**A Critical discourse of gender roles portrayed by electronic and print media in Pakistan**

**Abstract:**

Media has a significant role of influencing the lives of people. Through different types of media, people adopt certain behaviors, attitudes, and create norms of societal expectations, and structure stereotypical images that influence their actions in real life. Advertising industry within media has a powerful role to help shape the popular notion of gender identity. The main objective of this study is to determine how advertising discourse use language to build, maintain and sustain the power relations and inequality between men and women in the society. The data will be collected from the primary sources, that is; the printed texts from magazines and electronic form of TV commercials. A sample of those advertisements will then be analyzed to show how the ideological processes work in discourse to maintain power relations. The primary data will be obtained through purposive sampling. A maximum of thirty texts from the *two* magazines published in Pakistan will be analyzed, while five to six TV commercials will be selected as a form of electronic media. The study will apply Fairclough’s three dimensional model of Critical Discourse Analysis (CDA) and semiotics as a research tools to analyze how the print and electronic media in the form of ads encourage stereotypical images of men and women in Pakistani society. At the end certain limitations and future research will be discussed along with useful recommendations.

**Key words**: CDA, power relations, gender inequality, Fairclough model, electronic and print media

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