity, relevance and comprehension.

3.8 Method of data collection

Data was generated using the self administered questionnaire. The completed copies of the questionnaire were collected, and analyzed, by the researcher out of 180 copies distributed, 150 copies were retrieved representing a returned rate of 100%.

3.9 Method of data analysis

Data collected were analyzed using frequency tables and percentages

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The purpose of this study was to determine “Audience perception of female models in advertising messages (a study of “always ultra” commercials) in Enugu metropolis.”

The chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed. One hundred and eighty copies of questionnaire were distributed and 150 copies were returned. This represented a return rate of 100 percent.

The study, answered the following research questions.

- To what extent have female models passed advertising messages?
- How has “always ultra” as a product, helped in terms of advertisements to portray advertising messages to the audience?
- How have “always ultra” commercials influenced the audience?
- In what manner does the audience see female models?
- Do female models have negative or positive impact in advertising?

4.2 Data Presentation and Analysis

Analysis of Demographic Data (SECTION A)

Question 1: what is your gender?

Table 1: response to question 1

<u>Response</u>	<u>frequency</u>	<u>percentage(%)</u>
Male	60	40%
Female	90	60%
Total	150	100%

On the above, 60 respondents (40%) are male, while 90 respondents (60%) are female.

Question2: what is your age bracket?

Table 2: response to question 2

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
25-30	7	4.7%
31-35	40	26.7%
36-40	50	33.3%
50-above	53	35.3%

Total 150 100%

On the above, 7 respondents (4.7%) fall under the age bracket 25-30, 40 respondents (26.7%) fall under age bracket 31-35, and 50 respondents (33.3%) fall under age bracket 36-40, while 53 respondents (35.3%) fall under age bracket 50 and above.

Question 3: what is your occupation?

Table 3: response to question 3

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Student	35	23.3%
Civil servant	40	26.7%
Trader	45	30%
<u>Self-employed</u>	<u>30</u>	<u>20%</u>
Total	150	100%

On the table above, 35 respondents (23.3%) are students, 40 respondents (26.7%) are civil servants, and 45 respondents (30%) are traders, while 30 respondents (20%) are self-employed.

Question 4: what is your educational qualification?

Table 4: response to question 4

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
WEAC/NECO	40	26.7%
OND/ND/HND	45	30%
<u>B.sc/M.sc</u>	<u>65</u>	<u>43.3%</u>
Total	150	100%

On the table above, on educational qualification, 40 respondents (26.7%) are WAEC/NECO holders, 45 respondents (30%) are OND/ND/HND holders, while 65 respondents (43.3%) are B.sc/M.sc holders.

Question 5: what is your marital status?

Table 5: response to question 5

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Single	35	23.3%
Married	70	46.7%

Divorced	25	16.7%
Widowed	20	13.3%
Total	150	100%

On the above table on marital status, 35 respondents (23.3%) are single, 70 respondents (46.7%) are married, and 25 respondents (16.7%) are divorced, while 20 respondents (13.3%) are widowed.

Question 6: what is your religion?

Table 6: response to question 6

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Christian	100	66.7%
Muslim	35	23.3%
Traditional	15	10%
Total	150	100%

On the table above, 100 respondents (66.7%) are Christians, 35 respondents (23.3%) are Muslims, while 15 respondents (10%) are traditionalists.

Analysis of data from survey that is (questionnaire).

Research question 1: to what extent have female models passed advertising messages?

Items 7-9 answered the research question.

Question 7: do you have a TV set?

Table 7: response to question 7

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	130	86.7%
No	20	13.3%
Total	150	100%

In response to the question on having a T V set, 130 respondents (86.7%) said they have it, while 20 respondents (13.3%) said they do not have.

Question 8: do you watch advertisements?

Table 8: response to question 8

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	100	66.7%
No	20	13.3%
Sometimes	30	20%
Total	150	100%

In response to the above question on advertisement, 100 respondents (66.7%) agreed that they watch adverts, 20 respondents (13.3%) said they don't, while 30 respondents (20%) said they watch at times.

Question 9: how will you rate advertising messages passed by female models?

Table 9: response to question 9

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
50%	20	13.3%
80%	100	66.7%
100%	30	20%

The table above answered the question on how they rate advertising messages passed by female models. 20 respondents (13.3%) rated them 50%, 100 respondents rated them 80%, while 30 respondents rated them 100%.

Research question 2: how has “always ultra” as a product helped in terms of advertisement to portray advertising messages to the audience?

Items 10-12 answered this research question.

Question 10: do you watch always ultra-commercials/advertisements?

Table 10: response to question 10

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	110	73.3%

No	10	6.7%
Sometimes	30	20%
Total	150	100%

From the table above, 110 respondents (73.3%) agreed to watching always ultra-commercials, 10 respondents (6.7%) said they don't, while 30 respondents (20%) said they watch at times.

Question 11: Does always ultra commercials pass a message to you?

Table 11: response to question 11

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	120	80%
No	10	6.7%
Sometimes	20	13.3%
Total	150	100%

From the table above, 120 respondents (80%) agreed that always ultra- commercials pass a message to them, 10 respondents (6.7%) said it does not, while 20 respondents (13.3%) said it does sometimes.

Question 12: have always ultra-commercials progressed in passing/portraying advertising messages?

Table 12: response to question 12

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	110	73.3%
No	5	3.3%
<u>To an extent</u>	<u>35</u>	<u>23.4%</u>
Total	150	100%

The response from the table above shows that 110 respondents (73.3%) agreed that always ultra-commercials has progressed in portraying advertising messages, 5 respondents (3.3%) said they have not, while 35 respondents (23.4%) said to an extent.

Research question 3: how have always ultra-commercials influenced the audience?

Items 13-14 answered this research questions.

Question 13: has always ultra-commercials made any impact in you?

Table 13: response to question 13

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	120	80%
No	10	6.7%

Not certain	20	13.3%
Total	150	100%

In response to the table above, 120 respondents (80%) accepted that always ultra-commercials made an impact in them, 10 respondents (6.7%) said it did not make any impact, while 20 respondents (13.3%) were not sure of the impact.

Question 14: how have always ultra-commercials impacted in you?

Table 14: response to question 14

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Positively	110	73.3%
Negatively	10	6.7%
Not certain	30	20%
Total	150	100%

From the table above, 110 (73.3%) said always ultra-commercials has impacted positively in them, 10 respondents (6.7%) said it did negatively, while 30 respondents (20%) said they are not certain of the impact.

Research question 4: in what manner does the audience see female models?

Items 15-16 answered this question

Question 15: do you see female models in adverts?

Table 15: response to question 15

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	100	66.7%
No	20	13.3%
<u>Sometimes</u>	<u>30</u>	<u>20%</u>
Total	150	100%

From the table above, 100 respondents (66.7) agreed that they see female models in advertisements, 20 respondents (13.3%) said they don't see them, while 30 respondents (20%) said they see them sometimes.

Question 16: what's your view of female models?

Table 16: response to question 16

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Good	90	60%
Bad	40	26.7%
<u>Not certain</u>	<u>20</u>	<u>13.3%</u>
Total	150	100%

In the response on the table above, 90 respondents (60%) said they view female models as good, 40 respondents (26.7%) said they view them as bad, while 20 respondents (13.3%) said they are neutral on their view.

Research question 5: do models have positive impact in advertising?

Items 17-18 answered this research question

Question 17: do female models have good impact in advertising?

Table 17: response to question 17

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	90	60%
No	50	33.3%
<u>Sometimes</u>	<u>10</u>	<u>6.7%</u>
Total	150	100%

From the table, 90 respondents (60%) agreed that female models have good impact in advertising, 50 respondents (33.3%) said they do not agree that female models have good impact in advertising messages, while 10 respondent (6.7%) said sometimes they have good impact.

Question 18: do female models have bad impact in advertising?

Table 18: response to question 18

<u>Response</u>	<u>frequency</u>	<u>percentage (%)</u>
Yes	50	33.3%
No	90	60%
<u>Sometimes</u>	<u>10</u>	<u>6.7%</u>
Total	150	100%

From the table, 50 respondents (33.3%) agreed that female models have bad impact in advertising, 90 respondents (60%) said they do not agree that they have bad impact, while 10 respondents (6.7%) said they sometimes have bad impact.

4.3 Discussion of findings

In this section, data collected from survey on “Audience perception of female models in advertising messages ;(a study of always ultra commercials) in Enugu metropolis”, will be discussed. The data was contained in 150 fully completed questionnaire copies retrieved from the respondents. Out of 180 copies of questionnaire distributed of which 30 were not returned back. Responses to answers on research questions would be discussed.

Research question 1: to what extent have female models passed advertising messages? The aim of this research question was to find out the importance of female models in advertising messages, and how they have passed they messages. The data on table 7 8 9 were used to answer this research question. The data on table 7 showed that 130 respondents (86.7%) do have TV sets, 20 respondents (13.3%) don’t have. Table 8 showed that 100 respondents (66.7%) do watch

advertisements, 20 respondents (13.3%) do not watch advertisements, while 30 respondents (20%) watch adverts at times. Table 9 showed that 20 respondents (13.3%) rated messages passed by female models 50%, 100 respondents (20%) rated the message 100%. From the above findings, it is obvious that female models have gone to a long extent in passing advertising messages, using the TV as a medium, and the audience in Enugu metropolis accepts it thus, that the female models through TV adverts/commercials have gone an extent in passing advert messages.

Research question 2: how has always ultra as a product, helped in terms of advertising to portray advertising messages to the audience? The aim of this research question was to find out, how always ultra products have helped through its advertisement to portray advertising messages to the audience. The data on table 10 11 12 answered this research question. The data on table 10 indicates that 110 respondents (73.3%) agreed that they watch always ultra commercials, 10 respondents (6.7%) said they do not, while 30 respondents (20%) said they watch it sometimes. Data on table 11 showed that 120 respondents (80%) agreed that always ultra commercial passes a message to them, while 10 respondents (6.7%) said it does not pass any message to them and 20 respondents ((13.3%) said it passes a message to them sometimes. Data on table 12 showed that 110 respondents (73.3%) agreed that always ultra commercials have progressed in passing/portraying advertising messages, 5 respondents (3.3%) said it has not passed progressed, while 35 respondents (23.4%) said they have to an extent.

Research question 3: how have always ultra commercials influenced the audience? The aim of this research question, was to find out how always ultra commercials have influenced the audience in Enugu metropolis. The data on table 13 and 14 answered this research question. The data on table 13 indicated that 120 respondents (80%) accepted that always ultra commercials

made an impact in them, 10 respondents (6.7%) said it did not make any impact in them, while 20 respondents (13.3%) were not sure of any impact. The data on table 14 indicated that 110 respondents (73.3%) said that always ultra commercials impacted positively in them, 10 respondents (6.7%) said it impacted negatively in them, while 30 respondents (20%) are neutral of its impact. From the finding above, we can say that always ultra commercials have a good/positive impact on the audience in Enugu metropolis.

Research question 4: in what manner does the audience see female models? The aim of this research question was to find out what/ the way the audience view or see the female models. The data on table 15 indicated that 100% respondents (66.7%) agreed that they see female models in advertisements, 20 respondents (13.3%) said they do not see them, while 30 respondents (20%) said they see them, while 30 respondents (20%) said they see them sometimes. The data on table 16 showed that 90 respondents (60%) said their views of female models are good, 40 respondents (26.7%) said their views are bad, while 20 respondents (13.3%) are not certain of their views on female models. From the findings above, we get to say that a good number of audience know about female models and have various views about them.

RESEARCH QUESTION 5: Do models have positive or negative impact in advertising? The data on table 17 and 18 answered this research question. The data on table 17 showed that 90 respondents (60%) agreed that female models have good impact in advertising, 50 respondents (33.3%) said they do not agree that female models have good impact in advertising messages, while 10 respondents (6.7%) said female models have good impact sometimes. The data on table 18 showed that 50 respondents (33.3%) agreed that female models have bad impact in advertising, 90 respondents (60%) did not agree to it, while 10 respondents (6.7%) said at times female models can have bad impact in advertising. From the findings above, we can say that

female models have both good impacts in advertising and they can either promote or bring down advertisement through its good or bad impact.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The main objectives of this study, was to determine “Audience perception of female models in advertising messages (a study of always ultra-commercials) in Enugu metropolis. Survey research design was adopted using the questionnaire for the gathering of data. Following the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusions, and recommendation.

5.2 Summary

The findings showed that:

1. A great number of people in Enugu metropolis have access to TV sets.
2. The audience in Enugu metropolis sees female models in advertisements and knows their roles in advertising.
3. A good number of the audience in Enugu metropolis watch always ultra-commercials and also admit that the models have done great in portraying advertising messages.
- 4 as a result of the commercials (always ultra), the audience now have a positive perception of female models.

5.3 Conclusion

This study has demonstrated that the audiences in Enugu metropolis have TV sets in their homes, also they have knowledge of female models especially the one used in “Always ultra” commercials. Findings made, helped to show that the manner in which the audience in past times perceive the audience is not so in present time. The study also showed that the female models used in “Always ultra” commercials portrayed the models as decent, positive and good message passers. Female models can now be said to be viewed as information disseminators and product promoters, not sex objects and dependent on men.

5.4 Recommendations

Based on the findings and conclusions of this study, the following recommendations were made.

1. Advertising regulatory bodies like APCON should promote good perception of female models by the audience, through proper censoring of adverts/commercials that have female model as product promoters.
2. Room should be made for the audience through suggestion boxes, phone lines, through which they can lay their complaints to advertiser on adverts/commercials, which they think portray the female models negatively.
3. Advertising agencies should not design adverts of high sexual exposition for companies/product owners, which can bring negative thoughts to the audience about the models used.

4. Female models should be able to reject modeling contracts that entails exposition of body parts or portrayal of them as sex objects; this would go a long way in curtailing indecency in advertising.

5.5 Suggestion for further studies.

For the purpose of further studies, the research suggests that the following should be done based on the study.

Due to limitations surrounding the research like time, funds etc. the researcher suggests that other researchers embarking on any study concerning audience perception of female models in advertising messages, should research properly on other products and their commercials.

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Appendix

Department of mass communication,

Caritas University,

Amorji-nike,

P.M.b 01784

Enugu state.

Dear respondent,

I am a final year student of the above named institution, conducting a research on “Audience perception of female models in advertising messages (a study of always ultra commercials) in Enugu metropolis”.

I will be very grateful if you assist me with useful answers by completing the questionnaire below. I assure you that your responses will be treated with confidentiality. The information given will be used strictly for the purpose of this academic work. Thank you.

Yours faithfully

Eze samuella c

Researcher.

Section A

1. What is your gender?
 - a) male []
 - b) female []

2. What age bracket do you belong to?
 - 25-30 []
 - 31-35 []
 - 36-40 []
 - 50-above []

3. What is your occupation?
 - Student []
 - Civil servant []
 - Trader []
 - Self employed []

4. What is your educational qualification?
 - WAEC/NECO []
 - OND/ND/HND []
 - B.Sc/M.Sc []

5. What is your marital status?
 - Single []
 - Married []
 - Divorced []
 - Widowed []

6. What religion do you belong to?

Christian []

Muslim []

Traditional []

Section B

7. Do you have a TV set?

Yes []

No []

8. Do you watch advertisements?

Yes []

No []

Sometimes []

9. How will you rate advertising messages passed by female models?

50% []

80% []

100% []

10. Do you watch always ultra commercials?

Yes []

No []

Sometimes []

11. Does always ultra commercials pass a message to you?

Yes []

No []

Sometimes []

12. have always ultra commercials progressed in passing/portraying advertising messages

Yes []

No []

To an extent []

13. Has always commercials made any impact on you?

Yes []

No []

Not certain []

14. How have always ultra commercial impacted in you?

Positively []

Negatively []

Not certain []

15. Do you see female models in adverts?

Yes []

No []

Sometimes []

16. What's your view of female models?

Good []

Bad []

Not certain []

17. Do female models have good impact in advertising messages?

Yes []

No []

Sometimes []

18. Do female models have bad impact in advertising?

Yes []

No []

Sometimes []