

of the women's **THE EVOLUTION
REPRESENTATION IN
GOVERNMENT ADVERTISING**

FROM THE 90'S TO TODAY

LABOUR DIVISION

In charge of creating the survey for Italian and non-Italian citizens and the final paper.

SOFIA DAL LAGO

In charge of analyzing the responses of the survey for Italian citizens and creating professional presentations.

VALENTINA ZENI

In charge of examining the archive of Italian government and ministerial channels to find the ads to analyse

STEFANO CAPOZZI

In charge of analyzing the responses of the survey for non-Italian citizens.

IMADA HAMMADA



CORE IDEA

Our project investigates government advertising in Italy from the early 1990s to the present. We focus on **identifying stereotypes** and assessing how closely these **advertisements align** with the goals of **Section J** of the **Beijing Platform** for Action.



ADS TIMEFRAME

We focused on three distinct periods: the **early 1990s, the early 2000s, and the 2010s onward,** to reflect the evolution of government advertising in Italy and its alignment—or divergence—from the principles outlined in the Beijing Platform.



1990S



2000S



2010S



DATA COLLECTION

- A **non-profit foundation** promoting social awareness through advertising campaigns in Italy.
- Focus on campaigns addressing **societal issues** (e.g., gender equality, health, environment).

PUBBLICITA' PROGRESSO

MINISTERIAL CHANNELS

- Official channels used by ministries for social communication (e.g., Ministry of Health, Ministry of Economy and Finance).
- Focus on **government-led initiatives** targeting specific societal goals.



TARGET

- 2 different surveys – for Italian citizens and for non-Italian citizens
- **non** university students (20–30 years old)



METHODOLOGY

QUALITATIVE

- Selection of **2 government advertisements per decade** (1990s, 2000s, 2010s) to assess recurring themes and representation of gender roles.
- Follow-up **interviews** for individuals who **recognized stereotypes** to explore their background and reasoning

QUANTITATIVE

QUANTITATIVE METHODS

- **Surveys** where participants were asked to **identify stereotypes** and share their **perceptions of the advertisements**.



SURVEY METHODOLOGY



» L'anima DEL COMMERCIO 1992

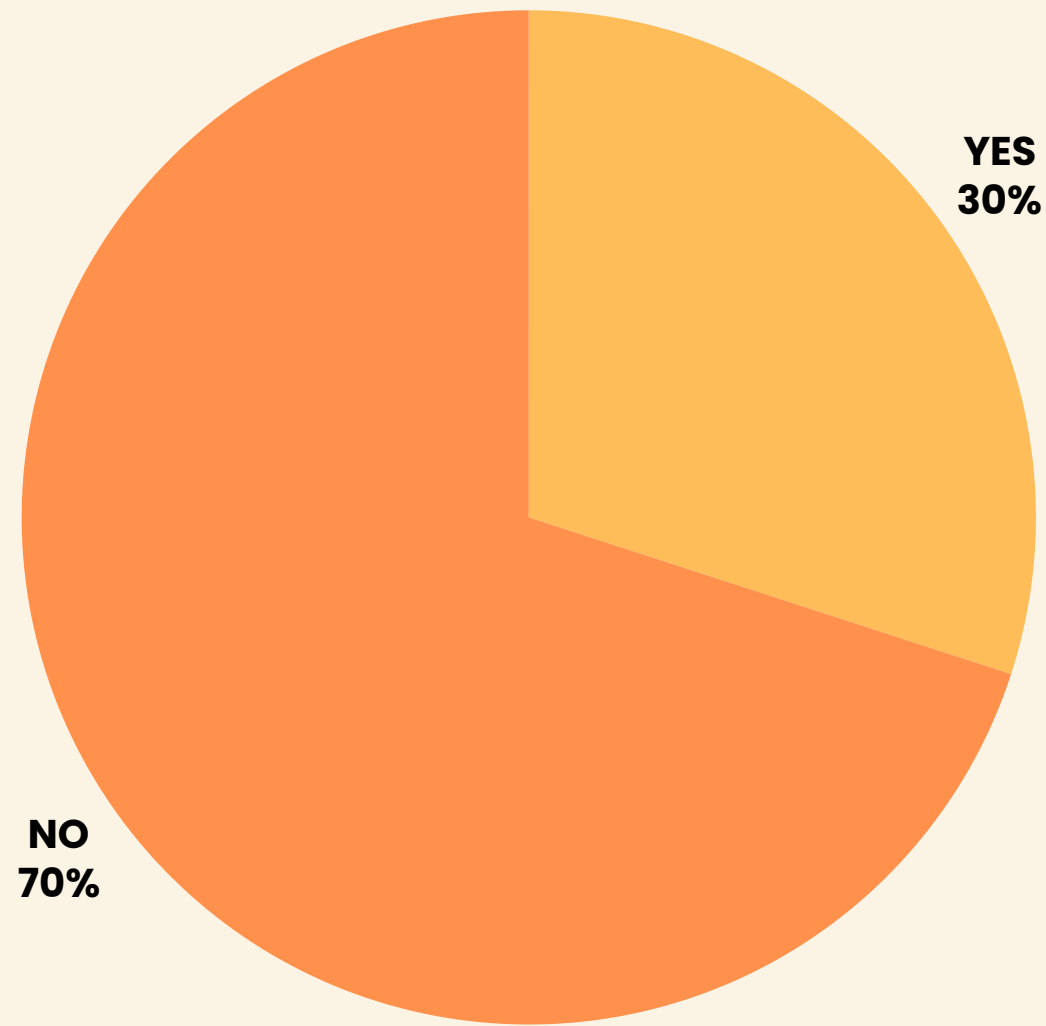
STEREOTYPES

- Stereotyping of women's roles
- Idealization of women



They have noticed a female stereotype

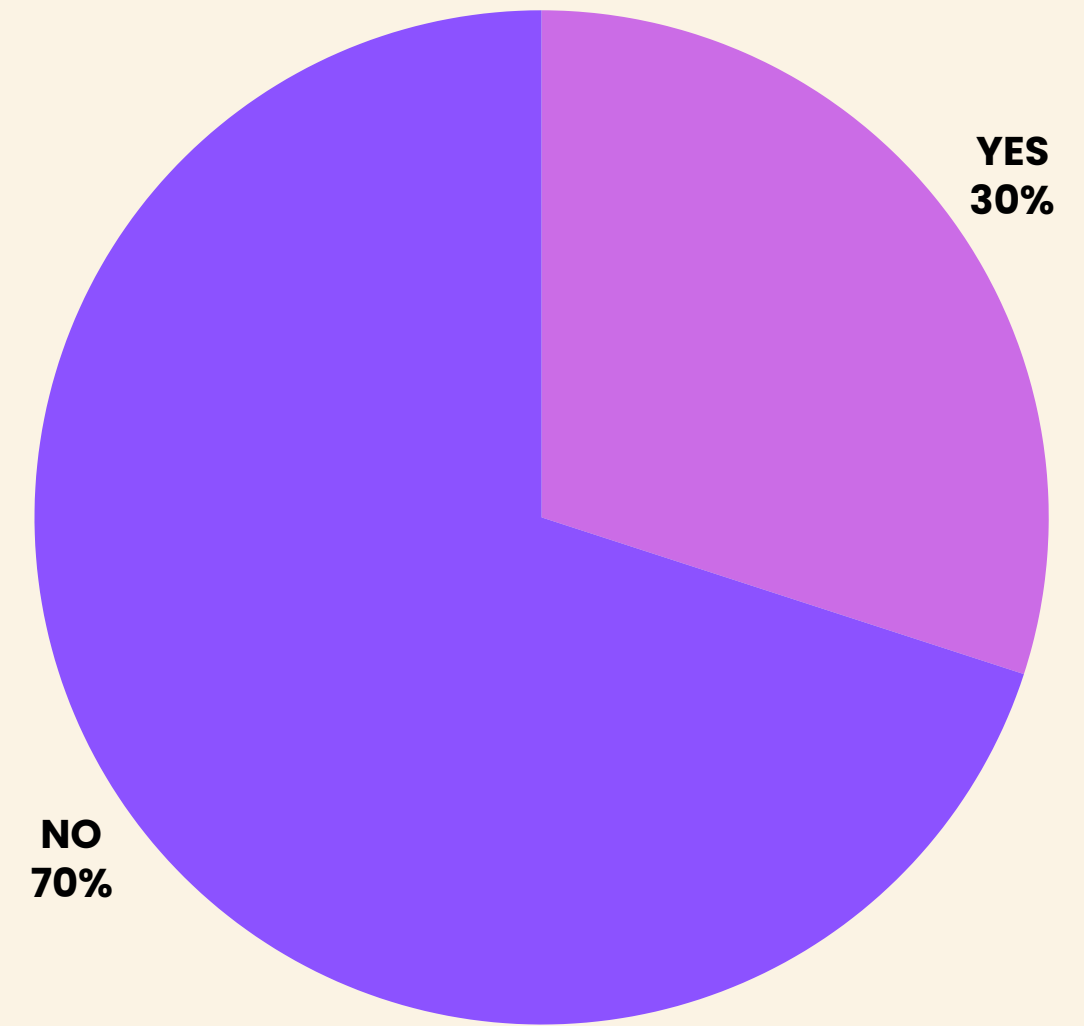
**Italian
results**



- **3 out of 10 individuals have noticed a female stereotype**
- **7 out of 10 individuals have not noticed a female stereotype**

They have noticed a female stereotype

**non-Italian
results**



- **3 out of 10 individuals have noticed a female figure**
- **7 out of 10 individuals have not noticed a female figure**

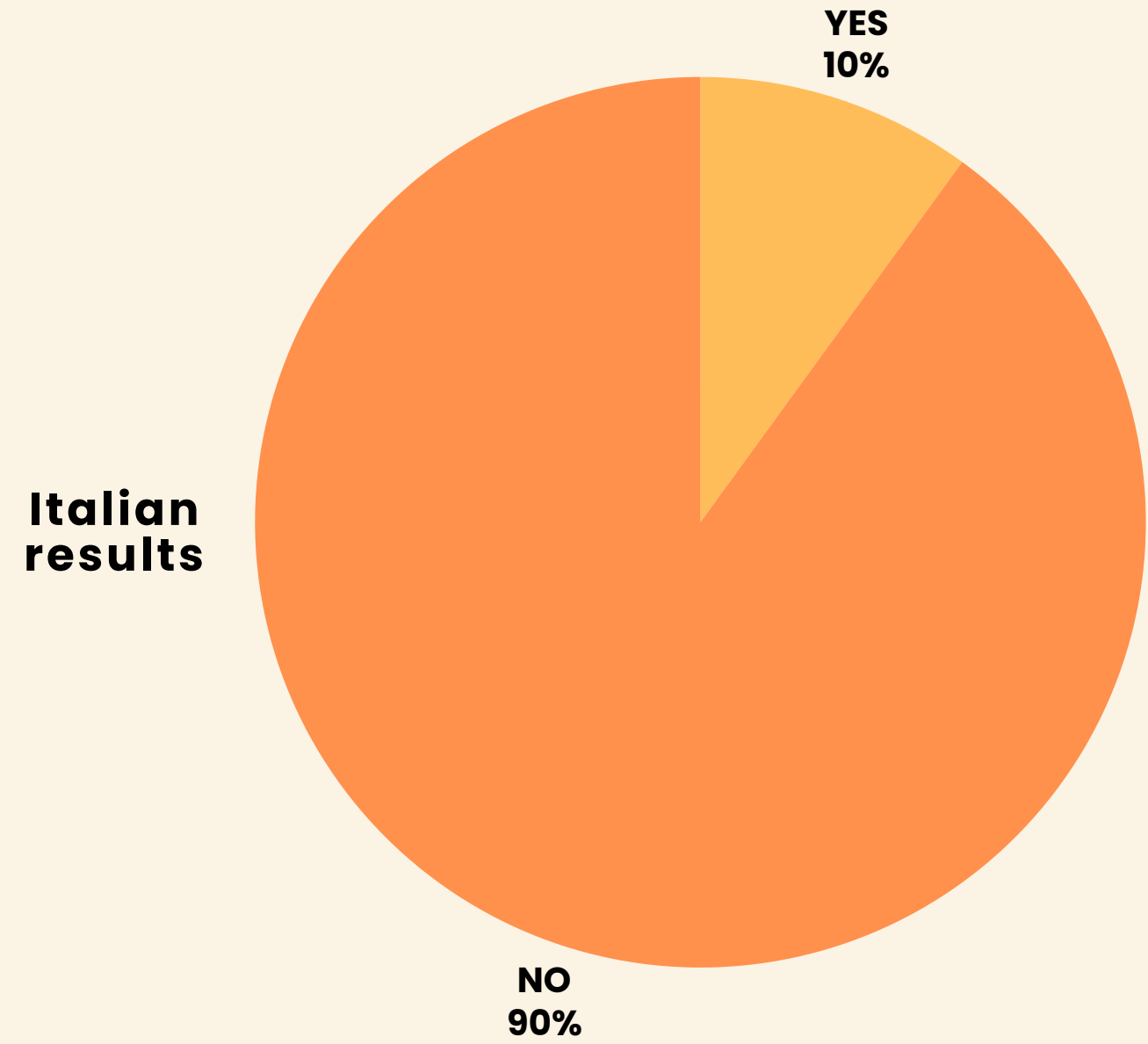
Ministry OF HEALTH ADVERTISMENT 1991

STEREOTYPES

- Female health care linked to physical appearance
- Male visibility and protagonism
- Female emotionality vs. male competence



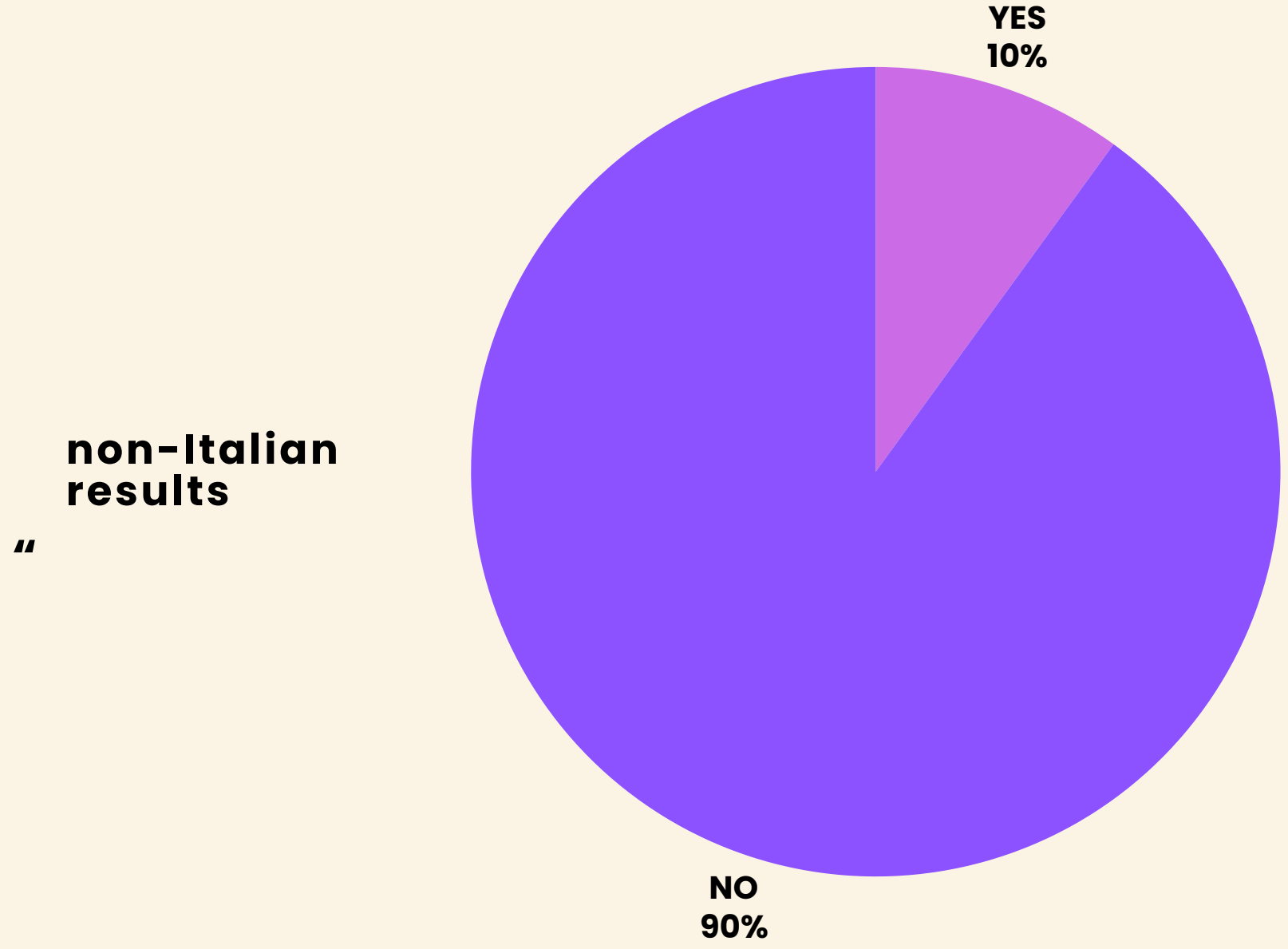
They have noticed a female stereotype



**Italian
results**

- **1 out of 10 individual have noticed stereotype**
- **9 out of 10 have not noticed stereotypes**

They have noticed a female stereotype



**non-Italian
results**

- **1 out of 10 individuals have noticed a stereotype**
- **9 out of 10 individuals have not noticed a stereotypes**

*Presidency of the Council
of Ministers*

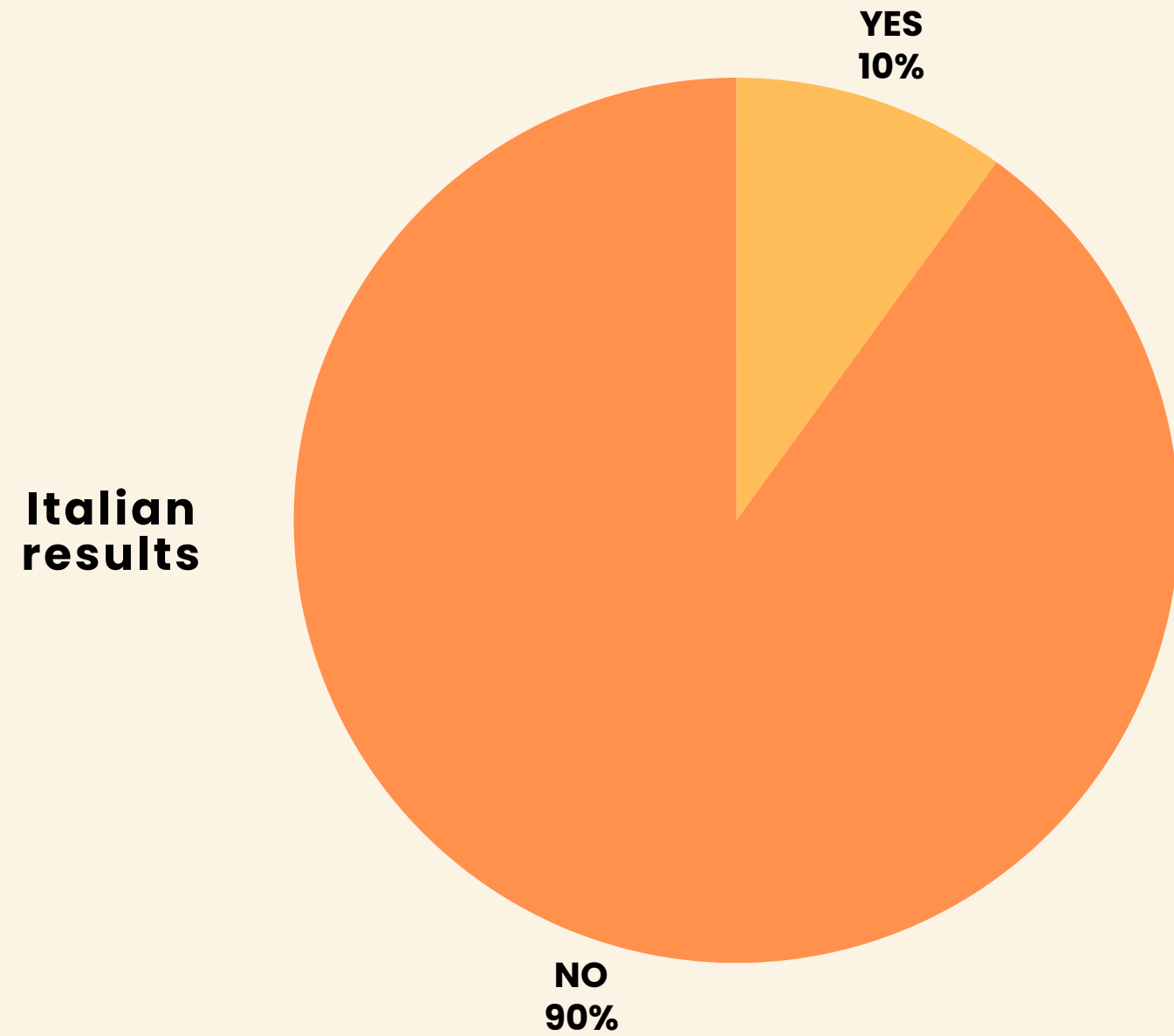
"THE EURO IS COMING" 2001

STEREOTYPES

- Association of "grocery shopping" with women



They have noticed a female stereotype



- 1 out of 10 individuals have noticed stereotype
- 9 out of 10 have not noticed stereotype

They have noticed a female stereotype

non-Italian results



- 10 out of 10 individuals have not noticed a stereotype

*Ministry of Economy
and Finance*

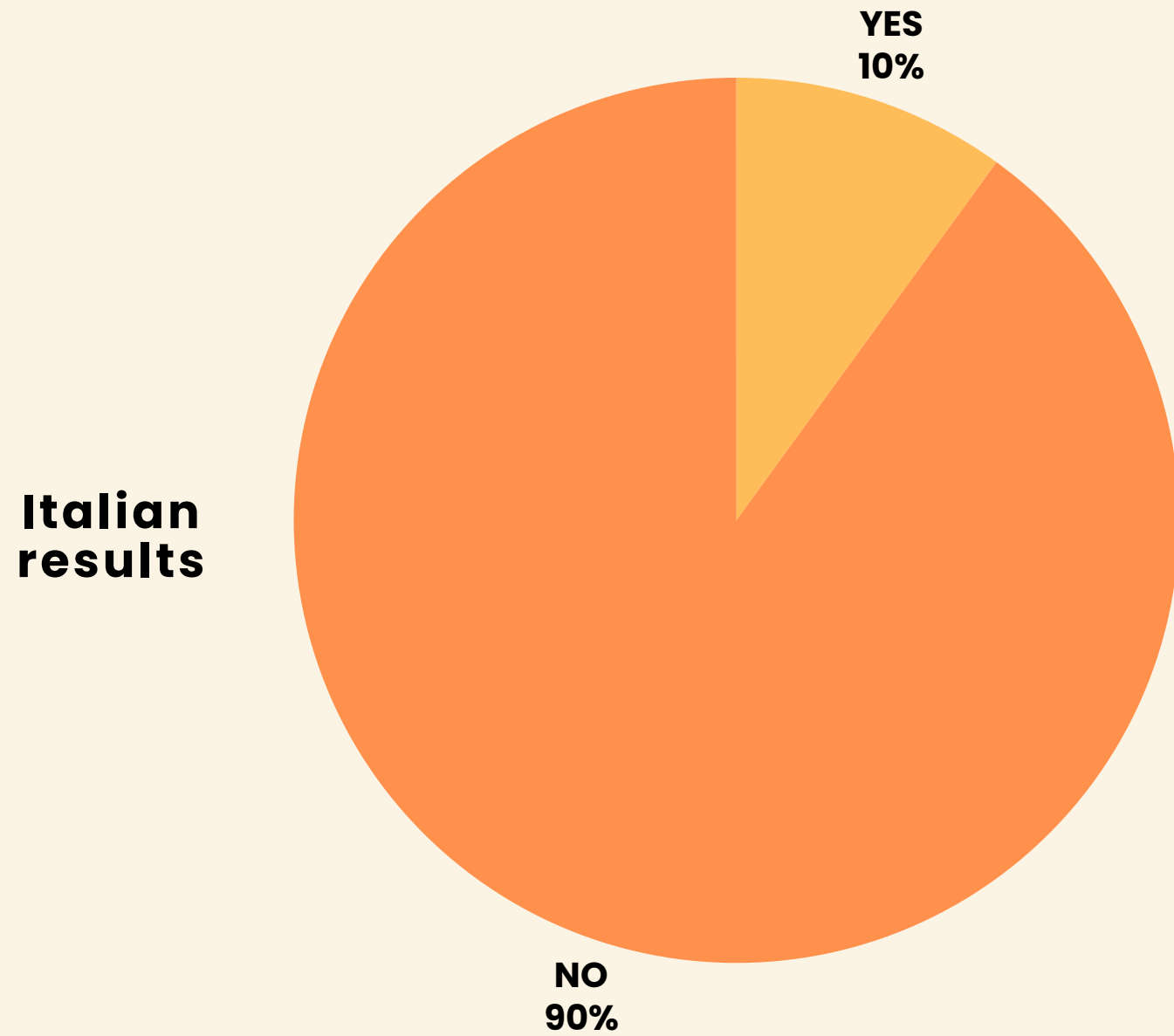
“AUTHORITY FOR ELECTRICITY AND GAS ” 2002

STEREOTYPES

- Traditional gender roles
- Visibility and protagonism
- Lack of shared representation

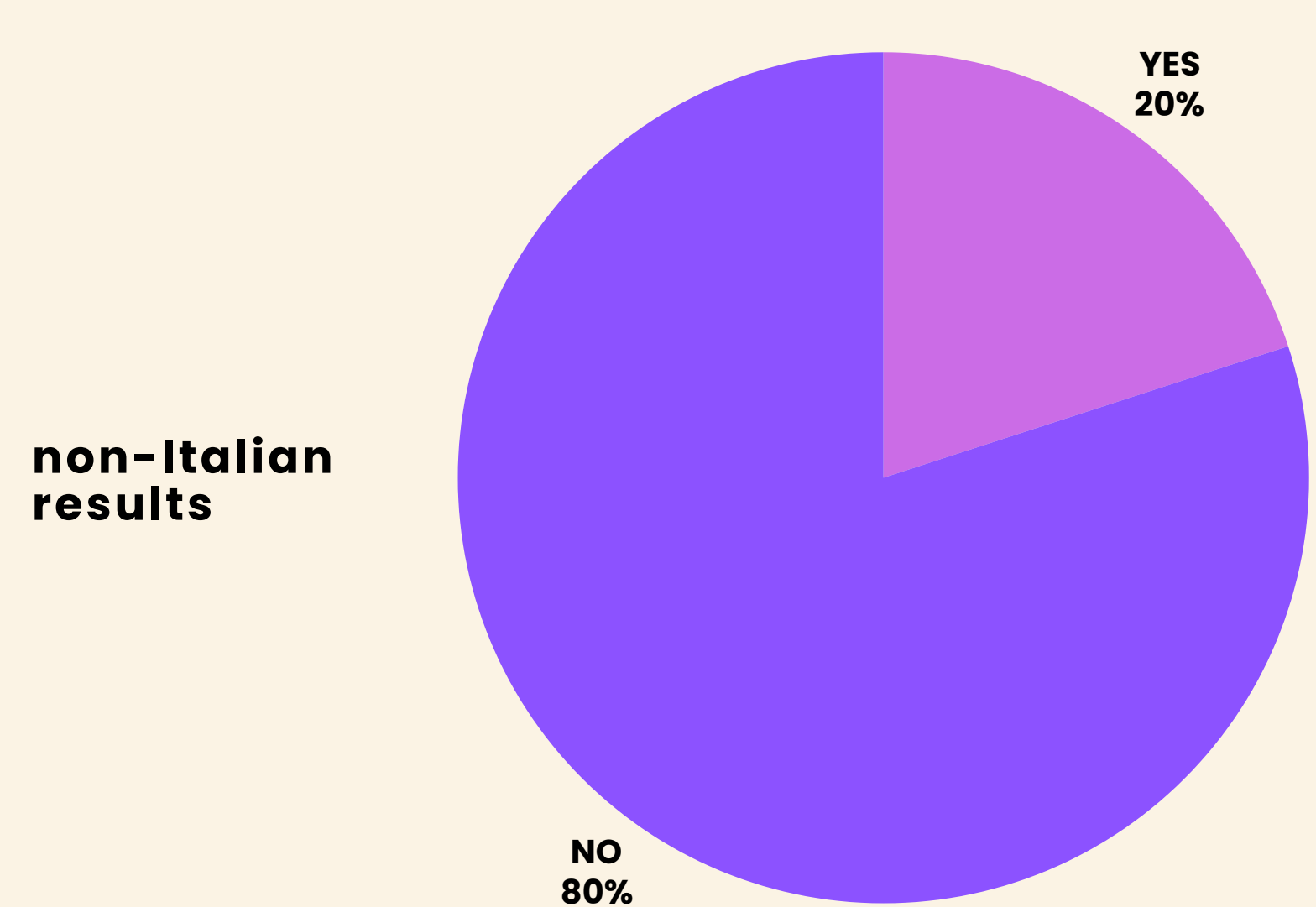


They have noticed a female stereotype



- 1 out of 10 individuals have noticed the stereotype
- 9 out of 10 individuals have not noticed stereotype

They have noticed a female stereotype



- 2 out of 10 individuals have noticed a stereotype
- 8 out of 10 individuals have not noticed stereotype

Ministry of Health

“FERTILITY DAY”

2014

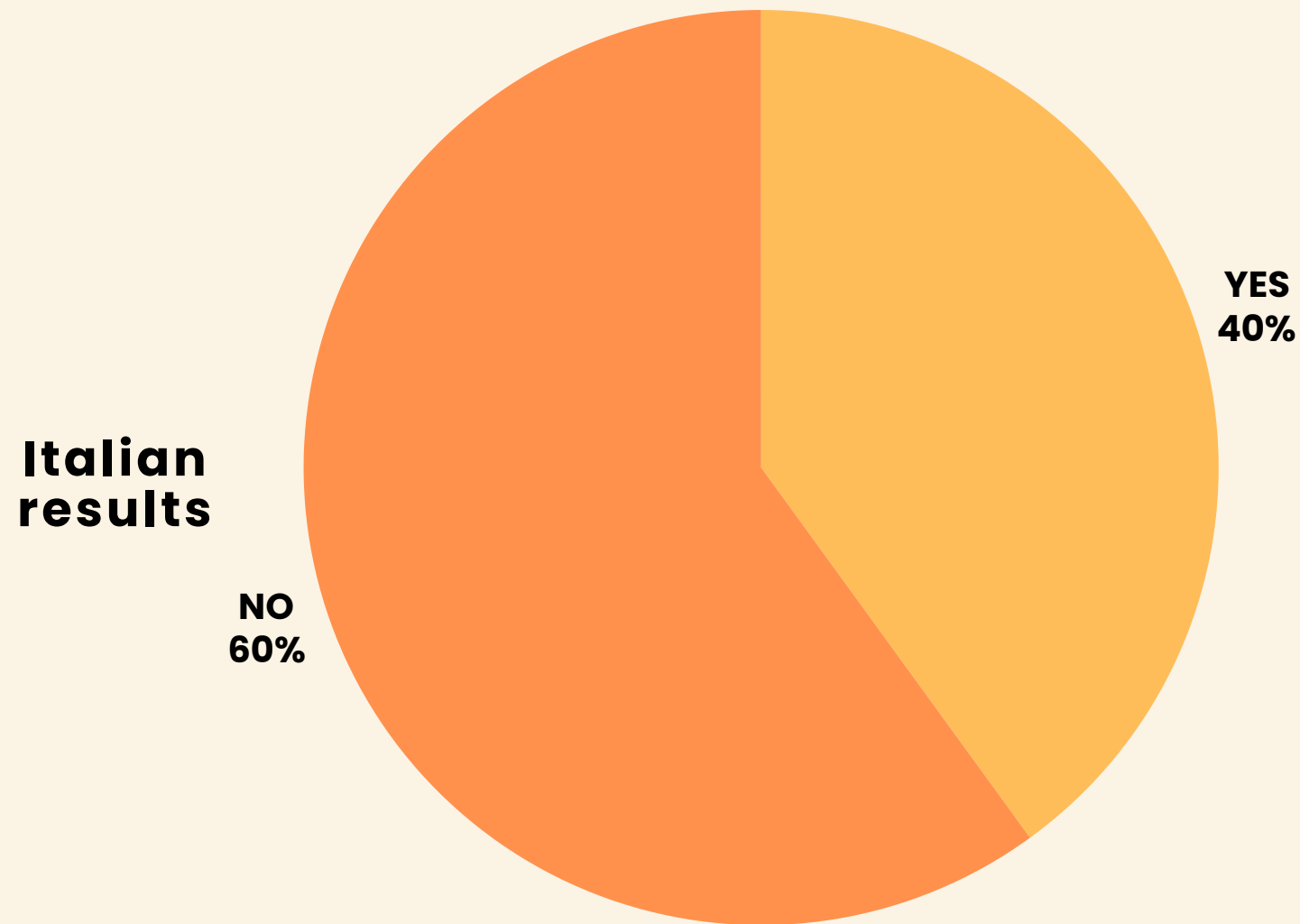
STEREOTYPES

- Association between fertility and female beauty
- Social pressure on women
- Stereotypical roles
- Visual representation
- Lack of inclusivity



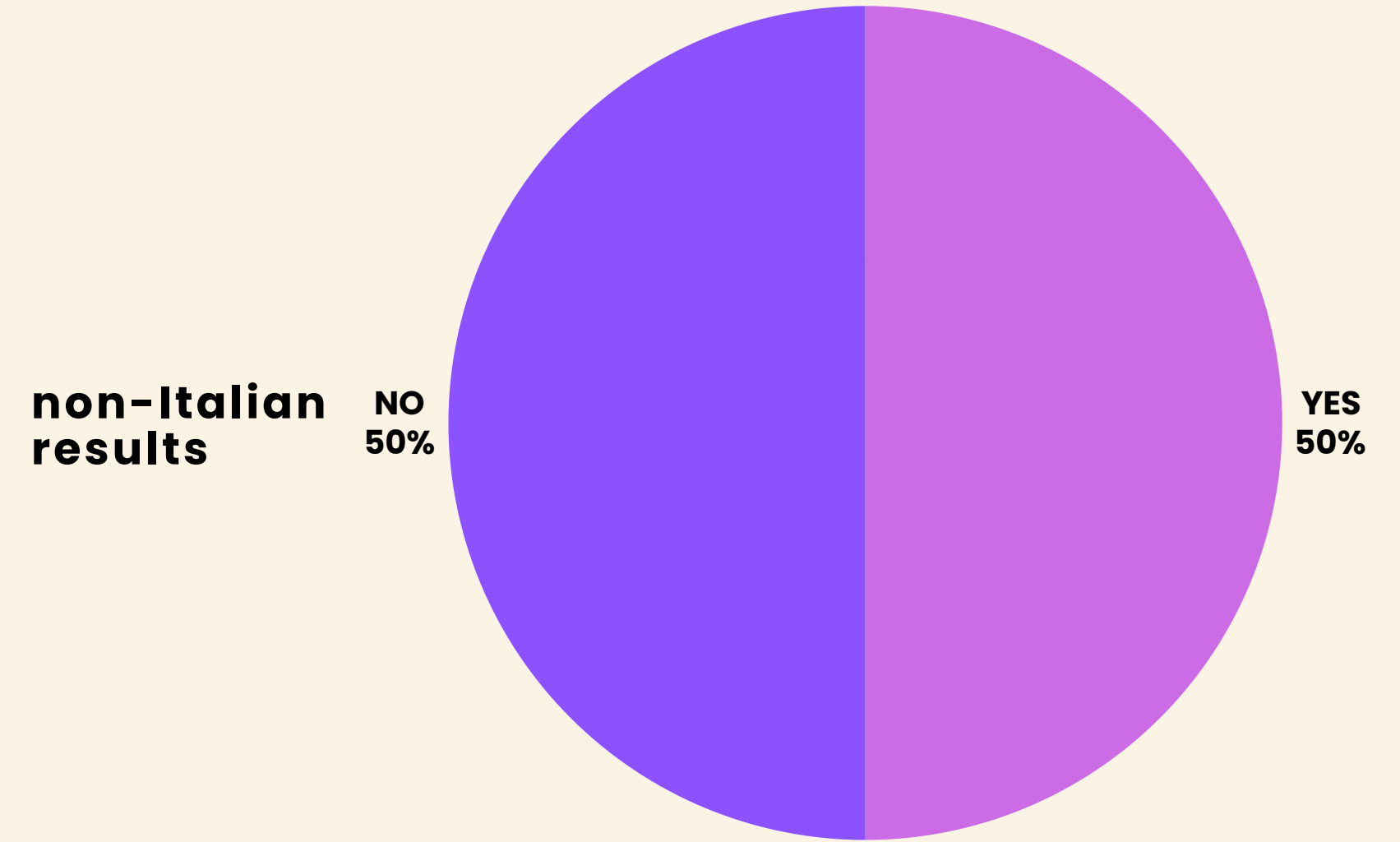
“Beauty has no age. Fertility does”

They have noticed a female stereotype



- **4 out of 10 individuals have noticed stereotype**
- **6 out of 10 individuals have not noticed stereotypes**

They have noticed a female stereotype



- **5 out of 10 individuals have noticed a stereotype**
- **5 out of 10 individuals have not noticed stereotype**

*MAJL campaign
Against*

“DOMESTIC ACCIDENTS”

2016

STEREOTYPES

- Association between female gender and domestic activities



They have noticed a female stereotype

**Italian
results**

**NO
50%**



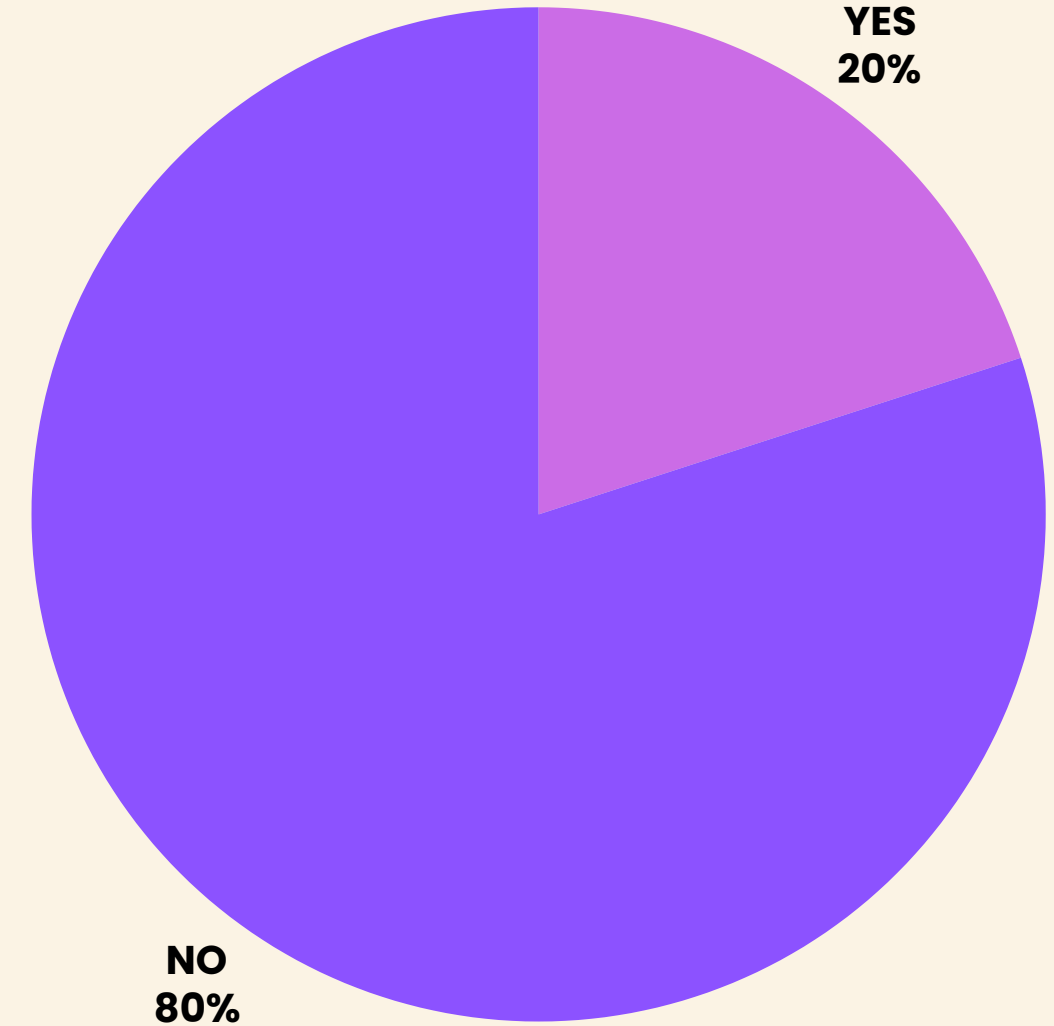
**YES
50%**

- **5 out of 10 individuals have noticed stereotype**
- **5 out of 10 individuals have not noticed stereotype**

They have noticed a female stereotype

**non-Italian
results**

**YES
20%**



**NO
80%**

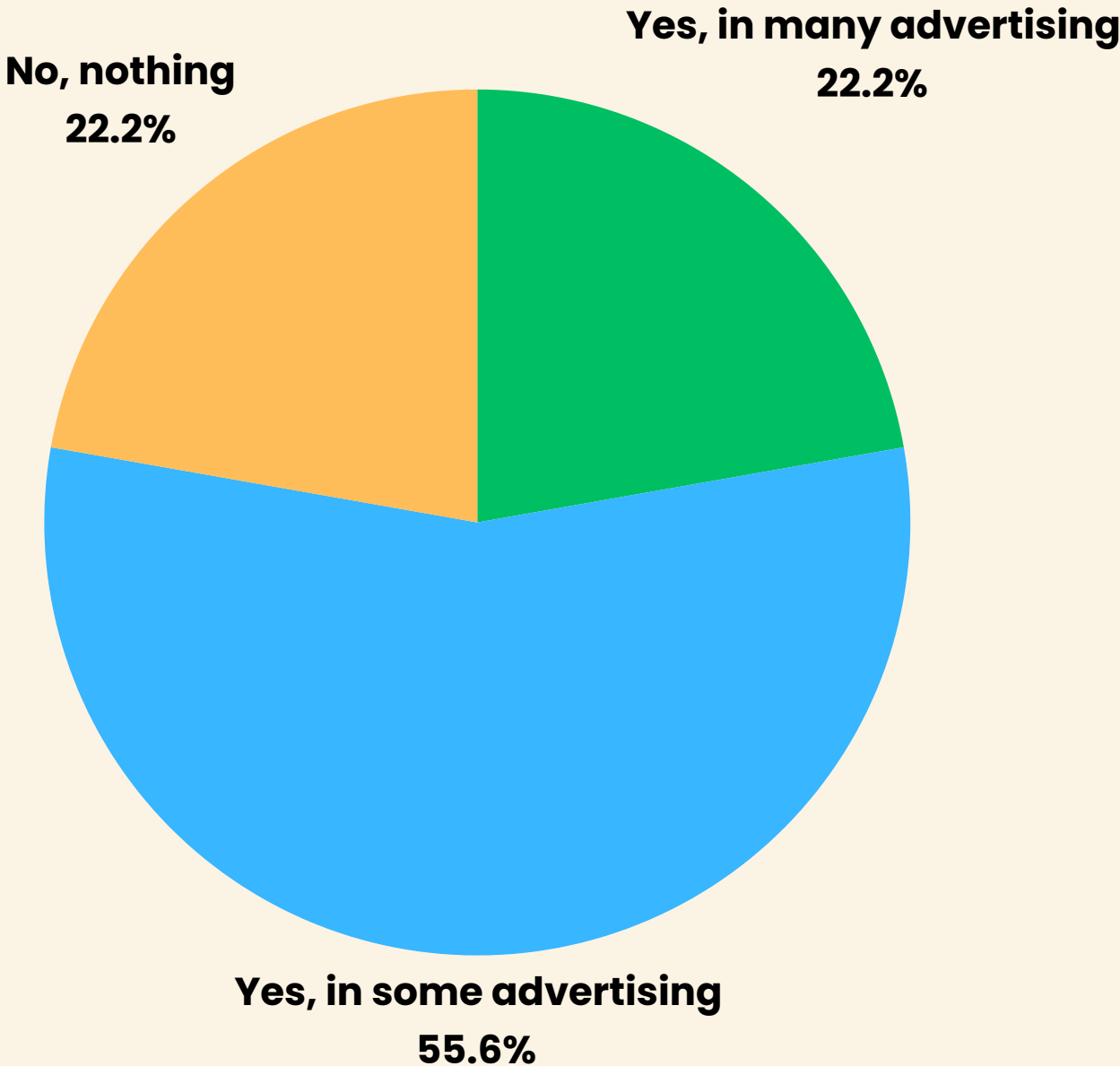
- **2 out of 10 individuals have noticed a stereotype**
- **8 out of 10 individuals have not noticed stereotype**

CONSIDERATION

ITALIAN RESULTS

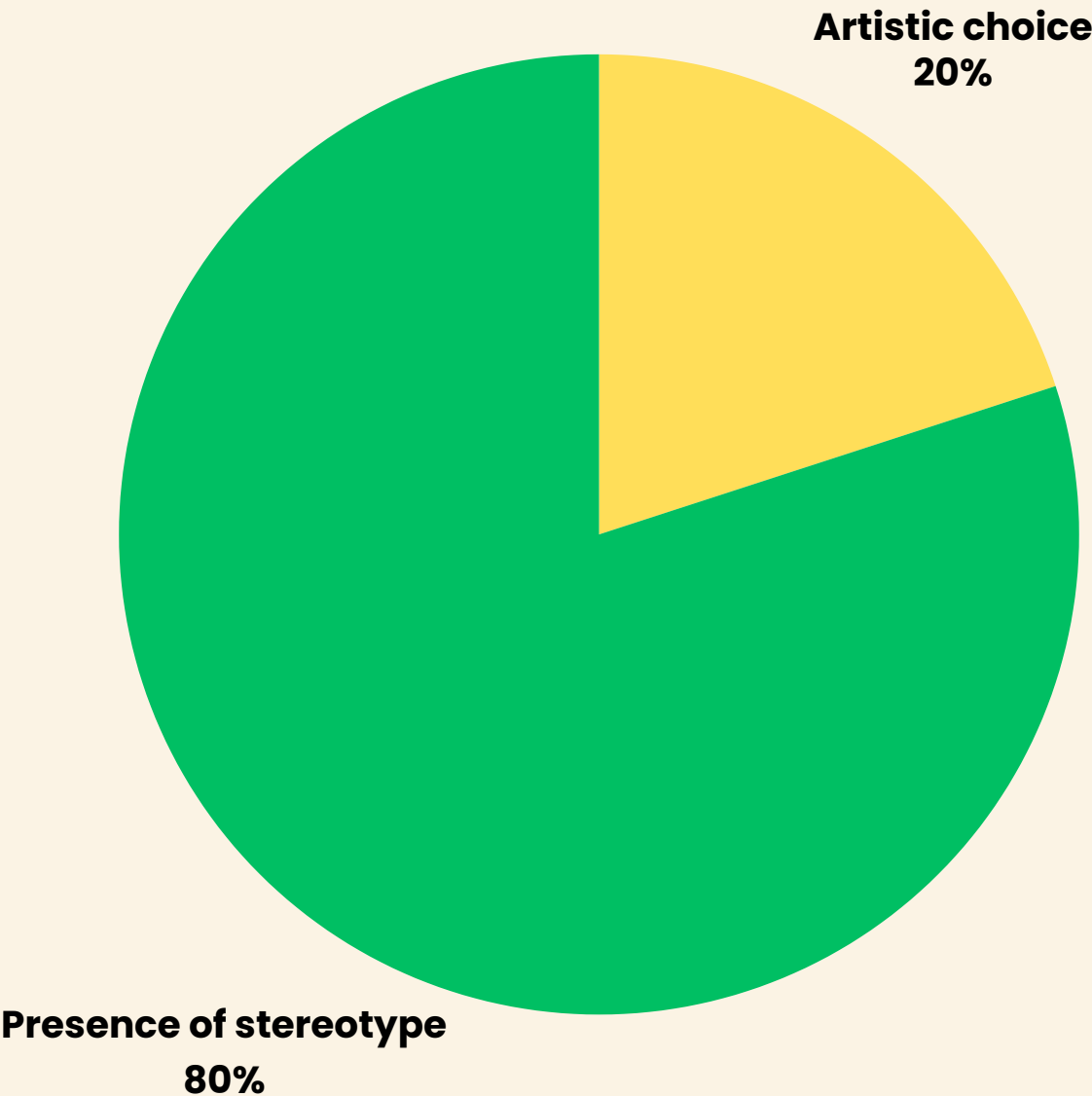
The bias in Advertising campaign

Based on what you have read in the previous section, did you notice any gender bias previously mentioned?



Advertising and stereotype

Based on what you have read in the previous section, do you believe that these advertisements contain gender stereotypes, or are they simply artistic and creative choices by the creators?

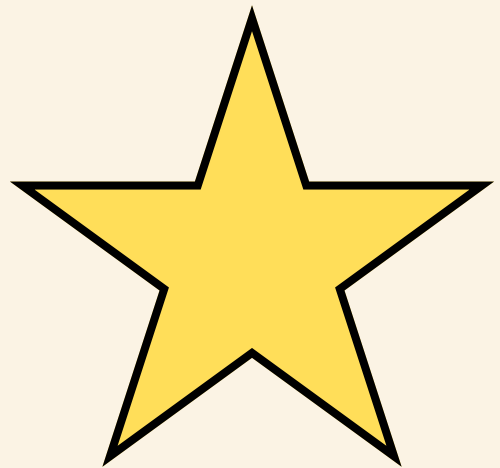


CONSIDERATION

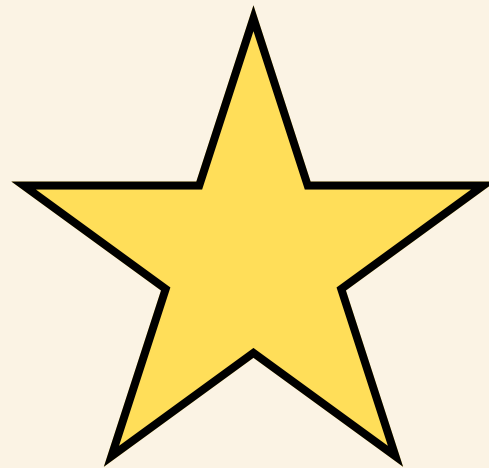
ITALIAN RESULTS

Have you noticed a change or improvement in the inclusivity of advertisements in recent years?

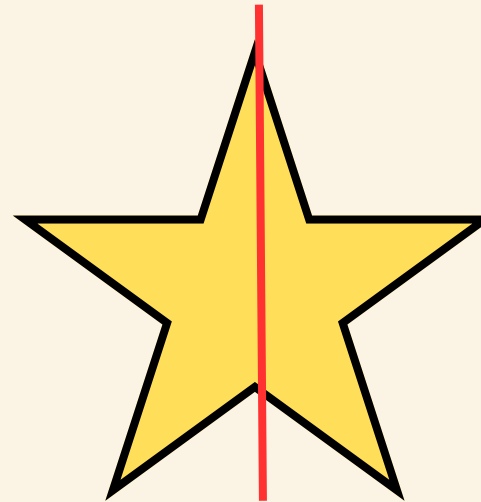
1 = no improvement
5 = clear improvement



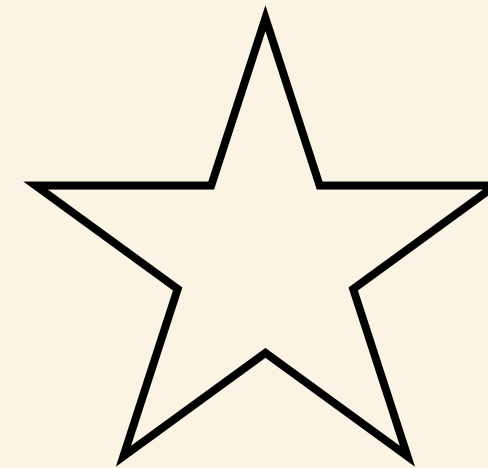
1



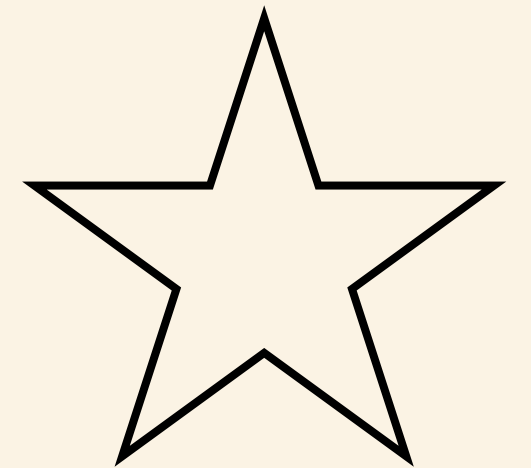
2



3



4



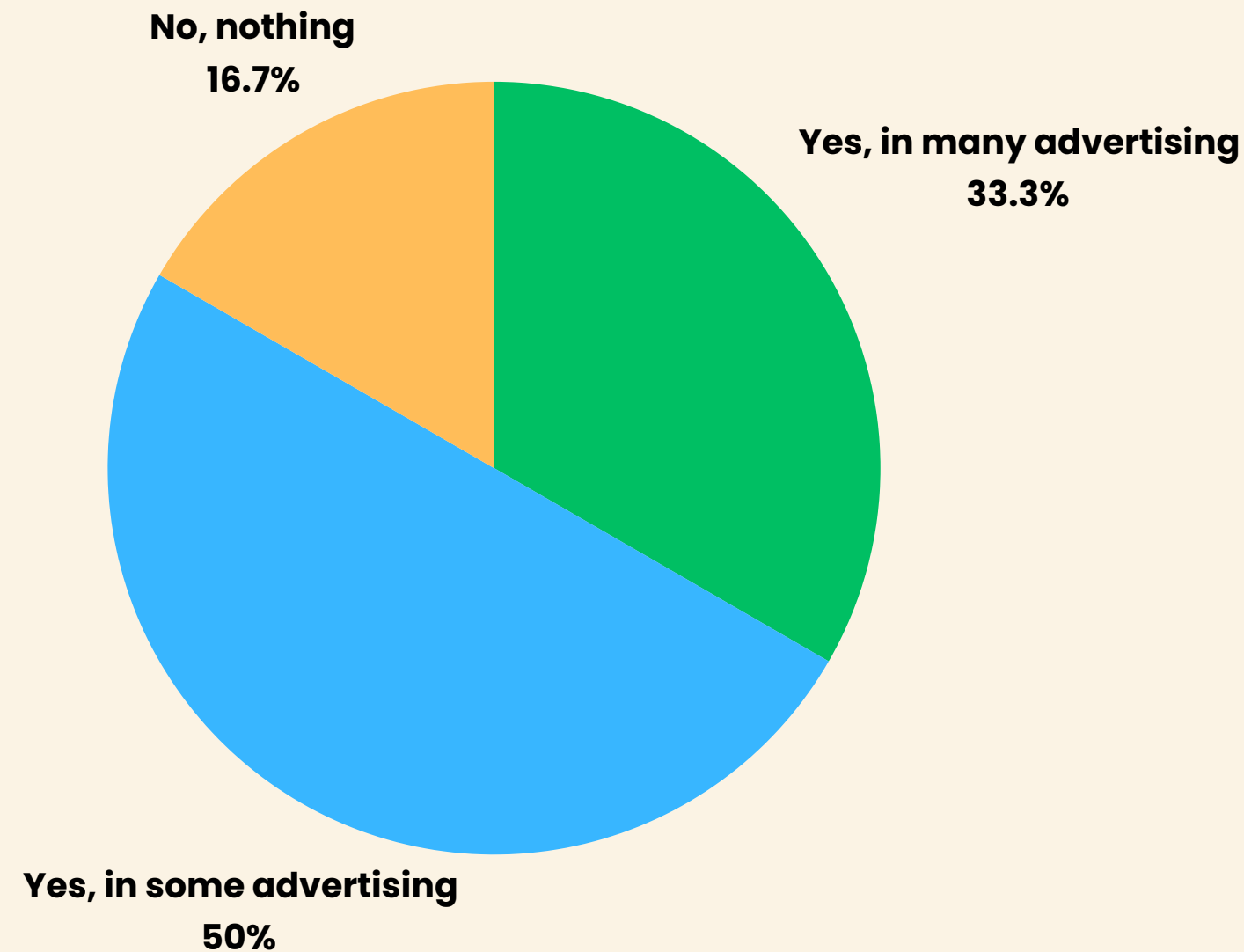
5

CONSIDERATION

INTERNATIONAL RESULTS

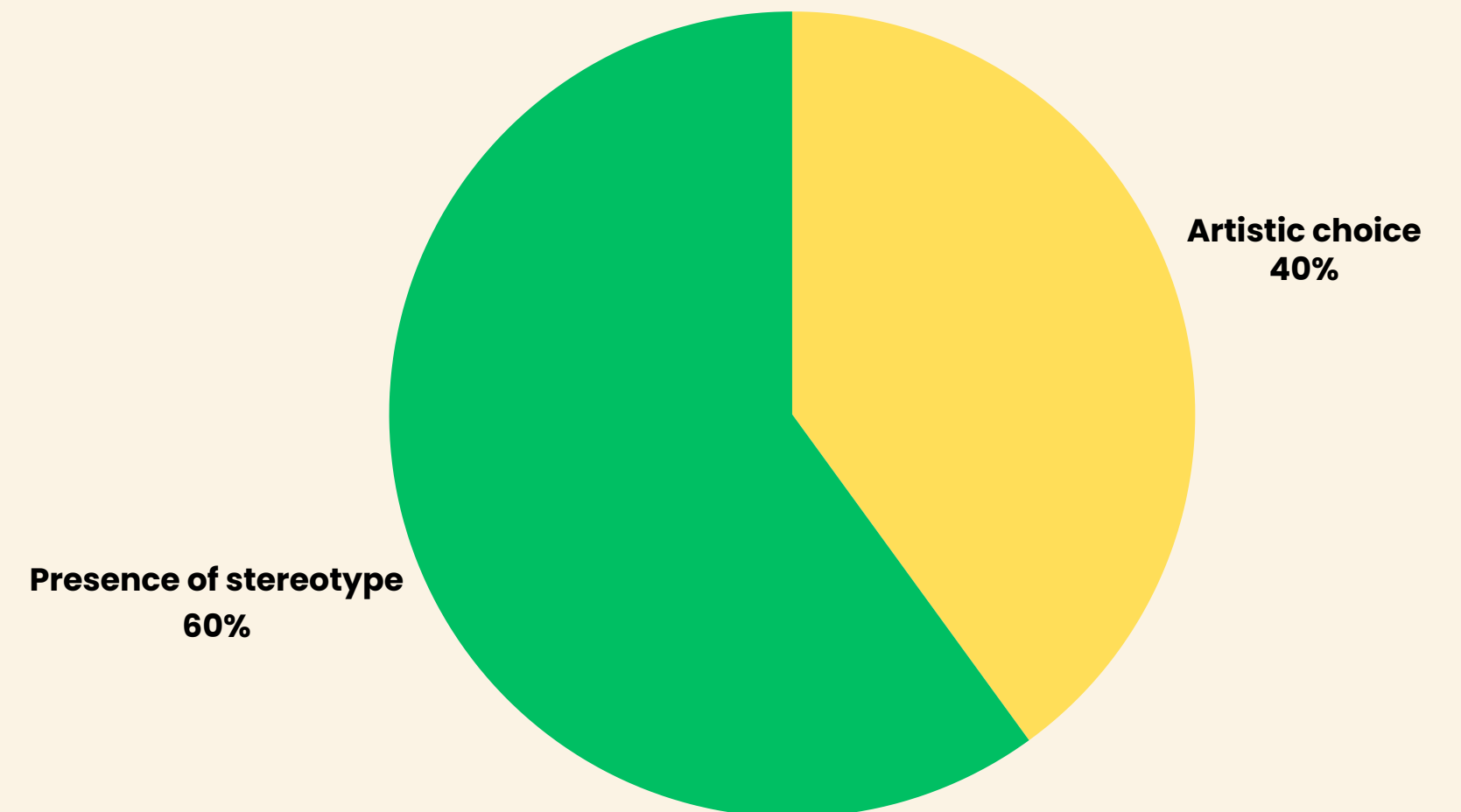
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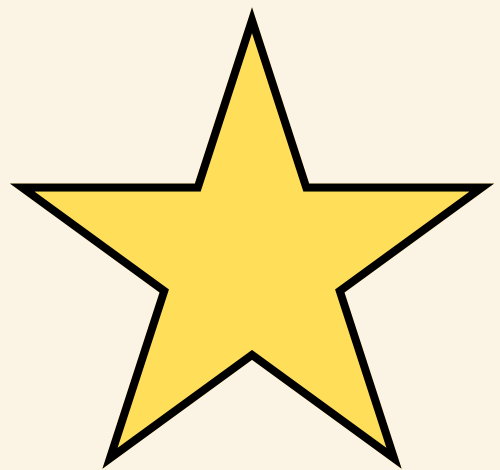


CONSIDERATION

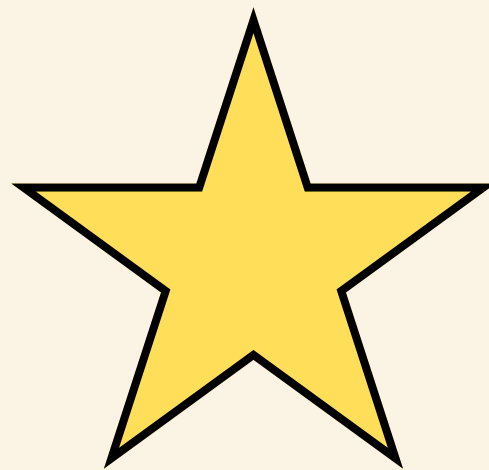
INTERNATIONAL RESULTS

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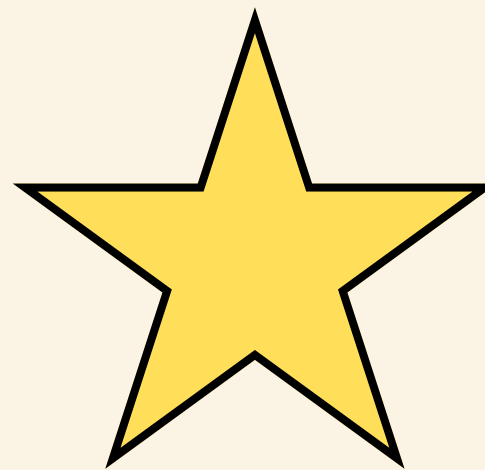
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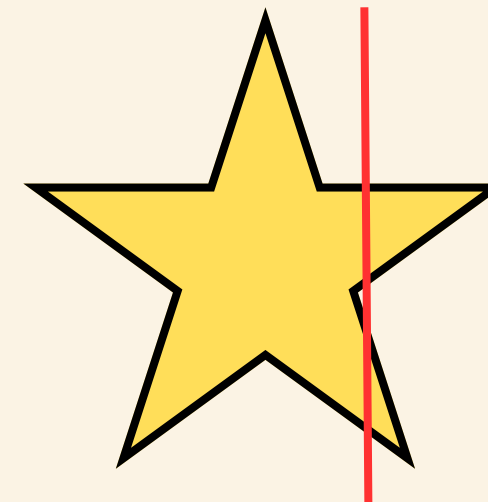
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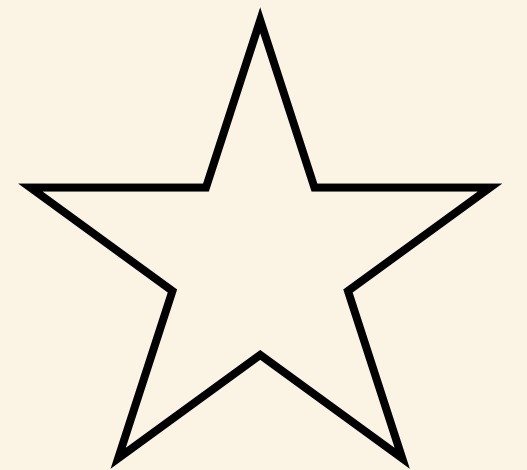
2



3



4



5

Result ANALYSIS

- **Over 50%** of participants did **not recognize gender stereotypes**.
- Most **became aware** only **after explanations** were provided. Some still did not recognize them.
- **Stereotypes** were **more identifiable** in the **last two ads**, likely as they were more blatant.
- **No significant** positive or negative **change** in stereotypes was **observed**.

Follow-up **INTERVIEWS**

We contacted individuals who recognized stereotypes to explore their background and reasoning.

- **Emerging profile:** All respondents who identified stereotypes were women.
- **Common interests:** Topics related to feminism followed on social media platforms such as X, TikTok, and Instagram.
- **Female perception:** Key factor in identifying stereotypes.
- **Key observation:** No men identified the stereotypes.

CONCLUSIONS

- **Unfulfilled commitment:** Balanced and non-stereotyped portrayals of women in the media remain unachieved.
- **Limited progress:** post-Beijing platform.
- **Persistence of gender stereotypes:** still widespread in our society.
- **Stagnation in Institutional Campaigns:** Minimal change in gender-related messaging from government.



Thank you
VERY MUCH!
