

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This is the last chapter of the present study. It consists of two parts. The first part presents the conclusions based on findings and discussions in the previous chapter. The second part puts forward the suggestions for further studies.

5.1 Conclusion

This study aims to examine three research problems, i.e. how women are represented verbally in *Nike* print advertisements and how they are represented visually and the ideologies underlying the representations. Based on the findings, it is found that the women are represented as having prominent characteristics, such as active, strong, independent, and confident. Yet, they still look attractive and beautiful. It is reflected from the verbal texts, which reveal material process as the dominant process, which implies activeness. Besides, the result shows that relational process occurs quite frequently, occupying the second place. This means that the copywriters are concerned with the quality and identity of women. The women are also found to be represented quite concretely.

The above verbal representation is supported by the visual representation. It is found that women are visually portrayed as being persistent in reaching their goal. They are focused and full of determination. They are also visually represented as being involved in many kinds of sports, such as tennis, football, and athletics. This indicates that women are also capable of doing many activities powerfully.

Finally, there are two ideologies that appear to underlie the representation of women in the advertisements. The first ideology is equality. It can be shown that women can do various roles as men do. They are capable in achieving first position in many kinds of sports. Moreover, they can adjust themselves even in hard situation. This may support the idea of women emancipation. The second is the masculine-oriented ideology. It is depicted from the representation of women in the advertisements, who are active, strong, independent, and persistent. Yet, the women still show their feminine side, which are their beauty and attraction.

These findings can further be explained in terms of to whom the women can be compared that is men. Nowadays, the role of women in the sports world is comparable to men's role. It can be seen that women are great in every field. Furthermore, there are many sports advertisements which use women as their model in recent years. This promotes the idea of emancipation. Additionally, this study strengthens the claim that advertisements can be a media to convey the ideologies implicitly through both verbal and visual representations.

5.2 Suggestion

This section presents some methodological suggestions on the basis of the delimitation of the present study.. First, this study only uses print advertisements. Further research may employ other types of advertisements such as TV or radio commercials as the data. Second, the present study only focuses on women in advertisements. Further research may include men as the objects, or make a comparison between the representation of these two genders. By enlarging the

number of data and objects, it is expected that the study will be more comprehensive and representative.

