

明治大学外国人研究者招聘制度 報告書

<招聘教授・研究員の情報 / Guest Professor・Guest Scholar>

氏名	Ping Shaw
Name	
所属機関(派遣元)	Institute of Marketing Communication, National Sun Yat-sen University, Taiwan
Affiliation (Home Organization)	
現在の職名	Professor
Position	
研究期間	From September 1, 2022 to June 30, 2023
Period of Stay	
専攻	Media and Gender, Advertising and Culture
Field of Research	
ホスト教員氏名と所属学部研究科等	Kyoko Koma, School of Information and Communication
Name of host teacher and affiliation at Meiji University	

<外国人研究者からの報告 / Foreign Researcher Report>

①研究課題 / Research Theme
A comparison of male and female sexual objectification in Taiwanese and Japanese ads
②研究概要 / Outline of Research
This study conducts a content analysis to explore media portrayals of 1,227 female and 601 male models in Taiwanese (n=1,098) and Japanese (n=756) magazine advertisements from 2015-2019. We examine the sexual objectification of both female and male models over time, and the gender gap corresponding to the development of women's movements and consumerism in both societies. Our results offer implications for sexual objectification theory. The results revealed that models are most often objectively portrayed as decorative roles and hidden faces in contemporary Asian advertisements. Japanese ads show higher levels of sexual objectification than Taiwanese ones. Gender gap still exists. Women are more likely to be portrayed in decorative roles and expose their breasts than men. Over time, while women are significantly more likely to be presented by decorative roles, both male and female models are more likely to hide their faces. These data suggest that both men and women increasingly display the visual cues of objectification.
③招聘期間中の研究活動の実績 / The research results as Guest Professor・Guest Scholar
Firstly, two lectures on "advertising and gender representation," in Professor Koma's undergraduate and graduate level classes. Secondly, the research results were presented in ICA (International Communication Association) Annual Conference, Toronto, May 25-29, 2023.