

صورة المرأة في الإعلانات المعروضة عبر وسائل الإعلام العربية

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ملخص البحث:

إن الإعلانات التي تحتوي على صور للنساء تعتبر واحدة من أكثر الموضوعات إثارة للجدل في مجال صناعة الإعلان، حيث إن تأثيرها يمتد على الأشخاص والاتجاهات. وتهدف هذه الدراسة إلى تحديد الصورة الذهنية للمرأة التي يتم ترسيخها من خلال الإعلان المرئي في وسائل الإعلام العربية. كما تهدف أيضاً إلى معرفة ما إذا كانت هذه الإعلانات تصور المرأة بشكل إيجابي أو سلبي، بالإضافة إلى بحث أسباب ظهور المرأة بشكل سلبي في الإعلانات التجارية إذا كان الاتجاه السلبي متواجداً في تلك الإعلانات. وقد اعتمدت هذه الدراسة على المنهج الوصفي التحليلي لتحقيق هذه الأهداف. وتشير النتائج إلى أن تصميم الإعلانات التي تحمل صوراً للمرأة في وسائل الإعلام العربية تنشئ صوراً ذهنية قوية، والتكرار يعزز تلك الصور. وتؤكد النتائج على أن الإعلانات وتعزز صورة المرأة كجسد مثير، وتؤجج عدم الرضا عن الذات وعن الواقع ولا تعكس الصورة الحقيقية للمرأة في المجتمع. وأكدت النتائج على أن المرأة تظهر بشكل سلبي في الإعلانات، أما أهم الأسباب التي تجعل المرأة تظهر في الإعلانات بشكل سلبي فهي تتمحور حول الرغبة في الكسب المادي وانخفاض مستوى الوعي والإدراك لدى المرأة التي تظهر في الإعلان.

الكلمات المفتاحية: الإعلان، المرأة، الإعلام العربي، التصميم.

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The Image of Women in Arab Media Advertisements

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Abstract

Advertisements containing images of women represent one of the most controversial topics of the advertising industry and has an impact on people and trends. This study aims to determine the typical mental image of women purveyed through visual advertising in the Arab media. It also aims to find out whether these advertisements portray women positively or negatively, in addition to investigating the reasons for the recent negative portrayal of women in commercials. The study adopted a descriptive-analytical approach to achieve these objectives. The results indicate that advertising designs that carry images of women displayed in the Arab media create strong mental images. Repetition reinforces these images, and they emphasize the concept of women as sex objects. This concept of women as sex objects causes dissatisfaction as it is not a true reflection of women in society. The results also confirmed that women appear negatively in advertisements. The most important reasons the advertisements appeared to depict women negatively are an obsession with material gain and the presentation of women as having a low level of awareness and understanding.

Keywords: Advertising, Women, Arab media, Design.

Introduction

A commercial advertisement does not come to fruition spontaneously. Instead, it goes through many development stages to finally transmit a specific message based on the advertisement's target. The advertisement first seeks to attract the attention of the viewers and influence them using design and targeted direction. A study conducted by Harvard University shows that the ordinary American person is exposed to around 5000 advertisements daily (Railton, 2016).

The influence of commercial advertisements cannot be limited to marketing and promoting goods and products only. It surpasses that initial purpose and enters more dimensions and is sometimes hazardous

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in some fields. The psychological, cognitive, and cultural influence of the advertisement directly impacts the formation of individuals' identities both in the mid and long-term. This influence stretches from the individual level to a broader impact on the formation of societies and nations. In the advertisement industry, specialists, including women, tend to use the most promotive and attractive elements. In this respect, targeting women in advertisements can be seen from two sides. The first side targets women as consumers of the products and services that are promoted through the advertisements. The second side targets women to appear in advertisements and act as a component of the advertisement. The latter is said to be the most influencing one as it works on forming the perception of societies, including women, men, and children.

Recently, the appearance of women in advertisements in the Arabic media has become increasingly more noticeable. Women appear in around 82% of the total advertisements (Nima, 2016). This increasing appearance of women in advertisements can form a mental perception of women by the audience. Therefore, it is considered a circle of influence that touches Arab individuals and other societies. The mental perceptions mentioned in the study are a set of impressions formed and solidified in individuals and communities, including various ideas and values about the content portrayed/filmed.

Parting from this idea, the researcher senses the importance of conducting a study aimed at making a significant, accurate, and beneficial addition to the existing literature. Specifically, the researcher desires to contribute to existing research that examines advertisements that produce content where values and morals dominate more than the desire for financial profits.

The problems of the study:

Nowadays, the world is characterized by the existence of legislations which regulate different aspects of people's lives. However, many advertisements are designed to trick consumers and evade regulations. Regardless of their method, these advertisements considerably influence the formation of concepts and ideas, and even cultural patterns in the long term, especially in the portrayal of women. The findings affirm that 64% of women are influenced by advertisements, as stated by Niazi (2016). Advertisements' messages influenced also 34% of children. These findings confirm the importance of the images formed by advertisements on society and women specifically. The focus of the advertisements is on women, both as a consumer and as a tool.

This study develops its focus based on the recommendations of previous studies that examine the issue of women in Arab advertisements. These studies emphasize the necessity of conducting further research about Arab societies that have not covered the image of women in advertising as a topic of research. The aim is to build a complete conception of the vision of those societies that portray women in advertisements

to help decision-makers implement the required and suitable procedures based on comprehensive scientific research.

Additionally, previous research studies on this topic do not explore the root of the problem with women's appearances in advertisements. Therefore, this study attempts to fill this gap as one of its objectives. Moreover, advertisements that use the image of women have, and will have substantial effects on forming individual and collective cultural patterns globally and domestically.

Objectives of the study:

This study aims to achieve the following objectives:

1. To understand the mental images formed by visual commercial advertisements appearing in the Arab media;
2. To understand whether the commercial advertisements show women positively or negatively in the Arab media; and
3. To understand the causes of women's negative appearance in the commercial advertisements that display them inappropriately

Previous literature:

There are numerous studies and research that address the image of women in advertisements from different perspectives. In Egypt, Chadli (2016) analyzed a study titled 'The Image of Woman in Television Advertisements.' He states that the study aims to compare the image of women in advertisements in Arab and Western channels. The study concluded with many noteworthy findings, including the resemblance between the Arab and Western television channels concerning the representation of women in advertising. Both use women to attract consumers apart from the use of sexual allusions that attract people to buy a product.

Khalaf's (2016) study sheds light on the critical issue of treating women as a commodity through commercial advertisements in Kuwait. According to him, this stems from the penetration of the capitalist and opportunistic ideologies within decision makers in the field of Arab media and advertisements.

A 2016 study conducted by Wakalat regarding the image of women in advertisements displayed in Moroccan media finds two implications of negative portrayal: the first is that there is a violation of women's bodies when used to promote products; the second is that although women participate in building society, men are portrayed to control society.

Abu Zaid's (2014) study aims at discovering the image of women in the printed commercial advertisements of Al-Ayam newspapers in Bahrain. The results show that the images of women in printed advertisements foster the concept of women as a commodity. Women are treated as commercial

commodities, putting more focus on their bodies to achieve commercial objectives as well as promote products and services. The study affirms that the designers of the advertisements use the theory of symbolic violence in their advertisements. They exploit women's bodies to impose their advertising messages on the audience and systematically convince them in a way that implies some symbolic force. Conversely, Conde's (2014) study, which attempts to understand the influence of commodifying the image of women in the printed advertisements, produced many remarkable results. The study found that women are used as a commodity in commercial advertisements to promote products. The advertisements portray women as very attractive and exciting by utilizing colors and allusions of body poses to attract the audience.

Issam (2008) conducted a study that aims at determining the opinion of Jordanian society about women in televised commercial advertisements. The study concludes that the appearance of women on the televised commercial advertisements is considered a tool of seduction with sexual implications. Additionally, relying on the advertised product, the participants in this study showed more tendency to accept the appearance of men in advertisements than to accept that of women. Another significant result of the study is that the appearance of women in commercial advertisements does not reflect society's culture as a whole.

On the other side, Alhamidan (2008) found in his study conducted in Jordan that women in the Arab media appear in 60% of advertisements for products not targeted to women. He found that advertisers exploit women's bodies as a tool of seduction in 15% of advertisements. He also found that women appeared negatively and ineffectively in 45% of those advertisements. Similarly, Aldahdouh (2010) conducted a study in Palestine, aimed at examining the image of women in the Arab satellite channels' advertisements. She found that women appear in 70% of advertisements that do not necessarily relate to women. The study also showed that advertisements exploit women as a tool of seduction to promote products in 48% of advertisements. In about 69% of advertisements, women appeared negatively as an inactive part of their family and society. Moreover, the study determined that about 55% of advertisements contribute to the distortion of the image of the Arab woman. These findings indicate that there was a 5% rise in the negative appearance of women in advertisements during the two years following Alhamidan's (2008) study.

Kalliny et al. (2008) conducted a study in the USA to compare the appearance of women in American and Arab televised advertisements. The study examined Arab countries, including the Kingdom of Saudi Arabia, the United Arab Emirates, Egypt, and Lebanon. The study found that Arab women's appearances were more decorous than her American counterpart, but the degree of decorum varied within televised

Arab advertisements. The results also showed that ads in the USA portray more American women participating in work outside the house, and thus, more active in society than the Arab women.

Through the previous research and studies, it seems that there is consistency in the findings of most of the studies that were conducted in Arab countries, indicating the negative appearance of women in Arab advertisements. This negative appearance, in turn, shows the exploitation of women's bodies to promote and market products. Furthermore, advertisements sometimes portray women as a commodity for users as made based on modern theories of communication and design. On the other hand, American studies state that the appearance of women in Arab advertisements is more decorous than woman's appearance in the American ones. However, these Arab advertisements present women as less effective in contributing to the activities of the society in general. Moreover, Arab advertisements displaying women evoke more pleasure as compared to American advertisements. This finding indicates that designers and producers of Arab advertisements use symbolism and allusion to deceive some laws that restrict the indecent exhibition of women in some Arab countries.

The role of the design and production of advertisements in stereotyping women:

Design and visual production represent the most current and useful factors that influence the visual advertisements system. Design and visual production constitute about 88% of the influence that transmits messages and achieves advertisements' objectives (Conde, 2014). Therefore, advertisers allot special care to the advertisement's design and production as they are the primary mode to communicate with the audience (viewers). Ads must emit messages that achieve the desired influence.

In effect, the ultimate benefit from women's pictures in advertisements comes during an integrated design scheme where symbolism plays an extreme role and connects the audience's mind to advertisements through repetition (Yassin, 2011). Moreover, some patterns were observed through the design of the advertisements related to women's picture as follows:

- 1) Focusing on women's bodies to seduce the audience (Khalaf, 2016): Advertisement design concentrates on women's bodies and their details as a critical factor of attraction and arousal to promote ideas and market products of any kind.
- 2) Showing women's weakness (Zotos and Tschla, 2014): This pattern of advertising design displays men's dominance through physical superiority. It deliberately illustrates women as weaker than men. This design may also portray her in situations of weakness within the advertisement, such as crying, in a state of confusion, or begging.

- 3) Creating the image of women's submission to men (Nima, 2016): The advertisement designer in this pattern focuses on dismantling women of control and portray her in situations of conformism and deference through her physical pose, including sitting, lying, or leaning.
- 4) Portraying women at an inferior social or professional level (Khalaf, 2016): Advertisements in this context show women in social or career situations that are below men, such as having a man as the manager while a woman is a secretary.

Is the problem of women's appearance in advertisements an Arab or global issue?

In 2012, women walked the streets of Copenhagen with the campaign slogan 'We Refuse to Be Things.' Women carried signboards and demonstrated against the materialized treatment of women and their appearances as puppets in commercial advertisements (Bazarbashi, 2012). Two years later, similar campaigns led by Arab women emerged. In 2014, the Arab world became more aware of Arab women's exploitation in advertisements. Subsequently, an opposing campaign with the slogan 'You Can't Sell Through Commodifying' arose on the streets of Beirut to sensitize the community and shed light on the issue. Also, the Arab association 'I Have the Right to Live' launched an initiative to defend the dignity of women in advertisements under the title 'I am an Entity, not Advert' (Ghazala, 2014).

By examining the situation of women in commercial advertisements in some countries, one may find that there is an apparent convergence in stereotype patterns in which women appear. In the USA, there was a study that compared women in ads in 1991 and 2008. The comparison showed that the number of women who were used as seduction tools in commercial advertisements in 2008 was higher than in 1991. What is a more dangerous finding from that study is that American society has become more accepting of women's appearance as a tool of seduction and arousal in advertisements. Moreover, women themselves do not consider appearing in such an image as a humiliation to their entity.

The apparent contradiction is that those advertisements have become less influential on the purchasing decisions of the advertised products (Zimmerman and Dahlberg, 2008). Additionally, many advertisements in the USA portray women as weak and performing only secondary roles, submitted to men, and doing marginal work inside the house while men perform prominent roles within society. Further, many advertisements present women as a tool of sexual pleasure and not qualified for serious work outside the circle of this role (George and Uhlenbrock, 2010).

In Britain, the portrayal of women and women's rights violations constitute one of the main issues of the last 40 years. Ironically, no regulations about the portrayal of women in advertisements have not come to fruition. Furthermore, British institutions supporting advertisements such as (ASAI) and (IAPI) dominate

the advertising industry strongly. These institutions managed to block and obstruct the regulatory decisions that may stop women's exploitation in commercial advertisements (Pettersen et al., 2016).

Similarly, in France, the situations of women are not any better than the abovementioned situations. Surveys conducted by CSA specialized centers showed that 84% of French people are annoyed by the advertisements exploiting women (Wakalat, 2016). In Spain, there have been some apparent improvements in the advertisements that include pictures of women. Women appeared in about 81% of advertisements in the last 40 years whereas it decreased to 60% nowadays. Conversely, 1.5% of advertisements showed some respect and amiability by men towards women, while 11.4% of advertisements showed women as a sexual tool used to promote products (Conde, 2014). In Cyprus, advertisements provoke three concepts of women's images: either portraying women as unable to do anything but kitchen and housework, portraying them under male dominance, satisfying their desires, or portraying her as a tool for satisfying sexual desires. Those conceptions, unfortunately, are still prevailing despite the progress and improvement achieved in the field of women's rights (Zotos and Tsihla, 2014).

Study's methodology and procedures

a) The methodology and tool of the study:

This study follows the descriptive-analytical methodology aiming to study the actuality to reach the conclusions that will contribute to solving the problem of the study. This study also relies on a questionnaire to gather beneficial information. The reliability and validity of the questionnaire are calculated through an analysis based on Structural Equation Modelling (SEM)

b) Study procedures:

The researcher obtained official permission from authorities at King Saud University to conduct this study. Then the researcher prepared the questionnaire. The questionnaire was applied to an exploration sample to ascertain its suitability and validity. Next, the questionnaire was distributed to the arbitrary sample of the study in Riyadh, followed by data collection, data analysis, results extraction, and a discussion. Finally, the study concludes by presenting recommendations.

c) The community of the study:

This study was conducted in Riyadh, Kingdom of Saudi Arabia. It included both males and females. It also included a number of citizens and people from different Arab nationalities residing in Saudi Arabia.

d) Study sample:

The study used a sample composed of 381 people. They were chosen randomly by distributing about 500 questionnaires to an arbitrary sample. Subsequently, incomplete questionnaires were excluded, and 381 remained as the total responses available for analysis.

Study sample's general information:

The study uses repetitions (R) and percentages (%) to describe the members within the sample of the study. The members were then classified according to their gender and age, as follows: the majority of the study's sample members were aged between 20 and 30 years old and between 31 and 40 at 42.5% and 37%, respectively. These findings comply with the Saudi demographic structure, where young people comprise about 70% of society. The age group with the least number of participants was under 20 years old at 2.4%.

On the other hand, the participants according to their gender, where males comprise 210 and they represent 55.1% of the total participants, and females comprise 171 and they represent 44.9%.

The tool of the study:

The study used a questionnaire built by the researcher. Then it was arbitrated and approved by several members of the teaching board at King Saud University. Necessary procedures were taken to ascertain the validity and stability of the questionnaire. The questionnaire is composed of a cover page and four internal parts. The cover page included the definition of the study and the definition of visual advertisements to make it easy for participants to answer the questionnaire. It also contained information about the researcher. The four parts were divided as follows: the first part contained general information of the participants, including age and gender. The second part measured the degree of participants' approval of expressions used in advertisements that contain a woman's picture. The participants were given four choices according to the Likert scale (disagree very much, disagree, agree, agree very much). The third part was designed for understanding the opinions of the participants about whether commercial advertisements exhibited in the Arab media show women negatively or positively. The last part of the questionnaire centered around the causes that make women appear in advertisements negatively.

Internal consistency validity:

The internal consistency validity was computed by calculating the Pearson Correlation. This calculation determined the internal validity of the questionnaire by counting the correlation coefficients between the grade of each of the questionnaire's paragraphs and the total grade of the topic it belongs to using the SPSS program. The findings are as follows:

Table 1: Pearson's correlation coefficient between the grade of each paragraph and the total grade of the axis

Phrase number	Correlation coefficient	Phrase number	Correlation coefficient
1	**0.511	9	**0.779
2	**0.848	10	**0.796
3	**0.793	11	**0.859
4	**0.597	12	**0.616
5	**0.615	13	**0.679
6	**0.449	14	**0.800
7	**0.566	15	**0.765
8	**0.640	16	**0.541

** : Function at the significance level 0.01

According to table 1, the values of the correlation coefficient of phrases' grades and the total grade of study topic (design of commercial advertisements that contain pictures of women or directed to women) ranged from 0.449 for phrase number 6 to 0.859 for phrase number 11. All values are positive and statistically significant at the 0.01 significance level. These results indicate that there is a high degree of internal consistency. The results also show how the connection of the topic with its phrases reflect a high degree of validity in the paragraphs of the scale.

Reliability of the study tool:

To measure the reliability of the study tool (the questionnaire), the researcher used Cronbach's Alpha equation, as follows: Cronbach's Alpha coefficient of the study topic at the reliability value (0.923), which is a high value of reliability, indicating that the questionnaire has a high value of reliability, and thus, can be relied upon in the in-field application of the study.

Study results:

Part one: this part analyzed the results of the questionnaire that covered the extent of the participants' agreement regarding the concept that commercial advertisements that contain a woman's picture or target women, enhances some trends. The researcher has counted the repetitions, percentages, computational averages, standard deviations, and ranks of the participants' answers to this part of the study. The results are presented in table (2).

Table 2: Responses of the study community to phrases related to the extent of agreement that visual commercial advertisements that contain women's pictures or are directed to women in the Arab media enhance some trends

Phrase number	Phrase	Repetitions and percentage	Extent of Agreement				Computational average	Standard deviation	Ranking
			Disagree very much	Disagree	Agree	Agree very much			
1	Enhancing the consuming consumption tendency	R	19	31	160	171	3.26	0.828	1
		%	4.9	8.2	42.1	44.8			
2	Treating women as a tool of promotion only	R	31	69	129	152	2.71	0.957	5
		%	8.1	18.1	33.9	39.9			
3	Treating women as a commodity or something that is tradeable	R	40	120	131	90	2.71	0.956	12
		%	10.5	31.6	34.2	23.7			
4	Presenting women superficially	R	50	80	141	110	2.82	1.010	9
		%	13.2	21.1	36.8	28.9			
5	Causing superficial	R	40	161	110	70	2.55	0.921	13

	thinking of women	%	10.5	42.1	28.9	18.4			
6	Portraying women as unable to make crucial decisions	R	30	231	100	20	2.29	0.694	15
		%	7.9	60.5	26.3	5.3			
7	Presenting a woman as a weak entity harnessed for men	R	58	193	100	30	2.36	0.828	16
		%	15.2	50.6	26.3	7.9			
8	Contributing to creating social and familial problems	R	30	200	121	30	2.39	0.700	
		%	7.9	52.6	31.6	7.9			
9	Presenting a poor example of women	R	20	141	140	80	2.74	0.860	11
		%	5.3	36.8	36.8	21.1			
10	Enhancing the consideration of women's bodies as the objective and purpose	R	20	130	131	100	2.82	0.896	8
		%	5.3	34.2	34.2	26.3			
11	Exploiting women's bodies to	R	20	40	160	161	3.24	0.831	02
		%	5.3	10.5	42.1	42.1			

	attract attention								
12	Containing direct and indirect arousal allusions	R	20	110	181	70	2.79	0.811	10
		%	5.3	28.9	47.4	18.4			
13	Making a person feel embarrassed by displaying women's pictures inappropriately						3.03	0.788	6
		R	10	80	180	111			
		%	2.6	21.1	47.4	28.9			
14	Not reflecting the real image of women in society	R	20	60	121	180	3.21	0.905	3
		%	5.3	15.8	31.6	47.4			
15	Harming the customs and traditions of society	R	10	90	120	161	2.84	0.870	4
		%	2.6	23.7	31.6	42.1			
16	Boosting dissatisfaction with the self and with the reality	R	40	80	160	101	2.84	0.940	7
		%	10.5	21.1	42.1	26.3			

General computational average	2.81	0.593	---
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Based on the results of the above table, most of the participants in the study agree with the majority of the questionnaire's phrases relating to the negative trend of advertisements' design that contains pictures of women or target women at a general computational average of 2.81 in the "agree box."

In this respect, the top results of the participants' answers came as follows: the first place was the idea that advertisements containing women's pictures or targeting women enhance consumption tendencies, with an average of 86.9% and a computational average of 3.26. The phrase that advertisements containing women's pictures "exploit women's bodies to attract attention" came in second place, with 84.2% of the participants having ticked the options "agree" or "agree very much," with a computational average of 3.24. Third, the phrase "not reflecting the real image of women in society" reached around 79% of "agree" or "agree very much" from total participants with a computational average of 3.21.

Part two: this part analyzed the results related to the paragraph where participants decide whether advertisements show women in a positive or negative light in the Arab media. Repetitions, along with percentages of participants' answers were counted. The results are as follows:

Table 3: Participants' opinions regarding whether commercial advertisements portray women positively or negatively in visual Arab media

How commercial advertisements portray women in Arab media	Repetitions	Percentages
Positive way	15	3.9%
Negative way	366	96.1%
Total	381	100%

Table 3 presents the participants' opinions regarding whether commercial advertisements portray women in a positive or negative image in the Arab media. At 96%, the majority of the participants agree that advertisements portray women in a negative image, while only 4% think ads show women in a positive image.

Part three: this part analyzed the results of participants' answers to the question about knowing the causes behind women's inappropriate appearances in some of the advertisements. Repetitions and percentages of the participants' answers were computed, and the results are below in table 3.

Table 4: Participants opinions about the causes behind women’s inappropriate appearances in some advertisements:

In your opinion, what are the causes of the negative and inappropriate appearance of women in some advertisements?	Repetitions	Percentage
Money and financial gain	296	77.7%
Lack of awareness and perception	45	11.8%
Seeking fame	30	7.9%
Other	10	2.6%
Total	381	100%

Table 4 shows the participants’ opinions about the causes behind women’s inappropriate appearances in some commercial advertisements. Money and financial gain came in the first place, where 296 participants, or 77.7%, stated that money is the leading cause of the negative appearance. 45 participants, or 11.8%, chose the lack of awareness and perception as the second leading cause. 30 participants, or 7.9%, ranked seeking fame as the third leading cause of the inappropriate appearance of women in some advertisements.

Structural Equation Modeling (SEM)

This section aims to calculate the reliability and validity of the questionnaire through an analysis based on Structural Equation Modelling (SEM).

Table 5 summarizes the factor structure. It is similar to the table proposed in Byrne’s (2006) paper. Its graphical representation is in Appendix 1. It shows factors retained in the final model.

Table 5: Structural equation models

Index	Model	Recommended value*
RMSEA	0.147	0.05
TLI	0.891	Approaching 1
CFI	0.913	0.95
Ch2	934.454 (P=0.000)	Smaller

*Byrne (2006)

The root mean square error of approximation (RMSEA) value is related to the difference in the sample data and what would be expected if the model were assumed correct.

The Tucker Lewis Index (TLI) shows how effective the model is when compared to a null model. Thus, the TLI value (0.891) in table 5 indicates that the model is a good fit for the data teste (the standard value is 1).

The Comparative Fit Index (CFI) is not affected by the model complexity and has a maximum value of 1. Thus, the CFI value is 0.913, indicating that the model is a good fit for the data tested.

The chi-squared value is a measure of the difference between what the actual relationships in the sample are and what would be expected if the model were assumed correct.

Discussion of results:

Through a thorough observation of the results, the researcher determined that the findings are consistent with the findings of the previous studies. The results confirm that advertisements displayed on Arab media form mental images about women for the audience through the following patterns:

1. Enhancing the tendency of consumption: the results of this study affirm that commercial advertisements containing pictures of women that are being displayed on the Arab media enhance the consumption tendencies for the viewers. Eighty-seven percent of participants in this study see that advertisers utilize women to increase the consumption rate of the viewers. Furthermore, this is an expected result considering that the ultimate objective of advertisements is to promote and market products, which in turn, targets the increasing consumption as the goal of capital owners to increase their profit.
2. Enhancing the conception of women as a body for seduction and sexual arousal to attract attention: the findings of this study underline that advertisements exploit the body of women displayed in the Arab media. Seventy-four percent of the participants in this study agreed with this notion. In this regard, the design of the advertisement plays a deeply-affective, negative role. It stereotypes the image of women in advertisements and limits it to aspects of arousal and sexual seduction via direct and indirect allusions and implications. This exploitation occurred mainly by using the bodies of women explicitly or indirectly through body gestures. This phenomenon has increased in Arab advertisements, as confirmed by Alhamidan (2008) and Aldahdouh (2010). Both studies found that women appeared as a tool of sexual seduction to promote products in 15% of advertisements in 2008 while using her, in the same way, reached 38% of advertisements in 2010. This evident rise during a short, two-year period significantly indicates that exploiting women's bodies in advertisements is increasing, despite the expected increase of Arab societies' awareness towards this issue, as manifested in many campaigns against exploiting women's bodies. However, it seems that exercising leverage and owning power by capital owners led to controlling the production and subjection of advertisements to promote and sell products.

Promoting products by exploiting the bodies of women and linking them to allusions and sexual seduction is, in fact, a violation of women's dignity and an offense to her moral rights, which are to be protected by religions and laws. The fact of the matter is that some advertisement designers deal with the issue of exploiting women's bodies as a sort of seduction and sexual arousal even though the start was through using symbolism as a way of putting women in this field. In subsequent years, eroticism and arousal emerged and evolved to the stage of using women in advertisements through pornography. Thus, this reached a total violation of women's bodies and displayed her fully naked to promote a shoe, makeup, or any other host of products.

Logically, the mindset would refuse to put women at such levels as portrayed by advertisements. The crisis is more honed by repeating advertisements that contain this pattern. These ads, in turn, embed the negative image of women portrayed as a tool of seduction and lure. The advertisements ignore the fact that women are independent humans that play a critical role in science, thought, culture, and morals. Women are humans that also contribute to the building of families and societies. In this respect, the researcher has many examples of the depraved use of women in commercial advertisements displayed in Arab media. Some advertisements use women as a pornographic element in the advertisement. However, the researcher could not insert that picture in this study due to legal reasons related to the ethics of scientific research.

3. Providing a false conception about women in society: the results of this study emphasize that there are plenty of advertisements targeting women or containing pictures of women. According to 79% of study participants, the advertisements displayed in Arab media do not reflect the real image of women within a society. The cause behind this is that some advertisements do not portray women as real contributors to society. Instead, advertisers restrict their images to minimal fields that do not fit every woman. The image of women is solely utilized to promote a product or as a part of the commodity.

Furthermore, this puts society in a negative path, controlled by women's image as a commodity, or the **commodification of women**, by linking her image with the product or commodity being advertised. Subsequently, this practice breaks down a woman from herself and her role of existence. It instead considers her as a part of the commodity being exhibited in the advertisement. Moreover, some ad agencies will sell the contracts of well-known actresses or rent the actresses to other companies due to the monopolization of the actresses' names. Also, this trend can lead to enhancing the image of women as an object, or the **objectification of women**, where depending on the design of an advertisement, it can treat women and show her as a mere thing.

Consequently, this situation dismantles a woman from her humanity, feelings, emotions, thinking, culture, and power. She is treated instead as something that can be moved and formed as desired to promote something else. This dismantling leads to the emergence of the objectification of women phenomenon, and this necessitates an earnest scientific consideration.

This trend enhances the portrayal of women in a superficial and weak image within society. Many ads are displayed and designed systematically and scientifically to show women superficially. Ads typically portray women as having no concern for anything but fashion, perfumes, and makeup products from the one side, or enjoying foods and drinks on the other side. This view is an immature view towards women, enhancing the negative perception that may be formed about women or in women's minds about themselves. Some advertisements also tend to show women as unable to excel in any field but in cleaning the kitchen, bathroom, and washing clothes and dishes. They do not show her in situations of decision making that concern more critical issues, either in her family or in society. Contrary to the image that should have been created, the stereotypical image in which women appear through advertisements emphasizes the idea that women are created to serve men. This notion moves far away from the idea that a woman is a man's partner in life and in building the family. These stereotypes cause harm either directly or indirectly to the images of women in society. This harm is separate from the damage to the customs and traditions of the Arab society, which will not accept an abasing of women in any way as this is one of their values.

4. Sharpening dissatisfaction with the self and with the reality through enhancing the image of women's perfect/ideal body: in their ads, designers and producers use girls with specific physical attributes that take the viewer to the world of obsession. They use the legendary feminine body that neither women nor men can find in real life. This may lead to a woman's dissatisfaction with her body or life, as indicated by the results of this study. Women will seek to obtain a body and an appearance similar to what she saw in advertisements. Furthermore, a man also may feel dissatisfied with his life because he keeps looking for a woman with the same specific criteria he saw in advertisements. These results may explain why 60% of Arab girls try to change or make their look similar to that of advertisements' girls through cosmetic operations for their faces, hands, or the entire body (Abu Zaid, 2013).

The stereotypical image that is rooted in the minds of the advertisements' audience as displayed in Arab media does not correctly represent the real image of women either at the level of the self, or family, or society. Moreover, advertisements are designed in ways that emphasize the negative stereotype of women as presented and discussed in the previous paragraphs. The ads do not comply with the teachings of religions nor the morals or noble traditions from years ago on respecting and

honoring women as mothers, wives, or daughters without abasement. Conversely, in the recent history of Arab society, in some advertisements, the body of women had a unique position with due respect forbidding any assail or encroachment.

Showing women negatively in some Arab advertisements and the causes behind women's acceptance of this inappropriate appearance:

Through its findings, this study confirmed that about 96% of study participants agreed that commercial advertisements show women negatively in the Arab media. This is a high percentage and illustrates that the advertisement industry, in its current state, is seeking to exploit women whenever possible to promote and sell products. The results also indicate that the leading cause behind women's inappropriate appearance in some advertisements is money and financial gain. Working in advertisements is the primary job of some women. Furthermore, financial temptations can be a good reason for some females to accept appearing in advertisements, even at the expense of her dignity and honor.

Another motivation that can be implied within the cause of financial gain is seeking fame. This motivation came as the third independent cause in the results of this study. The inappropriate appearance of some girls in daring advertisements is a way to give them fame and then, eventually, earn them money. Girls seeking fame and money can quickly move from the advertisement world to the world of cinema and acting. An example of this is the American actress Cindy Crawford who started as a girl in advertisements and then moved to the cinema after she had achieved notoriety. There are also some examples in the Arab world where girls in advertisements achieved fame then moved to the world of cinema and music.

Additionally, this study finds a lack of awareness and perception for some girls of advertisements about the adverse effects she or her family may see as a result of her appearing inappropriately. This lack of awareness came in second place, reflecting its influence as well. Women's awareness of her real role in her family and society provides her with broader horizons. These horizons point her towards the esteemed and high positions that she could occupy. These positions are far from the physical exploitations women face from ad companies and agencies that target promoting and selling products in the first place.

The number of participants who have chosen 'other causes' was minimal. Participants in this study placed very little significance on this reason as one of the potential causes behind women's inappropriate appearances in some advertisements. These results, in turn, affirm that money and financial gain, seeking fame, and the low level of awareness for some girls are the leading causes of girl's negative appearance in advertisements.

The SEM was used to analyze the structural relationship between measured variables (phrases in the questionnaire) and latent constructs (factors). The results show that all the parameter estimates are highly significant.

Conclusion:

The design of advertisements that contain pictures of women increases the negative patterns of women and does not reflect the real status and position of women. Indeed, the results of this study, along with the findings of the previous studies and the theoretical framework posed in previous paragraphs, substantiate that women's situation in advertisements displayed in the Arab media is not morally acceptable. Primarily, it finds that those advertisements portray women negatively. Furthermore, a woman is logically supposed to have a high status within society, preserving her humanity and dignity as well as her natural right to a normal, healthy life. The actual dire situation of women in advertisements and stereotypical images, as a result, is an international issue and not just the issue of Arabs. Furthermore, advertisers also use the abnormal image of women as considered a physical tool for seduction and arousal for enhancing the tendency of consumption globally.

Additionally, the commodification and objectification of women is a global issue, as determined by Nima (2016). Moreover, this trend has moved to the Arab world as one of globalization's overwhelming waves. The prevailing dominance of masculine mentality all over the world has increased this problem, which treats women as a form of capital.

The significant sums of money that are spent on showing women negatively in advertisements is necessarily supposed to be directed to improving the situation of woman in the world at the level of education, health, and providing the dignified life for her. A study of female organizations by Annajar (2016), indicated that the annual report by the UNESCO confirms that women's illiteracy and poverty increased. Around 900 million poor women make up about 70% of poor people around the world. Therefore, complying with logic, wisdom, and morality, it would be much preferable for the advertisement industry to contribute positively by providing food for women, dressing her in modest clothes, and providing her with her necessities. Instead, the industry dismantles her, unclothes her, and abases her dignity.

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