

The Effect of Television and Electronic Advertisements on The Mental Image of Women Among A Group of Female Media Professionals

Alia Mahmoud¹, Amer Khaled Ahmad¹, Amjad Safori¹, Yousef Nemir Abu Eid², Ahmad Al Tawalbeh³

¹Faculty of Media, Zarqa University, Jordan. Email: {aimahmoud, amer.k, asafori}@zu.edu.jo

²Faculty of Mass Communication, Yarmouk University, Jordan. Email: yousef.n@yu.edu.jo

³Communication and Media Technologies College, Gulf University, Kingdom of Bahrain. Email: Dr.Ahmad.Tawalbeh@gulfuniversity.edu.bh

Correspondence: Alia Mahmoud, Faculty of Media, Zarqa University, Jordan.

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Abstract

The study aimed to know the effect of television and electronic advertisements broadcast on Arab television screens and on websites on the mental image formed by a group of female media professionals affiliated with the Arab Media Center about women, by answering the sub-questions of the study, the study adopted the descriptive approach through the study tool, which is the questionnaire designed to answer the questions of the study through the respondents, that consisted of 200 female individuals who watch TV advertisements and follow them on the website, and after filling out the questionnaires, analyzing and interpreting them, the following conclusions were reached, the reasons for the respondent's viewing of advertisements varied, but the largest percentage 94%, was that they watch advertisements involuntarily while watching TV or electronically presented material. This is what is classified as accidental exposure. The percentage of those who believe that the use of women in advertising greatly distorts the image of women is 66.5%. 91% of respondents agreed that women's rights associations and organizations must exert pressure to preserve the image of women and to educate society about their true role through various media, with a rate of 89.5%, the respondents expressed that they were shy when watching an advertisement that aroused in front of family members. 89% of the respondents believe that the ads that appear on social media and YouTube contain in their content greater freedom, and therefore the size of their distance from Arab values is greater, and in the same percentage came the emphasis on the need for some competent authorities to implement training courses for Arab ad directors to comply with our customs and traditions. The percentage of supporters decreased to 30% for the idea that advertising can only be successful by showing the charms of women, the woman's mind by presenting her as a consumer who does not care and only thinks about her elegance and beauty 30%. The study recommended that if a woman must appear in the advertisement, then this appearance should be appropriate to her reality and reflect the real role of women in society. Women's rights associations and organizations must exert pressure to preserve the image of women and educate society about their true role through the various media.

Keywords: advertising, mental image, women's image, influence

1. Introduction

Advertising is considered the first source of income for the media outlet, with its many forms and ways of displaying it (Awed: 2007) The world's producers use the image of women to communicate their message of goods and services, seductively (Fillipow: 2019) focusing on the instincts of the viewer, as they see that highlighting the charms of women in advertisements increases the percentage of viewers, and therefore women have a presence in advertisements that reach the largest group of people, whether these advertisements concern women's issues or men's issues. The advertisement had a great influence on the ideas of the recipients and built their perceptions and convictions towards the woman who was used to be the front and display of any product and any commodity (Sharadga & Safori: 2020). From this perspective, it is an existence robbed of human dimensions, and empty of reason and thought, as the woman's being from this perspective is linked to household chores, taking care of children, watching over her husband's comfort, and fulfilling his desires (Al olamat :2022)& (Al-Hajj: 2020).

This study highlights the recipients as the targets of these advertisements to know their opinions about the use of

women in these advertisements, and what is the effect of this use; from here, this study came to know the opinions and impressions of women watching Arab women in visual advertising, whether on television, websites and social media.

The problem of the study lies in the appearance of women in most electronic and television advertisements, regardless of what the advertised commodity is. Those in charge of satellite channels and activists in the field of product advertising have dealt with women as a means of promotion that should be exploited to achieve profits. With intentional or unintentional disregard for her real role in social and cultural life, which affects the image of women, whether this impact is positive or negative, some viewers believe that the use of women in advertisements has positive effects that lead to the advancement of economic activity. While others see that this use has negative effects and that advertisements employ women in an abusive and seductive manner, leading to the gradual abandonment of our customs and traditions, threatening and disintegrating social values, and leading us to exploitation and Western cultural domination. Based on that, the research problem can be summarized in the following question, what is the effect of Arab satellite TV advertisements on the mental image of women among a group of female media professionals?

The study seeks to address its problem by identifying the reasons for the respondents viewing advertisements.

- 1- The opinion of the respondents on the contribution of advertisements to distorting the image of women.
- 2- The types of mutilation inflicted on women through advertisements from the respondents' point of view respectively; whereby each respondent chooses one type of mutilation that she believes is the strongest.
- 3- The respondents' attitudes towards advertisements and the degree of their impact on them.
- 4-The pros and cons of electronic advertising on social media.

Study questions,

In light of the above-mentioned objectives of This study raises some questions that it tries to answer, and these questions are, What are the reasons for respondents viewing ads?

&How do the respondents determine the degree to which advertisements distort the image of women?

-What are the types of distortion of women through advertisements from the respondents' point of view?

-What are the respondent's attitudes towards advertisements and the degree of their impact on them?

-What are the pros and cons of electronic advertising on social media?

Procedural definitions, Advertising is a means that aims to create a state of psychological satisfaction and acceptance in the masses to sell a good or service, accepting an idea, or directing a particular group. (Hasnaoui: 2018).

In the field of communication, Ihdadeen defines it as a technical means used to inform the public and convince them of the necessity of using a specific service or consuming a specific product (Kosytic: 2021).

And we will define it in this study as any activity that would lead to announcing or broadcasting a visual marketing message to the audience through a satellite channel, to persuade this audience, wooing it emotionally, or urging it to buy a particular good or service.

Woman image is that image or issues that result from conflicting attitudes about the social and human role of women and their interaction with others, their relationship with them and dealing with them, and their status and roles, negatively or positively. Therefore, all television advertisements in which women appear and affect the building of their image or contribute to influencing viewer's views of women will be included in this research.

The mental image can be defined procedurally in this research as the final result of the image of the woman resulting from her image in various media, especially the advertisement.

The Impact means the final result of the communication process that occurs on the behavior of the recipients (Ahmad: 2022), whether changing their behavior or confirming or canceling their views (Shrikhande: 2000).

Procedurally, it is defined as the viewpoint with which the recipient comes out towards a subject after being exposed to a radio or television material. In this study this material is devoted to advertising.

Theories consider that the information and knowledge provided by the media are not limited to influencing the attitudes and trends of the public only, but that the influence may be inverse on the means themselves so that the public's attitudes towards the medium or the nature of the content they provide and related objectivity, professionalism or other factors (Al-Qaterji: 2006).

Since many academics in the field of communication have established that the media has good impacts, media research has made significant attempts to analyze the material that the media transmits to the general public and the consequences of media production (Alzyoud & Makharesh: 2023).

The influence of the media varies according to its functions, the way it is used, social and cultural conditions, and the difference between individuals themselves (Ahmad et al., 2023; Ahmad:2022), and it may be a cause of effect or a complementary factor among other factors (Shrikhande: 2000).

Where the media plays a major role in forming opinions (Al-Shaqran : 2017), supporting the previous beliefs of the individual, and supporting the trends and patterns of community behavior as well (Alzyoud: 2022).

It also gives status and strength to some members of society through media focus on them and their activities, which increases their influence and authority, and the behavior of these individuals becomes significant and influences the opinions and attitudes of people (Makharesh : 2022).

The repetition of the media message that provides information and knowledge with a specific orientation and content would change existing convictions or instill new ones that affect the attitudes and the status of the public (Al-Qaterji: 2006). There are many areas in which media research focused on the influence of the media, including changing attitudes and trends, cognitive change, values change, and behavior change (Shrikhande: 2000).

The communication process begins by attracting the audience's interest to generate knowledge to reach awareness and understanding (Makharesh: 2018). Perception occurs as a result of the interaction between the content of the message with the direct personal experiences of the receiving audience (Al-Shaqran, & others: 2017).

As the individual builds a certain perception based on knowledge, before he takes a position, and this position is linked to the individual's interest in the event itself, there are media contents whose impact is limited to the cognitive level only, it does not go beyond taking a stand, but if this position exceeds the limit of interest, then it moves to the second level of influence and takes a position or direction (Al-Qaterji; 2006).

As for the change of attitude or direction, it is one of the most prominent and clear manifestations of the influence of the media, where the situation means a person's vision of a certain issue, a person, a value, or a feeling towards a specific thing, either negatively or positively, based on the information available to him through the media (Shrikhande: 2000).

Delver and Rokich, see that the behavior of society members towards the media is governed by basic rules, including the rule of selective cognition, which is based on the idea that those who have distinct psychological characteristics and special behavioral orientations according to their social affiliations will interpret the same media content in ways according to their differences (Al-Shaqran, & others: 2017).

Researchers differed about Mental image, this term due to a large number of different studies such as media, politics, sociology, and psychology (Ihaddadin, 1991). The mental image is defined as the impression that the individual has about the surroundings affected by the information stored about them and his understanding of them (Kirat: 2001). The mental image is the image that individuals form about something based on results and experiences based on false information, and does not necessarily represent reality, as it may be an illusion.

It is defined by "Ali Ajwa" as, the final product of the subjective impressions that people have towards things, individuals, groups, ideas, or anything else. These impressions are formed through direct and indirect experiences (Makharesh, 2022), and these experiences are linked to the emotions, attitudes, and beliefs of individuals (Al-Harqam: 2007).

In short, it is the accumulated store of ideas, impressions, and judgments that exist in the human mind, as a result of direct or indirect sensory abilities towards ideas, individuals, or groups. (Musa:2014)

We can conclude that the mental image is a set of perceptions and impressions that individuals have about something, and these stored perceptions are brought up as a result of exposure to a group of influences, and this image may be mental, irrational, true, or false and differs from one person to another, and accordingly, the stages of image formation are perceiving, storing, and then recalling when any alert occurs. The characteristics of the image are as follows. (Hasnaoui: 2018)

- 1- Recalling something that happened in the past.
- 2- It varies from person to person.
- 3- It may result from opinions, beliefs, and characteristics that are perceived mentally or emotionally.
- 4- The mental image is relatively stable, and does not change unless it is exposed to new events or experiences that are received and interpreted in one of the following ways,
 - A - Adding new information to the current visualization.
 - b- Working on minor changes to this perception.
 - C - a new reconstruction of the whole perception.

The mental image consists of many components of information, facts, knowledge, psychological trends, perceptions, and rigid patterns, it is acquired through the accumulated experience of the individual and his position in the outside world, the nature of time, and the quality of historical information of human civilizations to him, the nature of personal and family relationships, friendship relationships and behaviors prevailing in society and the quality of feelings and emotions. (Kirat:2001)

Thinking in psychology has several meanings, some of which are general and some of them specific. The general is every symbolic mental activity that replaces situations, things, and people with symbols instead of the actual treatment of reality, forming a mental image. (Sadiq: 2012)

Here, the strategies of advertising messages, advertising attractiveness, and executive frameworks for advertising must be compatible with cultural differences. For example, sexual attractiveness in advertising does not fit the Arab community traditions and the media, while it may be acceptable in other cultures, so advertisers must understand the differences before designing advertising messages (Ajwa: 1983).

Factors that affect individuals' perception of advertising images:

First, subjective factors, which are the internal factors of the individual, such as the individual's physiological readiness, previous experience, familiarity, attention, expectation, psychological state, value status, age stage, individual culture, and age.

Second, There are objective factors related to the stimulus and how to exploit it (Sadiq: 2012).

The media contribute to the formation and formation of mental images in people's minds (Al-Bishr:2014), especially television because of its widespread, horizontal and vertical extension, its great ability to polarize and dazzle, and its overwhelming takeover of people's time, and its intense competition with other social institutions in the field of mass influence. To the extent that the recipient feels that he has met the personalities covered by the media.

In addition, the image gave us the feeling that we could embrace the world in our minds as a system of images (Benson & Sue: 2021).

Therefore, approximately (70%) of the images that man builds of his world are derived from various media, which enhances the role of the media in creating and shaping the (opinion environment) (Kirat: 2001).

The image of a woman in advertising as Television is used nowadays to sell and promote a specific product, and it can create a set of perceptions, concepts, and values that affect the individual's attitudes, which in turn will be reflected in his behaviors, values, and attitudes (Zughdi: 2014). It has worked on the stereotyping of women and their confinement in some roles defined by cultures and multiple backgrounds.

Numerous studies have indicated that advertisements in most cases, for the sake of financial returns and purely commercial purposes, exceed all the values and foundations that serious women's press strives to present (Ghuraba: 2013).

Three out of four people agree that advertising has the power to shape the way we see each other. The representation of women in advertising has changed over the decades, Women are depicted as sexual symbols or unattainable versions of perfection (Mahmoud: 2011).

This Culture had spread and flourished and fell under two trends: the first view, sees what constitutes the forms of acquired behavior specific to society, and this is a real trend, while the second sees that culture is a set of ideas that the world strips from observing the tangible reality, and this is an abstract trend that includes all forms of acquired behavior specific to a particular society or group (Shaheen: 2020).

Many of the articles and research that dealt with the image of women in the media, clearly confirm the great difference between what is presented to Arab women in terms of women's media, and between their reality and aspirations. A large proportion of the media material published by women's publications and magazines is imported and alien to the Arab-Islamic society, and we also note the focus on the consumption nature (Mahmoud: 2011).

Dr. Ali Awad points out in his study, Professional Reality and Mental Image, that women usually appear in television advertisements and they either promote men's perfumes or any other products for men, or they promote cleaning materials to women, and in both cases; women are portrayed either sexual or other suggestive. The television advertisement greatly shows the image of a woman whose ambitions and aspirations do not exceed just having shiny hair, an attractive house, or a body of seduction and temptation (Ghuraba:2013).

Women and TV advertising,

An analysis of the content of a sample of television advertisements during a month showed that the appearance of women in advertisements compared to men exceeded 3.76-7.23 and their appearance in all advertisements for goods

and services that used people, while the appearance of men was limited to certain goods, and completely disappeared from advertisements for services, and women appeared in these advertisements as a beautiful woman 9.46 As an experienced woman 5.24 Then as a good mother 3.16, As a woman who does work 2.8, and as a wife 8.4. (Shaheen:2020).

There are several observations regarding the image of women in television commercials, the most important of which are, first, the adhesion of the image of women to traditional roles.

The traditional role of women as housewives, whose responsibility is to prepare food and wash utensils, has appeared in many advertisements, especially those that are prepared for an international company promoting chemical laundry detergents, cooking tools, and household cleaning. Second, Linking women to the meanings of sex and temptation.

The advertisements explicitly highlighted women's charms to attract the attention of the target audience of both men and women, thus helping to market the product being promoted. This method has been widely used in advertising products such as sports cars, men's hygiene items, sports equipment, and others.

Advertising presents the woman in general as that female desired by the male imagination, a seductive female who possesses a beautiful body or performs specific movements and gestures to convey the message of the advertisement to the recipient.

The advertised goods pass through the woman's body - the seductive one - which turns into a bridge to deliver the goods (Al-Saffar:2020).

Third, Contribute to confirming stereotypes

It still conveys stereotypical images formulated according to ready-made templates that dedicate the traditional job of a woman who is only occupied by managing the affairs of her home and raising her children, while we do not see - except in a few cases - pictures of the educated woman who was able to reconcile her duties as a wife and mother with her duty at work, and even in this case it was portrayed as if it was pushed into the work field, whether to escape from the routine of the house or to provide a source of livelihood for economic reasons and not convinced of the value of work (Al-Shatri: 2013).

Fourth, Enhancing Consumerism, advertising promotes consumerism rather than production and takes care of the basic cultural, educational, social, and scientific roles, by tickling the emotional regions of the brain (Maarawi:2020).

Marketing expert Tom Peters says, "You have to understand what makes women buy products and what keeps them away by understanding the biological, psychological, and cultural characteristics of women to be relevant to your business, and you must understand what marketing strategies attract them (Zughdi: 2014).

Fifth, Forming bad models for teenage girls.

While companies with well-known and prestigious brands are quick to talk about "women's empowerment" in their advertising campaigns for International Women's Day, do advertisers and advertising agency owners feel that women are better represented today in commercials than they were ten years ago example? (Maarawi:2020).

Some advertisements seek to provoke and highlight the motives and tendencies inherent within individuals and do not hide the danger of imitating and simulating the model represented in the advertisement, especially among children (Sadiq: 2012).

Especially when Hollywood stars, models, or even foreign singers appear to announce a product with gestures and movements that have become a model for our girls (Falih:2013).

Women do what is required of them to show their femininity and exploit them in promoting advertisements (Al-Shatri: 2013).

Sixth, Blurring the contents and paying attention to the crusts,

Women are always the most prominent weapon in the advertisers' battle for consumer attention and money, as advertisements often use images of beauty in ways that have nothing to do with the actual product (Kirat, 2001). by appealing to sex among the most important basic needs (Falih:2013).

2. Previous Studies

Hasnawi's study, 2018, aimed to identify the image of women in a sample of advertisements presented on the Algerian An-Nahar channel. Where the woman is used as a decoration to draw attention to the commodity, and her role did not exceed being a housewife who prepares food and coffee and takes care of raising her children.

In her study, Gharaba, 2013, tried to identify the image of women through a sample of advertisements presented on the Al-Resala satellite channel, which is one of the Islamic channels and relied on the method of content analysis as a tool to

answer the questions of the study, she reached a set of results, most of which were represented in the appearance of women as a stereotype in terms of highlighting them in traditional roles, but by showing them in a modest (veiled) image.

In her survey study, Zugdi, 2014, aimed to find out the image of women in television advertising. The sample was represented by a group of women in the Ehden neighborhood in the El-Wadi area and reached the following results, advertisers exploited women in television advertising for two main reasons; their ability to purchase and seduce, and the advertisements worked clearly on the stereotyping of the image of women so that the image of women has become distorted and subject to cultural, backward social and intellectual molds, that do not respect her humanity and her primary role, focusing on the external manifestations of the body, because it is a strong attraction to the viewer, without giving her real roles in society.

The study of Al-Shaqran et al., 2017, examined in a survey study the attitudes of Jordanian university students towards the image of women in advertisements, which are reflected in Arab satellite channels, by identifying the nature of advertisements that reflect the image of the most watched woman in terms of preferred advertisements, reasons for follow-up and their motives, and the extent of advertisement success among the study sample. The characteristics of the image of women and their roles are reflected in advertisements.

The study concluded that television channels are the most watched compared to other means, and the most followed ads were products, medical devices, technology, clothes, fashion, and herbs. The results showed that the ads presented by women were the most followed. In addition to the novelty of the advertised commodity and its cheap price, the study showed that the most important factors for the success of advertising are the beauty and grace of women and their ability to attract attention and address feelings, and the artist woman comes first in terms of appearing in television advertisements.

While Al-Elam Study, 2019, came to investigate the role of television advertising in motivating the purchasing behavior of Iraqi women through a survey conducted on some female employees of the Iraqi ministries in the city of Baghdad and aimed at answering the research questions, such as the methods that motivate the employed woman to buy, and the results of the research were that One of the most important reasons for Iraqi female employees to watch television advertisements is to know what is new about goods and services in the markets, and that employed women prefer watching television advertisements through advertisement breaks that permeate television programs, and that they prefer watching advertisements for perfumes, cosmetics, clothes, shoes and women's bags. Advertising temptations are (cleanliness) and (Fashion), (Health) and (Appearance), and advertisements motivate Iraqi women to buy according to the motivational methods used by advertisers.

Al-Khasawneh's study (2014) dealt with women's advertisements on official and private Jordanian television stations, including Jordanian TV, Josat, Roya, and Normina, to know the reasons that push advertisers to exploit women's bodies in ways that offend their image, and the extent of suffering caused by those advertisements to women as a result of using them as a tool for promotion from respondents' point of view. The questionnaire was used as a tool for the study, and the most prominent results of the study were as follows, the desire of women to watch advertisements shown by Jordanian television stations permanently, at a rate of 68%, and that the Roya channel is preferred by the respondents, sample members do not like the image in which women are presented in advertisements because they are presented as Commodity at a rate of 60% and that the woman's employment in advertisements was commercial, the dress in which the woman was presented was liberal, the majority of the sample's respondents believed that the role of women in advertising was secondary, and the solicitation that was used was emotional and that the woman appeared as a consumer.

Researcher Qandeel, 2018, identified the goal of her research in monitoring, describing, and analyzing the roles of the family and Gulf women in traditional and alternative media, to know the main roles that Gulf women played through these means, to develop a proposed vision for developing the media discourse on family and Gulf women issues in the traditional and alternative media, in line with the social reality of Arab women. The study reached the following results, the first of which is that the media could not express the serious challenges facing the Arab family and women, in addition, they did not express the issues and concerns of women and the Gulf family in a balanced manner, as they were concerned with "commodifying women" by looking at them as a body, and that there is a pivotal influence in the media to perpetuate a mental image that may be negative, stereotypical or positive.

3. Foreign Studies

Ipsos conducted research that answers a basic question, Beyond ethics, can brands benefit from changing the way they portray women in terms of brand perception? And according to a recent report by Ipsos, the answer was yes. The company's research found that ads that positively portray women are more likely to contribute positively to a brand's long-term relationship, in addition to changing short-term behavior, and that the role and portrayal of women in ads can influence ad rating attitudes. Study any positive association between the representation of a female character in the advertisement and the ability to remember the advertisement or remember the brand, while the effect occurred on the

behavioral measure of choice intentions and brand relationship, which are those measures that increase the likelihood of choosing the brand more often, and improve the feeling towards the brand.

In a historical study carried out by researcher Filippo, 2019, entitled "Advertising and the New Woman, From a Housewife to a Superwoman, the Evolution of Women's Advertising." The researcher reviewed the roles that women play in real life and their development and how advertising reflected them, where the researcher set a timeline for the development of advertising for women from World War II until 1980. During the war they appeared in work roles; after that, they were presented almost exclusively as housewives and sex objects. Then in response to the demographic transition of women into the labor force and the women's liberation movement in the 1960s and 1970s, advertisements began to adopt a glamorous version of the working woman, she was called the "new woman" or "the superwoman".

Costek, 2021, examined the impact of the Advertisers Association's industry-leading SeeHer initiative, which encourages advertisers to use the Gender Equality Scale (GEM) to identify gender bias and create realistic images of women in advertising by asking four questions about their work, What is the general opinion of the women shown? Are you photographed with respect? Was it improperly photographed? Is it seen as a positive role model for women and girls? Based on these questions, ten advertisements were monitored that helped change the story of the American woman, including, - Who says it's a man's world? - TWA (1950), Equal pay. equal time. - Bulova Akutron (1972), - The Race is On - Western Union (2017), and other advertisements that tried to portray women in a positive light, the study concluded by saying, There is, of course, much work to be done - at our present rate of progress, as these 10 ads are great case studies of how to create inclusive and representative work that moves culture forward, I hope they serve as inspiration for the way ahead.

The main objective of the Acevedo study, 2011 was to examine the female roles portrayed in advertisements. More specifically, the question that prompted this research project was, What messages are being communicated to society through women's advertising? Have these images changed over the past decades? The study was based on a systematic analysis of the content of Brazilian commercials from 1973 to 2000. The sampled population consisted of Brazilian commercials that received an award at international and national festivals. This study suggested that female images in advertisements be depicted in three different ways, stereotyped, idealized, and plural. The results of the study showed that some stereotypes have changed; However, they continued to be stereotyped and idealized.

Schrikandi, 2000, conducted a content analysis of the image of women in a group of American television advertisements, The results showed, 1- 70% of the women who appeared in the ads are between 18-30 years old, 2- Advertisements played a major role in distorting the image of women by creating a stereotypical image of women as a tool for sexual pleasure. 3- 33% of advertisements women appear in a leadership role, while 67% appear as a tool of sex or submissive to men, 4- Men often appear in advertisements in full clothes, while women are depicted in many advertisements while they are naked, 5- Women appear in most advertisements displaying their beauty and did not appear in advertisements that promote a new technology or a product that indicates innovation. 6- Men and women did not appear on an equal footing in any of the ads analyzed, 7- 50% of the advertisements showed women that they have no job but cleaning, and 8- Most of the advertisements focused on attractive, beautiful, and delicate women, which do not cover even a third of the population of the United States of America.

This study differs from previous studies because it is conducted on a sample of Arab media women who have undergone many training courses on the image of women in the media in general, and the fact that the study sample is members of associations and organizations that seek to calculate the image of women in advertising.

The study population consisted of all 380 Arab female media professionals, who belong to the Arab Women Media Center from Jordan and the Arab world. The study sample is part of the study population, it is selected by one of the sampling methods, and in this research, the simple random sampling method was used because it gives all the members of the research community the same opportunity to appear in the sample, and the sample amounted to 200 female media professionals who watch advertisements.

Data collection method (study tool),

A survey Sheet (Questionnaire), is a tool that is used to measure trends, opinions, and past experiences and link them to current behavior by answering several questions written in a pre-prepared form.

The reliability and validity procedures were developed to determine the field study on the impact of Arab satellite TV advertisements on the image of women among a group of female media professionals.

The re-test method was used in several alternative forms, where the researcher made several changes in the formal or structural design of the "questionnaire" tool, then redistributed it, compared the two answers, and found that there is a great similarity between them, this means that the reliability degree of the tool is high.

The content validity method was used, which aimed to ensure that the information collection tool "the questionnaire"

included all aspects, variables, and dimensions of the research problem and its comprehensiveness and representation of the study subject.

4. Study Results

Table No. (1). Characteristics of the demographic respondents

Demographic factors			%
Educational level	Diploma	35	%17.5
	BA	95	%47.5
	Postgraduate	70	%35
	Total	200	%100
age	25 – less than 35	38	%19
	35 – 45	122	%61
	More than 45	40	%20
	Total	200	%100

Table No. (2). Reasons for respondents viewing advertisements

	Paragraph	Agree		Neutral		Opposed		No.	%
1	To know items & products and where they are sold.	180	%90	4	%2	16	%8	200	100
2	Because of the attractiveness of the advertisements in terms of shooting and directing	20	%10	40	%20	140	%70	200	100
3	I have to watch ads while watching TV or electronically presenting the material.	188	%94	2	%1	10	%5	200	100
4	Because of the popularity of the people involved in the ads.	138	%69	12	%6	50	%25	200	100
5	To do online shopping without going to the market .	142	%71	12	%6	46	%23	200	100
6	To compare products to each other.	158	%79	18	%9	24	%12	200	100

Table No. 2 answers the first question in the study - what are the reasons for respondents view advertisements?

The table shows that the percentage of female respondents who had to watch advertisements while watching a program, whether on TV screens, YouTube or websites, amounted to 94%.

It is the most common reason for respondents to watch ads, which indicates that respondents do not want to watch ads directly, except because they are forced to watch them often.

While he came in second place when the goal is to search "to get to know the goods and products and where to sell them" with a percentage of 90%. In the third place, which is "to compare products with each other", came with 79%,

The percentage of women who follow advertisements for online shopping was 71% and ranked fourth.

While the paragraph "because of the popularity of the people participating in the advertisements" came in fifth place with a rate of 69%.

And in the last place, with a big difference in the percentage of support, came the paragraph "because of the attractiveness of the advertisements in terms of filming and directing" with a support rate of 10%, While the percentage of opposition increased to 70%.

Table No. (3). The contribution of advertisements to distorting the image of women from the respondents' point of view

CHOICES	FREQUENCY	PERCENTAGE
To a high extent	133	%66.5
To a certain extent	57	%28.5
No	10	%5
total	200	%100

Table No. (3) answers the second question of the study, How do the respondents determine the degree to which advertisements distort the image of women?

Where it appears from the table that the highest percentage of respondents (66.5%) believe that advertisements contribute greatly to the distortion of the image of women, while 28.5% of respondents believe that advertisements contribute to some extent in distorting the image of women, while the lowest percentage sees 10% of The respondents stated that advertisements do not contribute to distorting the image of women.

Table No. (4). The type of distortion inflicted on women because of advertisements from the respondents' point of view, as each of them chose one type that expresses her point of view

Alternatives	frequency	%
Using women in advertisements to provoke sexual instincts and physical charms.	45	22.5
Insulting women by showing them in non-women's ads like shaving paste.	55	27.5
Underestimating a woman's mind by presenting her as a consumer who does not care and thinks only of her elegance and beauty.	60	30
Presenting the woman as an uneducated housewife and nanny, and surprised by information during advertisements.	40	20
Total	200	100

Table No. 4 answers the third question of the study, What is the type of distortion inflicted on women through advertisements from the respondents' point of view?

The table shows that the percentage of respondents who believe that displaying the image of women as a consumer through their use in cosmetics ads is 30%, which is the highest percentage and came in second place "insulting women by showing them in advertisements that do not belong to women such as men shaving paste" with a rate of 27.5 %. The paragraph "Using women in advertisements to provoke sexual instincts and physical charms" came in third place with a rate of 22.5%, and the fourth place was occupied by the paragraph that says that "there is limited to her appearance in advertisements on her body, which leads to her being used as a means of sexual arousal" at a rate of 20%. Thus, the table shows us the order of the abuse of women in order through the respondents who chose one type for each of them expressing their view of the abuse caused by the advertisement.

Table No. (5). The degree of support of the respondents for the following statements

No.	paragraph	Approved		Neutral		opposed		Total	
		No.	%	No.	%	No.	%	No.	%
1	The image of women in advertisements does not correspond to the real image of women in our Arab societies.	135	67.5	14	7	51	25.5	200	100
2	There is a need for some competent authorities to adopt training courses for Arab advertising directors to conform to our customs and traditions	178	89	8	4	14	7	200	100
3	The appearance of women in Arab advertisements is an imitation of the Western advertising style.	142	71	20	10	38	19	200	100
4	Women's rights associations and organizations must exert pressure to preserve the image of women and to educate society about their true role through the various media.	182	91	3	1.5	15	7.5	200	100
5	Arab satellite channels do not take into account Arab and Islamic values and customs in their advertisements.	144	77	16	8	30	15	200	100
6	Advertising aims to highlight the beauty of women through the marketing of a particular product.	138	69	22	11	40	20	200	100
7	There are strong and distinctive ads where there are no women.	122	61	18	9	60	30	200	100
8	There are a large number of advertisements targeting women as a model who only cares about their body.	166	83	10	5	24	12	200	100
9	The presence of a strong, successful woman in advertising may change the negative perception of women	128	64	13	6.5	59	29.5	200	100
10	Most advertisements do not show women as active partners in the family and society.	113	56.5	19	9.5	68	34	200	100
11	I see that the exploitation of the woman's body in advertisements affects increasing the demand for the commodity.	134	67	16	8	50	25	200	100
12	Advertising will not be successful unless it shows the charms of women.	60	30	32	16	108	54	200	100
13	The advertising style has nothing to do with professionalism, but rather reflects the extent of the weakness of professionalism.	149	.74	33	16.5	18	9	200	100
14	I am ashamed when I see an advertisement that is provocative in front of my family.	179	89.5	8	4	13	6.5	200	100
15	Advertisements affect society's view of women and keep them away from their real role	161	80.5	19	9.5	20	10	200	100
16	The biggest blame lies with the women who represent the advertisements for the negative image that the advertisements reflect.	164	82	10	5	26	13	200	100
17	The ads that appear only on social networking sites and YouTube have more freedom, and therefore, the distance from Arab values is greater.	178	89	12	6	10	5	200	100
18	One of the advantages of advertisements on websites is that you can not complete the advertisement and thus not see the offensive part with the arrival of the idea of the advertisement.	162	81	20	10	18	9	200	100
19	Advertisements designed to be broadcast on social media show women less in men's products.	172	86	18	9	10	5	200	100
20	Some advertisements on websites, even if they do not contain women, are considered indecent using some graphics, pictures, or phrases.	144	77	15	7.5	41	20.5	200	100

Table No. (5) answers the fourth question of the study, What are the respondents' attitudes towards advertisements and the degree of their impact on them?

As it appears that the highest percentage of female respondents and in the first place support the idea of "women's rights associations and organizations must exert pressure to preserve the image of women and to educate society about their true role through the various media." At a rate of (91%), perhaps this percentage came to inform female media professionals about some experiences in the West, this is consistent with the study, which sees that the image of women in advertisements has begun to change with the presence of such organizations and associations, such as the Costek study³⁵, which was interested in studying the impact of the SeeHer initiative on the image of women in advertisements and found a great response.

In the second place, with a rate of 89.5%, came the paragraph "I am ashamed when I watch an advertisement that contains excitement in front of my family members." This applies to television advertisements more than electronic ones, because viewing is individual on electronic ones.

The seventeenth paragraph was equal in third place with a rate of 89%, "Ads that appear only on social networking sites and YouTube have greater freedom, and therefore greater distance away from Arab values." For the "second" paragraph, "there is a need for some competent authorities to adopt training courses for Arab advertising directors to conform to our customs and traditions".

This confirms what was stated in the previous paragraph, where viewing websites is individual.

As for the fourth place, the paragraph "advertisements designed to be broadcasted through social networking sites show women less in men's products" by 86%, and this indicates the presence of specialization in directing advertisements according to the target group in electronic advertisements, and this is a good indicator.

As for the fifth place, with a rate of 83%, came the paragraph "there are a large number of advertisements targeting women as a fashion model who only cares about her body" and this is one of the negative effects of women's vision of themselves, and this percentage is consistent with most previous studies that confirm the negative role played by advertising in distorting the image of Women, including the study of Charakandi and Acevedo.

While the paragraph "The most blame falls on the women who represent the advertisements for the negative image that the advertisements reflect" by 82% and ranked sixth.

It was followed by and in seventh place with a rate of 81%, the eighteenth paragraph "One of the advantages of advertisements on websites is that you can control what you do not want to see the offensive part while understanding the advertisement idea."

As for the 8th place, the 15th paragraph period, "advertisements affect society's view of women and distance them from their real role" with a rate of 80.5%.

The 9th place, shared by the 5th paragraph "Arab satellite channels do not take into account Arab Islamic values and customs in their advertisements" and the 20th paragraph "Some advertisements on websites, even if they do not contain women, is considered indecent through some drawings, pictures or phrases" with a rate of 77%.

And in tenth place came the 13th paragraph, "The style of advertisements has nothing to do with craftsmanship, but rather reflects the extent of the weakness of professionalism" at a rate of 74%.

The third paragraph, "The appearance of women in Arab advertisements, an imitation of the Western advertising style", ranked 11th with a rate of 71%.

The 6th paragraph came in 12th place, "The advertisements aim to highlight the beauty of women through marketing a specific product" with a rate of 69%.

It was followed by the first paragraph, "The image of women in advertisements does not correspond to the true image of women in our Arab societies" by 67% and ranked thirteenth.

As for the 14th place, with a slight difference, the 11th paragraph came with a rate of 67%, "I believe that the exploitation of the woman's body in advertisements has an impact on increasing the demand for the commodity."

The 9th paragraph ranked 15th, "The presence of a strong, successful woman in advertising may change the negative perception of women" with a percentage of 64%.

In the 6th place came the 7th paragraph. "There are strong and distinctive advertisements that do not contain women." by 61%.

The 10th paragraph ranked 17th, "Most of the advertisements do not show women as an active partner for the family and society," with a rate of 56.5%.

And in the last place, which is the 18th, came the 12th paragraph, "The advertisement will not be successful except by showing the charms of the woman," with an approval rate of only 30%.

Table No. (5) Answers the fourth question of the study, What are the respondents' attitudes towards advertisements and the degree of their impact on them? ,

As it appears that the highest percentage of female respondents and in the first place support the idea of "women's rights associations and organizations must exert pressure to preserve the image of women and to educate society about their true role through the various media." At a rate of (91%), perhaps this percentage came to inform female media professionals about some experiences. In the West, this is consistent with the study, which sees that the image of women in advertisements has begun to change with the presence of such organizations and associations, such as the Costek study³⁵, which was interested in studying the impact of the SeeHer initiative on the image of women in advertisements and found a great response.

In the second place, with a rate of 89.5%, came the paragraph "I am ashamed when I watch an advertisement that contains excitement in front of my family members." This applies to television advertisements more than electronic ones, because viewing is individual.

The seventeenth paragraph was equal in third place with a rate of 89%, "Ads that appear only on social networking sites and YouTube have greater freedom, and therefore greater distance away from Arab values." For the "second" paragraph, there is a need for some competent authorities to adopt training courses for Arab advertising directors to conform to our customs and traditions. This confirms what was stated in the previous paragraph, where viewing websites is individual.

As for the fourth place, the paragraph "advertisements designed to be broadcast through social networking sites show women less in men's products" by 86%, and this indicates the presence of specialization in directing advertisements according to the target group in electronic advertisements, and this is a good indicator.

It ranked fifth with a rate of 83%, the paragraph "There are a large number of advertisements targeting women as a fashion model who only cares about her body" and this is one of the negative effects of women's vision of themselves, and this percentage agrees with most previous studies that confirm the negative role played by advertising in distorting the image of women, including a study Chrikandi and Acevedo.

And the paragraph "The most blame falls on the women who represent the advertisements for the negative image that the advertisements reflect" by 82% and ranked sixth.

It was followed by and in seventh place with a rate of 81%, the eighteenth paragraph "One of the advantages of advertisements on websites is that you can not complete the advertisement and therefore not see the offensive part with the arrival of the idea of the advertisement."

As for the eighth place, the fifteenth period came in "advertisements affect society's view of women and distance them from their real role" with a rate of 80.5%.

It ranked ninth, shared by the fifth paragraph "Arab satellite channels do not take into account Arab Islamic values and customs in their advertisements" and the twentieth paragraph "Some advertisements on websites, even if they do not contain women, is considered indecent through some drawings, pictures or phrases" with a rate of 77%.

And in tenth place came the thirteenth paragraph, "The style of advertisements has nothing to do with craftsmanship, but rather reflects the extent of the weakness of professionalism" at a rate of 74%.

The third paragraph, "The appearance of women in Arab advertisements, an imitation of the Western advertising style", ranked eleventh with a rate of 71%.

The sixth paragraph came in twelfth place, "The advertisements aim to highlight the beauty of women through marketing a specific product" with a rate of 69%.

It was followed by the first paragraph, "The image of women in advertisements does not correspond to the true image of women in our Arab societies" by 67% and ranked thirteenth.

As for the fourteenth place, with a slight difference, the eleventh paragraph came with a rate of 67%, "I believe that the exploitation of the woman's body in advertisements has an impact on increasing the demand for the commodity."

The ninth paragraph ranked fifteenth, "The presence of a strong, successful woman in advertising may change the negative perception of women" with a percentage of 64%.

In the sixteenth place came the seventh paragraph. There are strong and distinctive advertisements that do not contain women. by 61% The tenth paragraph ranked seventeenth, "Most of the advertisements do not show women as an active partner for the family and society," with a rate of 56.5%.

And in the last place, which is the eighteenth, came the twelfth paragraph, "The advertisement will not be successful except by showing the charms of the woman," with an approval rate of only 30%.

5. Discuss the Most Important Results and Their Relationship to Previous Studies

1- 94% of the respondents watch advertisements when they are obliged to follow a program and in the second place percentage of 90%, which is to identify the goods and products and the places where they are sold, which is consistent with the media study for the reasons why Iraqi female employees watch television advertisements. To find out what is new about goods and services in the markets, the percentage of women who watch advertisements because of the popularity of the people participating in them is 69% and is in fifth place, and this is consistent with the study of Al-Shaqran and others, where the female artist comes first in terms of appearing in television advertisements. The percentage of those who follow advertisements decreased because the attractiveness of advertisements is 10%, and this explains the high percentage of women who see that the advertising style has nothing to do with craftsmanship, but rather reflects the extent of the weakness of professionalism, 74%.

2- The respondents, with a rate of 66.5%, believe that advertisements contribute greatly to the distortion of the image of women, and this is consistent with most studies, such as the Zogdi study, which believes that advertisements focus on the strength of physical attraction and move away from the real role of women and the Khasawneh study, which sees that women are presented in advertisements as a commodity. Hasnawi's study believes that advertisements distorted the image of women. Qandil study believes that the appearance of women in advertisements perpetuates a very negative image of women. Among the foreign studies is the study of Charakandi, where women appeared in advertisements from the respondents' point of view 70% for sexual arousal.

3- As for the type of distortion that occurred to me about the image of women through advertisements, each respondent chose one type that she believes is the strongest. In the first place came the paragraph underestimating the woman's mind by presenting her as a consumer who does not care and thinks only of her elegance and beauty, at a rate of 30%, and this is consistent with Zughdi's study Al-Khasawneh, Shirkandi, Hasnawi, and others. The second place in terms of distortion, with a rate of 27.5%, is the appearance of women in advertisements that do not pertain to women, such as shaving paste.

As for the third distortion, at a rate of 22.5%, it is the woman's use to provoke instincts, sexual suggestions, and physical charms, and this point coincided with most of the previous studies, but the difference was in the arrangement of this paragraph, as some studies placed it in the first place, perhaps because of paragraphs in this research that are not found in research Others and perhaps the difference in the research sample.

The last rank is the presentation of the woman as a housewife and a nanny who is uneducated and surprised by the information during the advertisement, with a percentage of 20%, this result is consistent with Qandil's study that was conducted on Gulf society, which concluded that advertisements perpetuated the stereotypical image of women, Alelam study, the Ghuraba study conducted on Islamic channels, and Hasnawi's study, which was conducted on Algerian society, while Charandi³¹ study showed women that they had no other job than cleaning.

In the part that focused on the degree of support of the study sample for some of the phrases and topics that pertain to the image of women in the advertisement, the highest percentage of support was for the paragraph that states the need for women's rights associations and organizations to exert pressure to preserve the image of women and to educate society about their true role through the media. Different by 91%, and this is consistent with what was stated in foreign studies, including those conducted by Ipsos³⁷, which asked a question to the study sample of advertising producers about the possibility of changing the way women are portrayed and focusing on the brand, and the answer was yes, As well as the study of Filippo¹⁹, which reviewed the development of the image of women in advertising due to the development of their real roles in line with the women's liberation movements, as well as the study of Acevedo¹, which showed an evolution in the image of women and a change in the stereotyped image through a study of an internal analysis of advertisements from 1973-2000.

- Respondents feel ashamed when they see an advertisement that is sexually seductive in front of their family members, at a rate of 90%. Therefore, respondents believe that there should be specialized bodies working to train Arab advertising directors to comply with customs and traditions, at a rate of 89%.

The respondents believe that the appearance of women in Arab advertisements is an imitation of the Western advertising style, percentage of 70%, they also see, with a rate of 67.5%, that the image of women in advertisements does not correspond to the real image of women in our societies, and this is consistent with Qandil's study, which found that the media could not express the serious challenges facing the family and Arab women, in addition to that they did not express the issues and concerns of women and the Gulf family in a balanced way, and the respondents believe that the Arab satellite channels, do not take into account the Arab Islamic values and customs in their advertisements by 77%.

Based on the previous results we note that the majority of the respondents were negatively affected by watching advertisements in which women appear in a Western way or advertisements that do not comply with religious teachings.

This is the result of the study of Zughdi, Al-Shaqran, and others, where these studies found that the most important factors of advertising success are the beauty and grace of women and their ability to attract attention and address feelings.

- 70% of respondents opposed the idea that advertising is only successful by showing women's charms, and they believed that the greatest blame falls on women who act in the advertisements for the negative image reflected in advertisements by 82%.

They unanimously agreed that a strong, successful woman in advertising may change the negative perception of women by 64% and that there are strong and distinguished ads in which there are no women at 61%.

Finally, concerning electronic advertisements on YouTube and social networking sites, To answer the fifth question of the study,

What are the pros and cons of electronic advertising on social media?

- Between the pros and cons of electronic advertisements on social media, one of the negatives of electronic advertising is that advertisements that appear only on electronic means, where individual viewing is a greater distance from Arab values. This paragraph was supported by 89% of the respondents.

One of the negatives is also that some electronic advertisements, even if they do not contain women, are indecent through some drawings, pictures, or phrases, and this was approved by 77% of the correspondents.

As for the positives, as seen by the respondents, "advertisements designed for electronic broadcasting show women less than the commercial advertisements, at a rate of 86%.

The second positive is "One of the advantages of electronic advertising is that you cannot complete the advertisement and therefore not see the offending part with the arrival of the idea of the advertisement." by 81%.

Most Arab studies agree with our study in terms of the form in which women appear in advertisements and their imitation of the Western model, while Western studies see that there has been a development in the image of women in advertisements in line with their development on the ground, as a result of the development of their roles and the effectiveness of women's organizations in improving the image of women in the media. Various media and confirmed by the Costic study, which monitored 10 advertisements and described them as wonderful about women, and this is a link Announcements, <https://www.adcouncil.org/all-articles/10-historic-ads-that-moved-culture-forward-for-women>

6. Recommendations

- 1- Advertisement production companies and satellite stations must take into account Islamic values and teachings and Arab customs and traditions before embarking on advertising design.
- 2- If a woman must appear in the advertisement, then this appearance should be modest, away from nudity and temptation.
- 3- Taking into account the different segments that watch the advertisement, regardless of the reasons for watching.
- 4- Companies take into account the real role of women in societies and do not neglect it in advertisements, as women have decisions and dominance.
- 5- Involving competent women in presenting advertisement designs that are consistent with their real role, whether they are radio, television, or electronic advertisements, or through newspapers and magazines.
- 6- Staying away from the application of the Western advertising model on the pretext that it has proven its effectiveness and success.
- 7- Repeated research attempts to analyze the content of advertisements to find out the extent of development or decline in the image of women.

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