

7. Resolution: The Portrayal of Women in Advertising

NCW

aware of the EC Treaty, in particular Articles 2, 3(2) and 152

aware of the Community acquis in the field of women's rights and gender equality,

aware of the Platform for Action adopted at the Fourth World Conference on Women held in Beijing on 15 September 1995 and its resolution of 18 May 2000 on the follow-up to the Beijing Platform for Action ,

aware of Council Directive 89/552/EEC of 3 October 1989 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive)⁽,

aware of the Council Directive 2004/113/EC of 13 December 2004 implementing the principle of equal treatment between men and women in the access to and supply of goods and services,

aware of the Commission's *Roadmap for Equality between Women and Men 2006-2010* ([COM\(2006\)0092](#)) and the related impact assessment (SEC(2006)0275),

aware of the EU Parliamentary resolution of 25 July 1997 on discrimination against women in advertising,

aware of the Resolution 1557 (2007) of the Parliamentary Assembly of the Council of Europe, entitled *Image of Women in Advertising*,

aware of the *European Pact for Gender Equality* adopted by the Brussels European Council of 23 and 24 March 2006,

aware of the relevant report of the Committee on Women's Rights and Gender Equality

Children and Advertising

also aware

- that socialisation through school, the family and the socio-cultural environment is a process that forges identity, values, beliefs and attitudes that give the individual a place and role in the society in which he/she grows up; whereas the concept of identification is key to understanding how this process works,
- that children are a particularly vulnerable group that places its trust not only in authority but also in characters from myths, TV programmes, picture-books, educational materials, TV games, advertisements for toys, etc.;

- that children learn by imitation and mimick what they have just experienced; and for that reason gender stereotyping in advertising influences individual development and accentuates the perception that a person's gender dictates what is possible and what is not,

notes

that efforts to combat gender stereotypes in the media and advertising should be accompanied by education strategies and measures to cultivate awareness from an early age and to develop critical faculties from adolescence onwards

stresses

the fundamental role which should be played by the education system in developing children's critical faculties with regard to images and the media in general, in order to prevent the unwelcome effects of the perpetuation of gender stereotypes in marketing and advertising;

Calls on Government and the Broadcasting Authority,

- to take the necessary measures, through the National Curriculum and through education channels to promote reasonable and responsible use of television and new technologies both at school and at home, from an early age onwards
- Draws attention in particular to the need to eliminate from textbooks, toys, video and computer games, the internet and the new information and communications technologies (ICTs), and from advertising through different types of media, messages which are contrary to human dignity and which convey gender stereotypes;

Advertising and Society

also aware

that advertising which conveys discriminatory and/or degrading messages based on gender and all forms of gender stereotyping are obstacles to a modern and egalitarian society,

that advertising and marketing reflect culture, and also contribute to its creation,

that advertising is a component part of the market economy and one of the aspects of reality with which everyone is confronted in daily life,

that advertising can sometimes present a caricatured view of women's and men's lives,

that gender stereotyping in advertising influences individual development and accentuates the perception that a person's gender dictates what is possible and what is not,

that advertising through different types of media is part of our daily lives, and is of particular importance that

that advertising can have a positive influence over society's perceptions of issues such as 'body image', 'gender roles' and 'normality' and that advertising can be an effective tool in challenging and tackling stereotypes,

notes

that marketing and advertising portrayals of the ideal body image can adversely affect the self-esteem of women and men, particularly teenagers and those susceptible to eating disorders such as anorexia nervosa and bulimia nervosa; calls on advertisers to consider carefully their use of extremely thin women to advertise products;

while recognising the work already done by media regulators to explore the effects of gender stereotyping and encourages regulators in all Member States to share best practice in this area;

Calls on Government, media outlets and relevant authorities responsible for media publications including print or audiovisual media

- to ensure by appropriate means that marketing and advertising guarantee respect for human dignity and the integrity of the person, are neither directly nor indirectly discriminatory nor contain any incitement to hatred based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation, and do not contain material which, judged in its context, sanctions, promotes or glamorises violence against women
- to encourage regulators to share best practice in this area;
- to monitor the implementation of existing provisions of Community
- to develop awareness-raising actions against sexist insults or degrading images of women and men in advertising and marketing
- to raise awareness of the need for an ongoing debate on marketing and advertising and their role in creating and perpetuating gender stereotypes;
- to ensure that advertising through media be subject to existing ethically and/or legally binding rules and codes of conduct
- to address the need to conduct continuous training for and in collaboration with media professionals, and awareness training for society on the negative effects of gender stereotypes
- to prevent adverts communicating discriminatory or degrading messages based on gender stereotypes as well as incitement to violence and
- to put in place the necessary rules or codes of ethic where these are missing and to provide sanctions for lack of compliance with the said rules.