

Abstract

The Utilization of Women in Television Commercials: Jordan and Ro'ya TV. Channel as a Model

Prepared by: Ahmad Ibrahim Alkhasawnah

Under supervision of : Prf . Tayseer Abu Arja

This study aims to recognize using woman in the Jordan Television's advertisements and Ro'ya Channel to determine the extent of woman's profanation in the Commercial Advertisement according to the perspective of the following universities' teaching staff (University of Jordan, Petra university, Al-Zaytouna University, Al-Isra'a University, Middle East University, University of Islamic Sciences, University of Applied Sciences, Amman Al-Ahlyah University) in order to find out solutions for this problem .

The field study has been applied on a sample composed of 400 phrases of women's teaching staff. They have been distributed equally on eight universities with 50 questionnaires for each university.

The researcher uses frequencies, percentages, averages, standard deviation and simple tables. Also the hypotheses have been tested by (One sample T. test) for single samples .

The study's results show that admiring advertisements which show woman on the two channels (Jordanian TV channel and Ro'ya TV Channel) has medium degree. The degree of supporting emerging woman on commercial advertisements has medium degree as well as there is an exaggeration in showing woman's attractions. The most effective factor in using woman in advertisement is her beauty. But using woman's body in advertisement improperly is unaccepted. This leads woman to be embarrassed in front of her family when watching an advertisement has provocation .

The researcher recommended the necessary of respecting woman and not to exaggerate in showing her attractions intensively and unfamiliarly. Respecting the watchers' humanity and mentality in the way they show advertisements especially what related with woman's emergence and the way in which the goods are promoted that enhances the customer's knowledge about product and service.