

## MALE ROLE STEREOTYPES IN ROMANIAN TELEVISION ADVERTISEMENTS

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*Abstract.* The purpose of this paper is to explore male role stereotypes in Romanian television advertisements. The authors examined the changes in male role stereotyping in audio-video advertising in the past decades. To explore male role stereotypes, a comparison with female role stereotypes was used focusing on both similarities and dissemblances. Specifically, the circuit of culture model framed data analysis. The authors conducted a qualitative research of television commercials aired in March 2018 by Romanian television channels. Research results point to a reversal of the male – female role stereotyping: female roles have considerably turned into male roles and vice-versa, which could be explained by the changes in men and women social roles. Research limitations consist in the fact that the qualitative analysis was made only on TV commercials and only during two weeks of airing. This study fills a gap in research on stereotyping in advertising given that female role stereotypes have been analysed by tens of authors while male role stereotypes have been rather neglected until recently.

**Key words:** Male role, female role, stereotype, Romanian television, advertising.

### INTRODUCTION AND REVIEW OF LITERATURE

Exposure of media consumers to a wide range of advertising engenders thinking patterns and regular exposure to advertising authenticates gender roles that are subsequently adopted by the media consumers as norms [19]. Gender differentiation, thus, propagates a male supremacy – female subordination relationship [16] that is, afterwards, accepted as a societal norm through consumer socialisation [10]. Moreover, as underlined by Plakoyiannaki & Zoos [33], “Relevant literature [...] indicates that advertising clearly contributes to gender inequality by promoting ‘sexism’ and distorted body image ideals as valid and acceptable. Sexism refers to the portrayal of women [...] in an inferior manner relative to their capabilities and potential.” Among the best consumer socialising agents are television commercials [38].

Over the years, female role stereotypes have been widely analysed, unlike male role stereotypes that have been rather neglected until recently.

**Female role stereotypes** in advertising (be it in print, audio, or audio-video media) have enjoyed full attention over the last five decades [4, 16, 17, 19, 23, 24, 25, 33]. In 1958, more men than women were portrayed in advertisements in occupational roles [4]. Later, men continued to be associated with big-ticket items [4], with larger, stronger bodies [26], and with sport [16]. The modern feminist movement of the 1960s placed an emphasis on examining how stereotypical roles of females and males are portrayed on television. After a period when “Much attention [had] been directed by researchers at the roles portrayed by women in advertisements, whereas the roles portrayed by men have been all but ignored since 1958” [41], there has been a lot of attention for both **male** and **female role stereotypes** [2, 5, 8, 12, 13, 14, 22, 28, 29, 32, 34, 36, 38, 39, 42]. Already in 1976, Belkaoui & Belkaoui [4] noted that “a segment of the male population [might] perceive their own tradition bound roles threatened by a change in the aspirations and lifestyles of females”: advertising nowadays largely confirms this change of perception. Lately there has been a lot of interest in **male role stereotypes**, as well [1, 3, 9, 15, 27, 40, 41]. During this period, “Males were more likely to be main characters or heroes, have more abilities, use more weapons, and be more powerful and muscular; females were more likely to be supplementary characters, wear revealing clothes, and be

portrayed as attractive, sexy, and innocent.” [30]. In Romania, there are hardly a couple of articles on the topic of male / female stereotyping [11, 18].

English language dictionaries define **stereotype** as “a conventional, formulaic, and oversimplified conception, opinion, or image” and as “one that is regarded as embodying or conforming to a set image or type” [37]. **Gender stereotypes**, i.e., the beliefs that certain attributes differentiate women and men, have four components – trait descriptors, physical characteristics, **role behaviours**, and occupational status – each of which has a feminine and a masculine version with feminine / masculine components significantly more associated with female / males [21] – expressed with the help of language [31].

Thus, researchers have identified 14 types of **female role stereotypes** in advertising and their characteristic features:

- The **decorative** (or **mannequin / model / physical attractiveness / physically decorative**) **role** illustrates a “nonactive adult pictured primarily for display or aesthetic purpose” [4]: the *model* displays and/or shows off the advertised product / service, has no purpose other than to look attractive, is displayed as pursuing beauty and/or attempting to maintain or reclaim her youthfulness (thus the advertised product / service attempts to achieve such), is inactive, is not focussed on the product / service (although she may be using/wearing it), is not interacting with or focussed on the other models in the advertisement (if any), is primarily used for aesthetic (visual) purposes, and is the decorative focal point of the advertisement; the *setting of the advertisement* is not important; *props / supporting elements* are scarce (if any).

- The **dependency role** illustrates a woman “dependent on male’s protection; in need of reassurance; making unimportant decisions” [33]: the *advertisement* suggests that it is inappropriate for the female model to perform certain activities, be it for business or on a social level, without a man present; the *model* is displayed as being dependent on another model and as needing a man’s protection, and requires reassurance or assistance (perhaps when making big-ticket purchases, such as a car); the *setting* may have various *props* (however the relationship that the model has towards another model, rather than the setting and the props, is the focus).

- The **family / mother role** is identifiable through “the presence of children or other family members in a family environment, such as the home” [25]: the *advertised product / service* is for the benefit of the child / children; the *model* appears with a child / children and her attention is focussed on the child / children, or on the advertised product / service; the *setting* (if any) places the model in a bedroom, home, or family environment; the *props and supporting elements* (if present) are items used by children or by parents.

- The **housewife role** illustrates a female model “engaged in a domestic activity, such as ironing, cooking, cleaning, or shown with a household product or appliance” [25]: the *advertised product / service* is one that would be used in the home; the *model* is concerned about and/or focussed on household tasks, is engaged in a household or domestic activity, is primarily responsible for being a good wife, and her attention is focused on a household product / service; the *setting* is a household; the *props and supporting elements* are items typically found in and around the home.

- The **leisure / recreational role** refers to a model “in activities of leisure (such as reading or watching television) or engaged in a sporting activity” [25]: the *advertised product / service* comes from a wide range of items; the *model* appears alone in the advertisement and is engaged in a leisurely activity (such as reading a book or jogging); the *setting* and *props* depend on the activity in which the model is engaged.

- The **neutral role** includes “portrayals where women are shown as equal to men” [33]: the *product / service*, the *model*, the *setting* and the *props* have no special connotation here.

- The **non-traditional activities role** include advertisements for airlines, automobiles, beverages, cigarettes, football, golf, home appliances, office equipment [25] traditionally reserved to men.

- The **product / service user role** identifies a female model “in the process of using or consuming the advertised product and/or service” [25]: *product* pictures show proof of use before and after; the *actual user* is in the process of using or consuming the advertised product / service (such as applying make-up or wearing a pair of jeans) and she is involved or engaged with the advertised product / service; the *implied user* is portrayed as enjoying the benefits of having used the advertised product / service, without the model actually using the product / service, and the effects of using the advertised product / service can be seen on the implied user; the *setting* and *props*, if any, are conducive to the use of the product;

- The **romantic role** is illustrated „through the presence and close contact of a male and female model appearing to be in love or in a romantic setting” [25]: the *female model* appears with a male model and is focussed on the male model in the advertisement and not on the advertised product / service; the *models* appear to be in love, are in close proximity to each other and may or may not be touching each other, may or may not be placed in a romantic setting, such as a restaurant; the *props* suggest romance and love.

- The **sex object role** refers to a model “either wearing revealing clothing, no clothing at all, or [...] wearing clothing that is inappropriate for the product being advertised” [25]: the *advertisement* contains very few props / supporting elements, if any; the *model* has a sensual or alluring gaze or facial expression, has no relation to the advertised product / service, is in a provocative (“come-on”) position, is primarily used for aesthetic (visual) purposes, is the object of another person’s desires, is wearing revealing clothing, no clothing, or wearing clothing that is inappropriate for the product / service being advertised; the *setting* is neutral or irrelevant.

- The **social role** involves a model “engaged in a social activity; for instance at a party, talking, playing sport, eating, or entertaining” [25]: the *advertised product / service* is generally used in a social situation; the *model* appears with another model or models, is engaged in a social activity (for instance at a party, talking, playing sport, eating, or entertaining), is focused on the other models appearing in the advertisement or on the activity in which she is engaged; the *props*, *supporting elements*, and *setting* all contribute towards portraying the model in a social role;

- The **spokesperson role** involves a model endorsing an advertised product [16]: the *model* in this role can be a celebrity (sports personality, expert, CEO, company employee, or ordinary person), is endorsing the advertised product / service, is portrayed as a satisfied user, may or may not be focusing on and/or using the advertised product / service and be seen as an expert on the advertised product / service; the *setting* is neutral or irrelevant; the *props / supporting elements* are scarce, if any;

- The **voice of authority role** is described as an “expert” [33]: the *advertised product / service* is one that would be used anywhere; the *model* is placed in a setting adequate to the advertised product / service, is concerned about and/or focussed on the features of the advertised product / service, is engaged in an activity adequate to the advertised product / service; the *props and supporting elements* are items typically found in a *setting* adequate to the advertised product / service;

- The **working role** is identifiable “through the setting in which the model is placed (e.g. office, hospital, or classroom) as well as the attire worn (e.g. business suit or doctors coat)” [25]: the *advertised product / service* may or may not be used in a work environment; the *model* appears in a work setting (such as in an office, hospital, or classroom), is engaged in and focused on a work-related activity, is in work attire (such as a business suit, doctors coat, or uniform); the *props and supporting elements* are items typically found in a work environment to assist with a work-related activity.

Comparative studies between male and female portrayals have been conducted to examine gender role evolution, which supplements the current body of research in this area. Also, a comparison can be made between the genders in terms of stereotyping and product categories associated with males and females [16].

Lately, according to literature, there has been a change in male roles in advertising, which makes the subject appealing for researchers. Our purpose was to see what these changes consist in.

Our hypothesis is that, given the change of female social role, male role stereotypes have turned female-like. The purpose of this study was to describe the male role stereotype in TV commercials aired by Romanian TV channels. Our hypothesis, based on the time spent watching TV, is that male role stereotypes have changed in the last decades.

## MATERIALS AND METHODS

Image content analysis, i.e. systematically describing visual communication providing a quantitative description [2, 6, 20, 30], was used to analyse male role stereotypes in Romanian TV channels.

Our analysis was carried out on a corpus of TV commercials aired by 13 Romanian state and private TV channels (Antena 1, Antena 3, Antena Stars, B1, Digi24, Kanal D, Naşul TV, Naţional TV, Prima TV, Pro TV, Realitatea TV, România TV, and TVR 1) during the second half of March 2018 (March 16-31, 2018). We believe the period analysed is sufficient given that all TV channels aired the same TV commercials for months on, re-airing them after shorter or longer breaks. TV commercials in which females play the main role were left aside. The TV commercials analyse are also available on the Internet.

We have analysed the content of the images in TV commercials, focusing on male figure, and on product / service advertised.

We reviewed the male role stereotypes based on the perspective of female role stereotypes noting both similarities and differences.

## RESEARCH RESULTS

One of the 14 **female role stereotypes** cannot be taken into account when analysing male role stereotypes: the *non-traditional activities role* (including advertisements for airlines, automobiles, beverages, cigarettes, football, golf, home appliances, office equipment [25] traditionally reserved to men. It is, nevertheless, worth mentioning that only one TV commercial in our corpus features a man driving a car, unlike TV commercials a decade or two ago. We included it in the *product / service user role* in our analysis of **male role stereotypes** in advertising.

The *social role* occurs every time a woman performs the role of a mother, a man performs the role of a father, women and men party together or are represented fulfilling their specific roles. Most TV commercials in our corpus fall within this category, without being a 100% male or female role stereotype.

Of the remaining 13 **female role stereotypes**, 4 have no **male role stereotype** equivalent: the *decorative role*, the *dependency role*, the *leisure / recreational role*, and the *romantic role*.

As for the remaining roles, **male role stereotypes** appear as follows:

- The *family / mother role* is reversed into the *family / father role* in quite a small number of TV commercials. Thus, are advertised *products* such as *the toilet paper Pufina*, Digi24, 16.03.18 (a father cleans a dog with a piece of toilet paper, fetches toilet paper to his son, plays with his daughter after bringing home some toilet paper, and wipes his eye with a piece of paper over a romantic movie) and *services* such as *the bank Banca Comercială Română*, Prima TV, 20.03.18 (a father refuses to play with his daughter but

later he borrows money from the bank to purchase a mini-van and spend quality time with his entire family).

- The *housewife role* has turned into the *domestic engineer, homemaker, homemaking, housecarer, househusband, house maker, Mr Mom, and stay-at-home (dad / husband) role*. It appears in several TV commercials for both *products* such as *the medicine Magnerot*, Realitatea TV, 21.03.18 (a man appears as a family carer), *the mustard LaMinut*, Digi24, 16.03.18, Național TV, 21.03.18 (a father drives a car and prepares a picnic barbecue for the entire family), *the medicine Presto Gel*, Realitatea TV, 21.03.18 (a father takes care of his family treating the little ones with Presto Gel), *Prospan*, Realitatea TV, 21.03.18 (a father takes care of his family treating the little ones with Prospan), *the cleaning solution for windows W5 and the universal cleaning solution W5*, Digi24, 16.03.18 (a father cleans the house with a mop acting like fighting a battle) and *services: the bank Alpha Bank*, Digi24, 16.03.18 (a father borrowing money from Alpha Bank to build a “true” rocket for his daughter); *the supermarket Leroy Merlin – Impreună construim acasă*, Digi24, 16.03.18 (a “do-it-yourself” father fixes a shower head), *the money transfer agency MoneyGram – Stim ce-i dorul*, Pro TV, 20.03.18 (a father provides for his family from abroad).

- The *neutral role* occurs in a large number of TV commercials in which there are both women and men in equal numbers of occurrences. Here are a few examples: *the medicine Beres Drops*, Antena Stars, 16.03.18; *Easter egg colours from Doctor Oetker*, Antena Stars, 16.03.18; *WC deodorant Peak WC*, Kanal D, 16.03.18, Pro TV, 20.03.18; *Tops Dormeo*, Pro TV, 16.03.18; *travel agency Tui Travels*, B1, 16.03.18.

- The *product / service user role* is the best represented of all. It occurs in both *product* TV commercials to advertise cars (*Renault Clio*, Realitatea TV, 21.03.18); foods & drinks (*7 Days Bake Rolls Western*, Digi24, 16.03.18; *potato chips Chio Chips*, Digi24, 16.03.18, Pro TV, 20.03.18; *the milk Lapte SIM – puternic românesc. Camionul*, Digi24, 16.03.18; *the chewing gum Life begins in 5*, Pro TV, 16.03.18; *the coffee Nescafe*, Digi24, 16.03.18; *the spread Nutella B-Ready*, Antena Stars, 20.03.18; *the Pizza Festival*, Digi24, 16.03.18; *the energiser Redbull*, PRO TV, 20.03.18; *the wine Sigillum Moldaviae*, Digi24, 16.03.18; *the chocolate bar Snickers*, Antena Stars, 16.03.18; *the coffee Tassimo*, Digi24, 16.03.18; *the butter President*, Kanal D, 20.03.18); home appliances (*the washing machine Bosch*, Antena Stars, 20.03.18); hygiene (*the cleaning solution Cillit Bang*, Kanal D, 20.03.18; *the shampoo Nivea Men*, Digi24, 16.03.18; *the WC deodorant Peak WC*, Kanal D, 16.03.18, Pro TV, 20.03.18); medicine (*Anaphtin*, Antena Stars, 20.03.18, Național TV, 21.03.18; *Antinevralgic P*, Antena Stars, 20.03.18, Digi24, 16.03.18; *Carmol*, România TV, 21.03.18; *Fortifikat Forte*, Antena Stars, 20.03.18, Digi24, 16.03.18, Pro TV, 20.03.18; *Livuron Hepa*, Antena Stars, 20.03.18, Kanal D, 16.03.18, Pro TV, 20.03.18; *Nurofen Răceală și Gripă*, Digi24, 16.03.18; *Proctoglyvenol*, Digi24, 16.03.18; *Theraflu Max*, B1, 16.03.18, Kanal D, 20.03.18; *Theraflu Răceală și Gripă*, Digi24, 16.03.18; *Transpibloc*, Antena Stars, 16.03.18; *Vedixin Max*, Antena Stars, 16.03.18), and *service* TV commercials: *the seed company Alcedo*, Digi24, 16.03.18; *the bank Alpha Bank*, Digi24, 16.03.18; *the bank Banca Transilvania and Visa Card*, Digi24, 16.03.18; *the bank Bankpost Credit Nume Prenume*, Digi24, 16.03.18; *the pharmacy Sensi Blu*, B1, 16.03.18.

- The *sex object role* appears only twice in our corpus of TV commercials: *7 Days Mini Biscuit – Flirt*, PRO TV – 16.03.18 (three women order coffee using phrases like “Espresso – very sweet, Cappuccino – very hot, I’ll leave it up to you” to a waiter that is sweet and hot) and *the hygiene product Semana*, B1, 21.03.18 (a naked man endorses the product advertised).

- The *spokesperson role* appears in just a few TV commercial: *Code Alaska in dough from Frostia*, Kanal D, 20.03.18; *the fish fingers Golden Fish*, Digi24, 16.03.18; *the refreshing drink Scheweppes*, Digi24, 16.03.18.

- The **voice of authority role** is present in few TV commercials in our corpus: *7 Days Croissant*, Național TV, 21.03.18 (several famous football players endorse the product); *the medicine Apisan Forte*, Nașul TV, 21.03.18 (Victor Bogdan, the inventor of the formula, endorses his product); *the jewels Dacika*, Nașul TV, 21.03.18 (the jewels are endorsed by the owner of the TV channel himself); *Lotto Peanuts*, Kanal D, 16.03.18 and 20.03.18, TVR 1, 21.03.18 (the world famous football player and coach, Gheorghe Hagi, endorses the advertisement for a brand of peanuts, surrounded by boy-football players), *the cleaning solution Nufăr Triumf*, B1, 16.03.18 (one male voice authority, that of Jean Looise Goustaon, French master chef advertise a range of cleaning products), *the toothbrush Oral B*, Național TV, 21.03.18 (a dentist advises his patient to use the new, innovative toothbrush), and *the hospital Sanador*, România TV, 21.03.18 (the famous actor Marcel Iureș endorses the health services provided by Sanador).

- The **working role** is present only once in our corpus: *the cleaning solution Bref Turquoise Activ*, Digi24, 16.03.18.

**Female overvoice** is used for food (*Kinder*, Pro TV, 20.03.18), home appliances (*the supermarket Domo*, Pro TV, 20.03.18), hygiene (*the deodorant Rexona*, Realitatea TV, 21.03.18), and medicines (*ACC*, Pro TV, 20.03.18; *Kreon*, Realitatea TV, 21.03.18; *Sanytol*, Realitatea TV, 21.03.18), while **male overvoice** is used considerably more often and for a much wider range of **products** – cars & bicycles (*Alpha Romeo*, Digi24, 20.03.18; *the bicycle from Hervis Sports*, Realitatea TV, 21.03.18, România TV, 21.03.18; *Opel Astra Sedan Turbo*, Digi24, 16.03.18; *Suzuki Vitara*, Realitatea TV, 21.03.18; *Toyota Yaris Hybrid*, B1, 21.03.18); foods & drinks (*the dairy products Albalact*, Antena Stars, 20.03.18, Pro TV, 20.03.18; *the mineral water Dorna*, TVR 1, 21.03.18; *the beer Ciucaș*, Realitatea TV, 21.03.18; *the pastry products from Boromir*, Digi24, 20.03.18; *the yellow cheese Hochland*, B1, 21.03.18, TVR 1, 21.03.18; *the chocolate Milka*, B1, 21.03.18; *the fresh cheese cream from Président*, B1, 21.03.18; *the whipped cream Meggle*, B1, 21.03.18; *the coffee Jakobs Krönung*, Realitatea TV, 21.03.18; *Kinder – The Milk Slice*, Național TV, 21.03.18; *the coffee Lavazza*, Pro TV, 20.03.18; *the legendary Big Mac*, Pro TV, 20.03.18; *the pastry product Linco Patisero*, Kanal D, 20.03.18; *the chocolate Milka*, România TV, 21.03.18; *the fish products from Ocean Fish*, Kanal D, 20.03.18; *the juice Olympus*, Pro TV, 20.03.18; *the butter from Président*, Antena Stars, 20.03.18; *the fish egg salads from Negro*, Realitatea TV, 21.03.18; *the wine Sigillum Moldaviae*, TVR 1, 21.03.18; *the orange juice from Tymbarck*, Pro TV, 20.03.18; *the white sugar Sweet Life*, România TV, 21.03.18); home appliances (*the batteries Duracell*, Kanal D, 20.03.18, TVR 1, 21.03.18; *the washing machine from Bosch*, Național TV, 21.03.18); hygiene (*the shampoo Alpecin*, Digi24, 20.03.18, B1, 21.03.18; *the shampoo Head & Shoulders*, Kanal D, 20.03.18; *the white wash Köber Certificat*, TVR 1, 21.03.18; *the detergent Savex*, Antena Stars, 20.03.18, Prima TV, 20.03.18, Național TV, 21.03.18); medicine (*ACC*, TVR 1, 21.03.18; *Alpecin*, TVR 1, 21.03.18; *Centrum*, B1, 21.03.18; *Essențiale Forte*, Național TV, 21.03.18, Realitatea TV, 21.03.18; *Fortifikat Forte*, Antena 1, 21.03.18; *Kebene Plus* and *Kebene Forte*, Kanal D, 20.03.18, România TV, 21.03.18; *Livuron Hepa*, Antena Stars, 20.03.18, B1, 21.03.18, Kanal D, 16.03.18, Pro TV, 20.03.18, Național TV, 21.03.18; *Paduden*, Realitatea TV, 21.03.18; *ParaSinus*, B1, 21.03.18; *Pest Repeller*, Antena 3, 21.03.18; *Renarthro*, Antena 3, 21.03.18; *Strepsils Intensiv*, Pro TV, 20.03.18; *Supra Max Articulații*, Realitatea TV, 21.03.18; *SystemWell*, Kanal D, 20.03.18; *Theraflu Max Răceală și Tuse*, B1, 21.03.18; *Trachisan*, Realitatea TV, 21.03.18; *Transpiblock*, Antena 3, 21.03.18; *Triferment*, Antena 1, 20.03.18, Național TV, 21.03.18; *Venostim*, România TV, 21.03.18) – and **services** (*the gardening company Compo*, Antena 3, 21.03.18; *the e-marketing company E-Mag*, Prima TV, 20.03.18, B1, 21.03.18; *the gardening company Gardena OGS*, Antena 3, 21.03.18); *Internet TV*, Național TV, 21.03.18; *the online service Jobzz.ro*, Antena 3, 21.03.18; *KFC*, Național TV, 21.03.18; *the banking service Libra Internet Banking*, Realitatea TV, 21.03.18; *the supermarket Metro*,

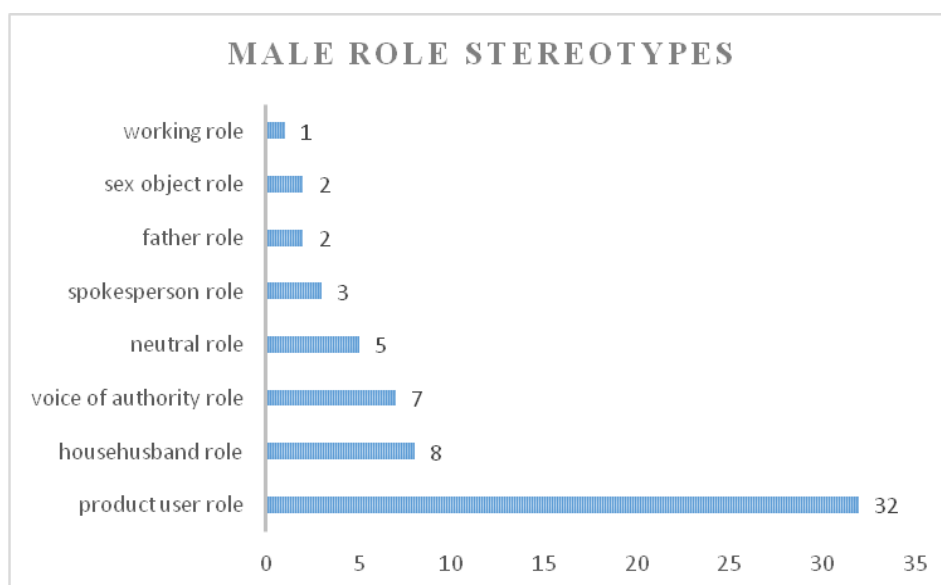
Realitatea TV, 21.03.18, TVR 1, 21.03.18; *the money transfer service MoneyGram – Stim ce-i dorul*, Pro TV, 20.03.18; *the mobile company Orange PrePay*, Antena 1, 21.03.18; *the supermarket Penny Market*, B1, 21.03.18; *the supermarket Profi*, Național TV, 21.03.18; *the loan company Provident*, TVR 1, 21.03.18; *the e-marketing company Top Shop*, Antena 1, 21.03.18; *the mobile company Vodafone*, Realitatea TV, 21.03.18). This means that, though reconsidered during the last decades, the male role lost only part of its importance: a male voice is better than no male image at all.

Findings of the current study support the prediction made almost 40 years ago, that “the portrayal of males in working roles would show a decrease since 1958, accompanied by an increase in the portrayal of males in nonworking roles. [...] with the increased number of wives working outside the home it was predicted that, over time, males would more likely be shown in family and home roles.” [41] “As expected, between 1950 and 2000, the per-advertisement rate of men’s appearance in suggestive poses increased, and the incidence of men’s performing an executive role decreased.” [35].

## CONCLUSIONS

Of the 14 types of **female role stereotypes** in advertising, only 8 are, at different degrees, recurrent among **male role stereotypes**: the *family / father role*, the *domestic engineer*, *homecarer*, *homemaker*, *hometown*, *housecarer*, *househusband*, *house maker*, *Mr Mom*, and *stay-at-home (dad / husband) role*, the *neutral role*, the *product / service user role*, the *sex object role*, the *spokesperson role*, the *voice of authority role* and the *working role*.

The best represented male role stereotype is the *product / service user role* (32 occurrences), followed by *domestic engineer*, *homecarer*, *homemaker*, *hometown*, *housecarer*, *househusband*, *house maker*, *Mr Mom*, and *stay-at-home (dad / husband) role* (8 occurrences), the *voice of authority role* (7 occurrences), the *neutral role* (5 occurrences), the *spokesperson role* (3 occurrences), the *family / father role* (2 occurrences), the *sex object role* (2 occurrences), the *working role* (1 occurrence) (Fig. 1). This could be explained by the focus of product / service suppliers (on the product / service, not on the advertisement).



**Figure 1. Occurrences of male role stereotypes in Romanian TV commercials**

Of the common *occupational categories* (blue collar, entertainment, grey collar, high level business executive, middle level business, military, non-professional white

collar (secretarial, clerical), professional, professional sports, public service, sales, semi-professional) only 5 are present in our corpus: professional, professional sports, public services, sales, and semi-professional.

Of the common *products and services advertised* (agricultural supplies, alcoholic beverages, apparel, auto and related products, baby products, clothes and shoes, cosmetics, educational services, financial services, food, furniture and linen, high-tech devices, household appliances, household items, jewellery, medicine, movies and entertainment, personal hygiene, recreation and travel, slimming and health products, other) only clothes and shoes, educational services, furniture, slimming product are missing in our corpus.

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