WHAT IS THE CURRENT STATE OF ADVERTISING?

Harmful gender norms continue to be represented, reproduced, and reinforced in television and digital media advertisements in the Caribbean.

When advertisements reinforce discriminatory gender norms, they can contribute to the normalization of violence against women and girls. Findings on the prevalence of gender stereotypes in advertisements are particularly concerning given the high rates of gender-based violence in the Caribbean.

REPRESENTATION AND STEREOTYPES IN CARIBBEAN ADVERTISING

A study by UNICEF and the Geena Davis Institute on Gender in Media in Jamaica, Barbados, Trinidad and Tobago and St Lucia.

WOMEN ARE SHOWN AS CAREGIVERS BUT ALSO AS OBJECTS OF SEXUAL DESIRE.

- Women are more likely to be depicted with family or as having dependent children.
- Women are almost twice as likely to be depicted performing domestic tasks.
- Women were portrayed in revealing clothing seven times as often as men.
Men are portrayed as powerful providers and popular leaders.

Men are over 13 times more likely to be depicted as cool or popular.

Advertisements fail to capture the diversity of the Caribbean, widely excluding nondominant groups.

Characters are largely heterosexual, young, thin, non-disabled, and middle-class.

There is an absence of LGBTQIA+ individuals, people living with disabilities, and adults over 50 years old.

Very few characters are portrayed as working-class or having large bodies.
We need you to lead the way!

While advertisements can reinforce harmful gender norms, they also have the huge potential to change norms and behaviours on gender equality and contribute to ending violence against women and girls.