

ABSTRACT

Sasangka, Sulistyawati. 2008. *The Portrayal of Gender Stereotype in PONDS' and AXE Television Commercials (A Study of the Discourse of Advertising)*. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities, Airlangga University, Surabaya.

This study attempts to investigate the portrayal of gender stereotypes in PONDS and AXE television commercials. The main objective of this study is to find out whether both of the ads represent the evidence of stereotype toward men and women. To investigate the problem, the writer applies the theory of Discourse of Advertising as proposed by Guy Cook. Furthermore, the writer also applies the theories of language and gender and gender in media to extend the analysis. In order to arrive at the appropriate conclusion, the writer employs qualitative method in this study.

This study found that PONDS' and AXE television commercials represent gender stereotype. In PONDS' the depiction of man portrays the stereotypes of 'having the authority' and 'can easily be physically attracted'. The woman, Carrie, indicates the stereotypes 'indecisive', 'emotionally weak', 'hypocrite', and 'good-lover' whereas the other woman, Jack's new girlfriend, portrays the contrary; 'bad-tempered', 'materialistic' and 'sly'. In AXE ad, the writer finds the woman symbolizes 'career woman' and 'less-intelligent' whereas the man presents the stereotype 'cool' and 'active'.

Key Terms: Advertising, Television Commercials, Gender, Stereotype.