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UCT research examines portrayals of women in *Drum* adverts – from demeaning to empowering

Business Administration PhD graduand Mlenga Golden Jere takes a deep look at the portrayal of women as message sources in advertisements that appeared in *Drum* between 1981 and 2010.

His PhD thesis, *Advertising to Low-Income Consumers: Portrayals of Women in Drum Magazine Advertisements 1981-2010*, examines images of women in randomly selected advertisements in *Drum* magazine during an important period that captures South Africa's transition from apartheid rule to more formal recognition of gender equality.

Using content analysis techniques, he searched the images for the presence of physical and cultural characteristics and categorised them into two types of years: Years of Emphasised Agency and Years of Emphasised Connectedness; and five types of portrayal: the Ambitious Woman, the Emerging Woman, the Traditional Woman, the Modern Woman and the Community Woman.

The pattern of portrayals in the two types of years reflects meaningful differences in cultural emphases as well as the prevalence of demeaning and empowering portrayals of women. His research discusses the implications for marketing theory and practice, limitations, and suggestions for future research.

Jere is a senior lecturer in marketing at the UCT Graduate School of Business. He originates from Zambia and holds an MBA (Marketing) from Stirling University in the UK, a PGDip in Higher Education and Training from Rhodes University and a Bachelor of Business Administration from the University of Zambia. He is supervised by Professor Steve Burgess of UCT's Graduate School of Business.

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Please note: Information in this release is based on the supervisor's citation for the PhD thesis. UCT advises journalists to obtain a copy of the thesis and/or interview the PhD graduate to verify and expand on this information.

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