

THE RELATIONSHIP BETWEEN THE
ATTITUDE TOWARDS WOMEN AND THE
EVALUATION OF SEXISM IN LIQUOR
ADVERTISEMENTS ON TELEVISION

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ABSTRACT

Azarcon, Criselda J. The Relationship Between the Attitude Towards Women and the Evaluation of Sexism in Liquor Advertisements on Television. An undergraduate thesis. University of the Philippines in the Visayas, College of Arts and Sciences, 1993.

This study is on the relationship between the individual's attitude towards women and his/her evaluation of sexism in Tanduy advertisement on television. Using two sets of questionnaires the study also investigated the relationship between each of these two variables on one hand, and gender, age, and religious affiliation, on the other. Attitude towards women is defined as the level of feminist attitude of an individual. Evaluation of sexism is defined as the individual's rating of sexist manifestations in television liquor advertisements. Sexism is the sexual discrimination against women by people. It is any distinction, exclusion or restriction made against women which has the purpose or effect of denying equal exercise of human rights and fundamental freedom in all fields of human endeavor. A manifestation of this is the sexual degradation of women which is the focus of this study. It is manifested by associating women with sex, or showing women as sex figures, such as showing them as sex partners or in sex-provoking images. The respondents were freshmen dormitory residents at UPV Residence Halls, Miag-ao. An accidental sampling was used to identify the sample population of 30. Using the Pearson Product Moment Correlation the result showed that there is no relationship between attitude towards women and evaluation of sexism in Tanduy advertisement on television. Using the chi square test of independence, it was found that only five out of twenty-one items in the attitude towards women test showed significant differences in the answers of the female and male respondents, four out of twenty-one items showed significant differences in the answers of the religious groups, and one out of twenty-one items showed a significant difference in the answers of the three age groups. Thus, based on the results, attitude towards women does not affect the level of an individual's awareness on how women are sexually degraded in Tanduy advertisement on television.