



Department of Journalism & Mass Communication

A Thesis on

Gender Representation in the Print Media Advertisement in Bangladesh

(A thesis submitted for the partial fulfillment of requirements for the degree of MSS (Masters) in
Journalism and Mass Communication)

Submitted By:

Rashadul Alam Khan

ID: 172-28-246

Department of Journalism and Mass Communication

Daffodil International University

Date of Submission: 08-12-2019

A Thesis on
Gender Representation in the Print Media Advertisement in Bangladesh

Submitted To

Department of Journalism & Mass Communication
Faculty of Humanities and Social Sciences
Daffodil International University

Submitted By

Rashadul Alam Khan
ID: 172-28-246
Department of Journalism and Mass Communication
Daffodil International University

Supervisor

Dr. Sheikh Mohammad Shafiul Islam
Associate Professor
Department of Journalism and Mass Communication
Daffodil International University

A LETTER OF APPROVAL

December 08, 2019

Dr. Sheikh Mohammad Shafiul Islam
Associate Professor
Department of Journalism and Mass Communication
Daffodil International University.

Subject: Application for thesis approval.

Dear Sir,

I have carried out a project named “Gender Representation in the Print Media Advertisement in Bangladesh”. It was a great opportunity for me to acquire knowledge while doing research as a course requirement in post-graduation.

I have tried to give my full effort to cover all the aspects regarding this topic which I have been assigned.

I believe that this report help me to enrich my knowledge as well as experience. Still there have some limitations, hope you will access my report considering the limitation of the study. I will be delighted if you kindly accept my project. Your kind approval is needed.



.....
Rashadul Alam Khan

ID: 172-28-246

Department of Journalism and Mass Communication
Daffodil International University

DISCLAIMER

I am Rashadul Alam Khan, hereby declare that the thesis entitled “Gender Representation in the Print Media Advertisement in Bangladesh” is prepared by me after completion of my thesis period.

I also confirm that the report is prepared only for my academic requirement not for any other purpose. I declare that the report / any part of the report are not allowed to use for any purpose without permission.



.....

Rashadul Alam Khan

ID: 172-28-246

Department of Journalism and Mass Communication

Daffodil International University

Certificate of Approval



I am pleased to certify that the thesis on “Gender Representation in the Print Media Advertisement in Bangladesh” prepared by Rashadul Alam Khan, ID: 172-28-246 of the Department of Journalism and Mass Communication has been approved for presentation and defense.

He has completed the work during the summer, 2019 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Rashadul Alam Khan.

As a human being, Rashadul Alam Khan bears a good moral character and a very pleasing personality.

I wish him all success in life.



Dr. Sheikh Mohammad Shafiul Islam

Associate Professor

Department of Journalism and Mass Communication

Daffodil International University

COPYRIGHT

© Daffodil International University

ACKNOWLEDGEMENT

It was a great pleasure for preparing this thesis on the “Gender Representation in the Print Media Advertisement in Bangladesh”. I would like to thank and convey my post gratitude to honorable Supervisor, Dr. Sheikh Mohammad Shafiul Islam, Associate Professor (Department of Journalism and Mass Communication, Faculty of Humanities and Social Science, Daffodil International University), for letting me to prepare this report and I would also like to express my sincere appreciation to him for his whole hearted support and guidance.

I am also owed to each person who I bothered inside and outside and helping me to carrying out this report.

Abstract

This study is focused on gender representation in print (newspaper) media in Bangladesh. This study focus on actual representation of gender in advertisements. This project report represents the unique information. That information is benefiting the general people. Gender is widely used in today's print media advertisement. I selected five daily Newspapers in Bangladesh as per sampling. The four newspapers are Bengali and one is English. Those five national dailies; The Prothom Alo, The Daily Star, The Ittefaq, Ihe Bangladesh Protidin and The Nayadiganta. Those newspapers are giving huge data; this data will help to understand in gender representation situation in newspaper of Bangladesh.

Table of Contents

List of Tables and Graphs	9-10
Chapter One: Introduction.....	11
Introduction.....	11
Rational of the study.....	11-12
What is Print Media Advertisement.....	12
History of Print Media Advertisement.....	12-13
Current Print Media Advertisement Situation in Bangladesh.....	13
Present Print Media Laws and Regulations in Bangladesh.....	13
Selection of the Topic.....	13-14
Scope of the Study.....	14
Limitation of the Study.....	14
Research Objective.....	14
Chapter Two: Literature Review and Theoretical Framework.....	15
Literature Review.....	15
Theoretical Framework.....	16
Chapter Three: Methodology of the Study.....	17
Sampling.....	17-18
Research Design.....	18
Qualitative Research.....	18-19
Data Analysis and Interpretation.....	19
Chapter Four: Findings of the Study.....	20
Content Analysis Result.....	20-24
Findings and Analysis	25-31
Analysis of Findings.....	31
Chapter Five: Conclusion.....	32
Reference.....	33-34
Appendix.....	35-81

List of Tables and Graphs

Tables

Table- 01: Number of advertisement in the newspapers	20
Table- 02: Topic or category wise number of advertisement.....	21
Table-03: Advertisement treatment.....	23
Table-04: Gender profession in advertisement.....	24
Table-05: Gender appearance is used for advertisement.....,,.....	24

Graphs

Graph-01: Percentage distribution of the ads as per page location advertisement...	21
Graph -02: Percentage of gender picture in the advertisement.....	22
Graph -03: Percentage of column cover in the advertisement.....	22
Graph -04: Percentage of advertisement Color	23
Graph -05: Percentage distribution of ads as per the gender issue	23

Chapter One

1.1 Introduction

Gender, Media and advertisements are as if string together. Advertisement is an important tool of media. “Advertisement is a public notice offering or asking for goods, services etc: a TV advert, a job ad” (Oxford Advanced Learner’s Dictionary). So we can say that advertisement is issue of public. And “media is the main means of communicating with large number of people, specially television radio and newspapers: the mass media” (Oxford Advanced Learner’s Dictionary). We can also observe the relation between advertisement and media from both definitions. As advertisement is subject to the public, so naturally media is the main instrument of advertisement. And Gender is one of the important discussed issue in media advertisement, “Gender is the condition of being male or female: Gender issue” (Oxford Advanced Learner’s Dictionary). So gender has great impact in our life (and as advertisement and media are related to the public). Gender is not an exceptional one. Today is print media advertisement, the tendency of portrayed gender profoundly. When human being does any kind of productive job, generally people are attracted to that job. It is the instinct nature of human being. As advertisement is of any kind of necessary goods, so if in any advertisement shows, using that particular goods by gender or benefitted from this good successfully, so people will be allured to buy that particular thing. And due to lucrative publishing of print media, so gender representation in advertisement has occupied one of the core places.

Bangladesh print media are not exceptional. In here, in different products advertisement use gender hugely.

From cosmetics to private university admission advertisement, real estate and electronic products and another advertisement extensively portrayed gender according to their business purposes.

1.2 Rational of the study

Gender representation in media is widely discussed issue. Though now it is the era of science and technology and online media is widely used, but existence of print media is not less important. The existence of print media is depend on advertisement (However, all types of media is depend on advertisement). People also benefited by advertisement. In advertisement show off

gender in various way. As advertisement motivate people to buy product, and people are influence by gender (male or female). So advertiser/advertising companies have pliability to represent gender for particular advertisement. Though gender representation in print media advertisement, we find a cultural movement of the society through advertisement we can easily understand the culture, norms and values of particular society. Generally newspaper represents gender according to the particular culture. If in any advertisement represents gender decently then we can measure about that society. On the other hand, if newspaper advertisement represents gender indecently then also measure about that society. From advertisement language we can also understand about the society culture. Again, in our society, we see male as tough, aggressive and in control whereas we see female as sexual fragile and exotic. In advertisement these aspects are also see. And certainly all of these things have great influence in society. Bangladeshi print media are not exceptional.

1.3 What is Print Media Advertising?

Print media advertising is printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. The growth of digital media has led to a decline in advertising expenditure in traditional print media, but print isn't dead. So, we can say print media advertising is physically printed media including newspapers, magazines, posters and billboards and direct mail.

1.4 History of Print Advertising

Print media is the oldest advertising medium in advertisement sector. It has a long-long history. Commerce, social trends and technology have all played a role in the history of print advertising.

This advertising strategy started way back in 1468 during the days of William Caxton. He promoted a book that had his first printed advertisement. In 1609, an ad appeared in a British newspaper. That advertising was migration opportunity to America.

The first American newspaper advertisement was published in 1704 in 'The Boston News-Letter'. Benjamin Day printed a book named 'New York Sun' in 1833. It was about advertising

vehicle and news. In 1910, 'Edward Book of Ladies Home Journal' published a magazine about ad code. From that time, print advertising started with new shape, technique and design.

1.5 Current Print Advertisement Situation in Bangladesh

There are various types of media. Print, electronic, online and social media are using for an advertisement. Online and social media is becoming more popular media in Bangladesh. In advancement of technology rural people also using internet in Bangladesh. So rural people also seeing advertisement in online and social media. These people can also see the daily e-paper through using internet. They can easily sawing print media ad through online. We can say that print media advertisement is still popular and more effective advertisement medium of Bangladesh.

1.6 Present Print Media Laws and Regulations in Bangladesh:

Some advertisement laws and regulations regulate the advertisement of Bangladesh. Important provisions of these laws are as following:

- ❖ Penal Code, 1860
- ❖ Criminal Procedure Code, 1898
- ❖ Contempt of Court Act, 1926
- ❖ The Copyright Ordinance, 1962
- ❖ The Indecent Advertisements Prohibition Act, 1963 (Act no XII of 1963)
- ❖ The Printing Presses and Publications (Declaration and Registration) Act, 1973
- ❖ Press Council Act, 1974
- ❖ Special Power Act, 1974
- ❖ Newspapers Employees (Condition of Service) Act, 1974
- ❖ The Right to Information Act, 2009
- ❖ Digital Security Act-2018

1.7 Selection of the Topic

I am working Inter Service Public Relations Directorate (ISPR). ISPR Charter of duties mentioned that 'To release advertisement of the defense division, inter service organizations,

service headquarters and other departments/institution sunder the defense division.’ I think as a practical experience this topic is perfect for me. That’s why I choose the topic for my thesis.

1.8 Scope of the Study

As my topic is one of the important items in Bangladesh, I should have to present this issue with more descriptive form. With the link of this report, we could identify current gender representation scenario in newspaper advertisement in Bangladesh. However due to specific time limit, I tried to briefly describe the current scenario in this report.

A future study should have been made on the result of this study. Lastly, this study can be made with more newspapers to bring more accurate advertisement scenario.

1.9 Limitation of the Study

There were so many limitations experienced during the study of this subject. Firstly, limitation of time is the main factor for study like this. Study like this, requires more than four months but we had only three month to complete it. The overall structure and design of this study was too much time consuming.

1.10 Research Objective

The specific objectives of the study are:

- To understand the nature and type of print advertisement
- To analyze language of advertisements
- To analyze picture of advertisement
- To analyze hidden meaning of advertisements

Chapter Two

Literature Review and Theoretical Framework

2.1 Literature Review

At first, about advertisement, according to Kang, Advertising holds a distinctive position within the economic organization of modern society. It deals with ideas, values and attitudes and gives them cultural form.

In the essay “Advertising the magic system” Raymond Williamson say that the development of advertisements took place in the time of industrial revolution and the development occurs due to the growth of trade and commerce. But still in the 1850 advertisements were not taken as a respectable medium. However, in the last hundred years advertisements slowly captured its seat and become one of the most successful industries in the world.

In research “Role portrayal of men and women in print ad” Ashish Kumar Dwivedy has shown that, “...women in Indian magazine ads are primarily portrayed in traditional roles such as concerned with physical attractiveness housewives and sex objects. Contrarily men are portrayed in sex appeal, authority figure, carrier-oriented and another roles. Men and women are also portrayed in egalitarian roles.”

In research “Representation of gender and Heterosexuality: A study of contraception advertisement in Bangladesh-1971 to 2011”, Umme Busra Fateha Sultana has shown in her research -“...there are some instances of portraying a woman as independent and empowered, the audience is gently reminded at the socially expected role for a woman. Such expectations tie a woman to the home; whether as housewife or employed, family and family planning remain her main responsibility. Similarly, depictions of female sexuality, visually and verbally construct sexual submissiveness as the ideal type for a “good women’... on the contrary, a man his depicted in relation to his job and as the initiator of pleasurable sexual moments”.

2.2 Theoretical Framework

The theoretical framework is the study based on influence and effective theory in media and communication studies which are: Content and Discourse Analysis.

Content analysis is a scholarly approach of studying the content of media materials and messages. Content analysis can be carried out on news, articles, features, editorials, columns, post-editorials, photographs, documentary etc.

'Content analysis' is a specific research approach used frequently in all the above areas of the media study. This method is popular with mass media researchers because it is an efficient way to investigate the content of the media.

Walizer and Wienir (1978) defined 'content analysis' as any systematic procedure devised to examine the content of recorded information. Krippendorf (2004) defines it as a research technique for making replicable and valid references from data to their context.

Kerlinger's (2000) defined: ``Content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables (cited in Dominick et.al: 2011).

Lasswell, through his famous definition of communication framed the base of the content analysis by starting: ``Who says what, to whom, why, to what extent and with what effect? (Wahlstrom: 1992).

Discourse analysis is a methodology for analyzing social phenomena which is qualitative, interpretive, and constructionist. It explores how the socially constructed ideas and objects are created and used in the media content. Discourse analysis is a qualitative method adopted and developed by social constructionists with in order to understanding the politics of styles, structures and languages of communication. As social institutions, media can limit social discourse through representation. Discourse analysis engages in explaining how a social group is represented on a specific issue.

Chapter Three

Methodology of the Study

The study has been conducted applies content analysis method

3.1 Sampling

For conducting the research I selected five daily Newspapers in Bangladesh from 18 June to 24 June, 2019 as per sampling. The four newspapers are Bengali and one is English. Those newspapers are:

- The Daily Prathom Alo
- The Daily Star
- The Bangladesh Paratidin
- The Daily Ittefaq
- The Nayadiganta

These newspapers are selected for proper rational because these newspapers are find out essential and sufficient data for realize this research.

3.1.1 The Daily Star

The Daily Star is the most popular English newspaper in Bangladesh. It is most highly or largest circulated daily English language newspaper. This newspaper is read in elite class people, students and foreigner who live in Bangladesh. .

3.1.2 The Prothom Alo

The Prothom Alo is the largest and most popular newspaper in Bangladesh based on circulation and readership. This newspaper is accepted by elite classes' educated persons and all classes of people. Prothom Alo is involved in many others activities like as 'Prothom alo Bondhu Shova. This newspaper is always publishing the advertisement with special importance.

3.1.3 The Bangladesh Pratidin

The Bangladesh Pratidin is the highest circulated newspaper in our country. This newspaper is the most popular newspaper in Bangladesh. This newspaper read both higher class people and lower class people.

3.1.5 The Daily Ittefaq

The daily Ittefaq is the daily Bengali newspaper which is one of the oldest newspaper in Bangladesh. For observing this newspaper how the newspaper are represent the gender in recent advertisement.

3.1.5 The Nayadiganta

The Daily Nayadiganta is a pro BNP daily newspaper. This newspaper has been selecting for knowing that the opposing party represent the advertisement in recent days.

3.2 Research Design:

This is a qualitative research study. I have emphasized on using the method because the research method played an important role. In my study the qualitative research method have been used. In the qualitative research is total advertisement in selected newspaper, topic or category of advertisement, location/position in newspaper, total number of gender picture, how many column covers every advertisement, color of advertisement, gender discrimination, advertisement treatment, gender profession, gender appearance and meaning of word.

3.3 Qualitative Research

Qualitative research is multi method in focus involving an interpretative approach to its subject matter. This method has several methods for collecting experimental materials ranging from the interview to direct observation to analysis of documents and records to the use of personal experience. (Denzin and Lincoln 1994, p. 14)

For example: Qualitative study would be unstructured interviews which generate the data through the open question.

Qualitative study interpretations are constructed and various techniques can be used to make sense of the data such as content analysis (Glaser & Strauss 1967).

A study on the coverage of newspapers gender representation in the print media in Bangladesh topic qualitative research is covered advertisement treatment, gender category, total number of gender picture, advertisement given in which page etc. (please see appendix).

3.4 Data Analysis and Interpretation

The data analysis and interpretation is analyzing the qualitative research. The qualitative data are using the analytic approaches. This method results are interpreted.

In this study all the data are detail interpreted and briefly discussion in the following chapter.

This research data analysis and interpretation see all the graphs, tables and following the appendix. The result of appendix represents total advertisement in selected newspaper, topic or category of advertisement, location/position in newspaper, total number of gender picture, how many column covers every advertisement, color of advertisement, gender discrimination, advertisement treatment, gender profession, gender appearance and meaning of word.

Chapter Four: Findings of the Study

4.1 Content Analysis Result

Frequency of Advertisement:

The content analysis shows that during the study period, a total of 346 advertisements were published in the five newspapers undergoing the study. Of the newspapers, the daily Prothom Alo has published the highest amount (33.34%) of advertisement (N=115).

Table 01- No. of Advertisement in the newspapers

Sl. No.	Name of Newspaper	Number of Ad
1	The Prothom Alo	115
2	The Daily Star	91
3	The Dainik Ittefaq	19
4	The Bangladesh Protidin	78
5	The Naya Diganta	43
Total		346

Here, the upper table shows the total advertisement published in selected newspaper. Total number of advertisement is 346. We saw that *The Prothom Alo* has covered maximum advertisement and it is about 115 advertisements.

Topic or Category of Advertisement:

The content analysis shows category wise advertisement. Advertisement of the newspapers says, electronics items is the highest ads (23%) of advertisement (N=79).

Table-02: Topic or category wise number of Advertisement

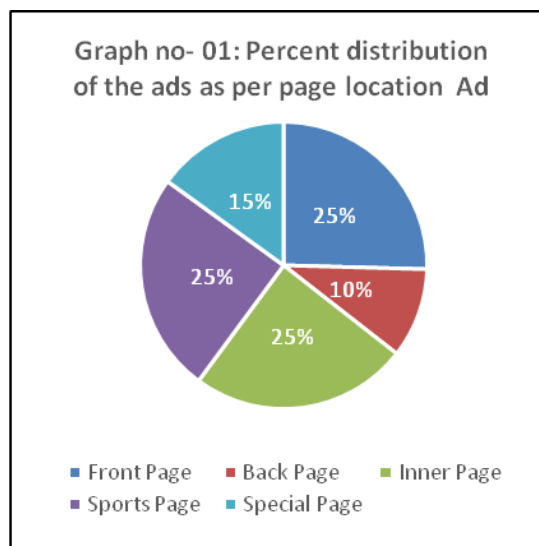
Sl No	Name of Category	Category wise number of Ad
1	Housing	38
2	University	25
3	Financial Organization	35
4	Transport	15
5	Food	18
6	Hospitals	21
7	Electronics	79
8	Building Materials	59
9	Cleaning Items	6
10	Perfume items	35
11	Others	15

The table shows overall all types of advertisement category or topic covered by different news paper. Highest number of advertisement category is electronics item and second is building materials. It is respectably 79 and 59 ads. Cleaning items is the lowest advertisement from other item and it is about 6 ads.

Advertisement Location/Position:

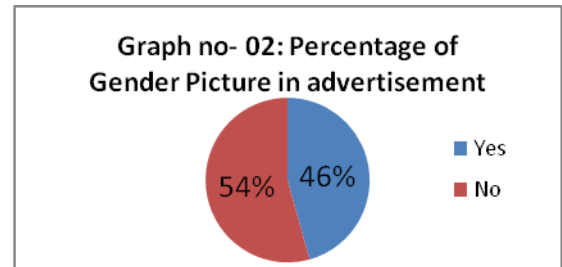
The table shows front page is used for highest number of advertisement. Inner and sports page is near to front page. Inner page means except of front, back, sports and special page. Rest of the page counted as inner page. Special page is not published every day.

This graph is representing the priority of advertisement in which pages. The most of the advertisement published in first page. Because the audiences are firstly see in this page.



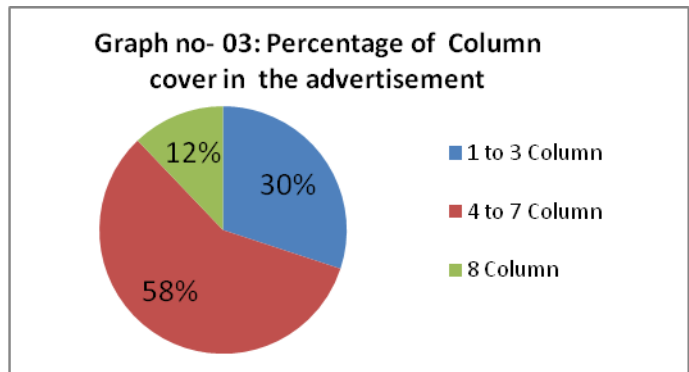
Gender Picture in Advertisement:

Here data shows there are 46 percentage advertisements has gender pictures in all newspaper. Rest of 54 percentage advertisement has no picture of gender in the ads.



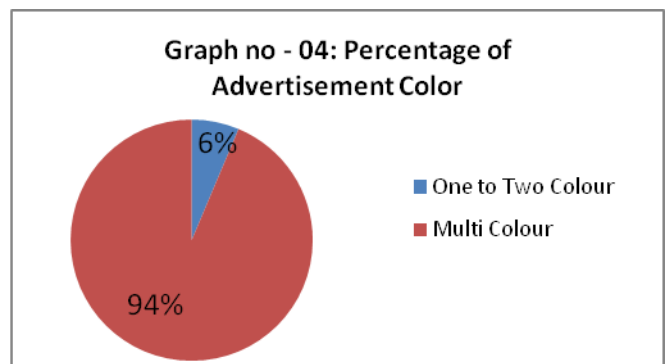
Column Cover an Advertisement:

Here, the data shows most of the company or organization has given 4-7 column ads. Its percentage is 58%. All eight column ad has given only 12% companies. 30% companies has given ads into 1-3 columns.



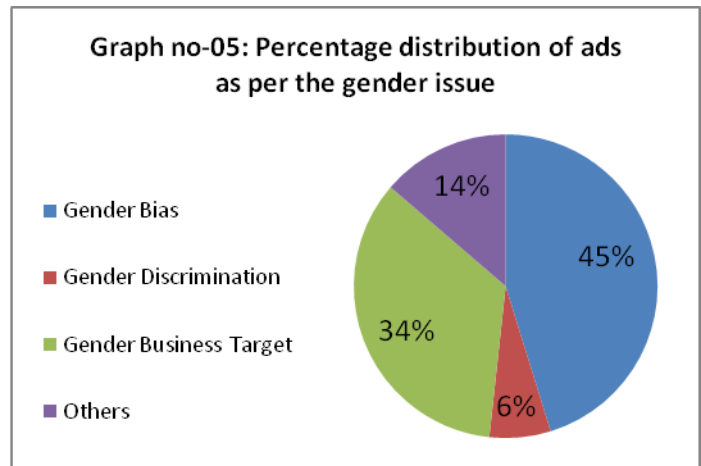
Color of Advertisement:

The data has shows most of the advertisement is multi color ads and its percentage is 94%. Only 6% ads is one or two color ads.



Gender ads issues in Advertisement:

In this study there have been used 346 ads. Of them 154 ads has given with gender picture. Of them 144 ads have gender discrimination. The percentage shows gender discrimination of given advertisement. This is too much in percentage.



Advertisement Treatment:

The content analysis shows that during the study period, a total of 346 advertisements were published in the five newspapers undergoing the study. Of the newspapers, 1-12 column inches advertisement has published the highest amount (36%) of advertisement (N=124).

Table -03-: Advertisement Treatment

Sl. No.	Column Treatment	No of Ads
1	1-12 column inches	124
2	13-24 column inches	115
3	25-42 column inches	90
4	42 to above column inches	17

We saw that the highest length of column of advertisement is one to twelve column inches.

Gender Profession:

The content analysis shows that cricketers, actors/actress, doctor, model etc. had most choice for newspaper advertisement. Of the given ads 31 ads has published with cricketers image. Highest amount (61%) of advertisement (N=94) has given in highest categories.

Table-04: Gender Profession in Advertisement

Sl. No.	Gender Profession	No of Ads
1	Actor/Actress	22
2	Cricketers	31
3	Doctors/Engineer	7
4	Others	94

Gender Appearance:

The content analysis shows that male have been performed in the advertisements the highest amount (38%) of advertisement (N=58).

Table-05: Gender appearance is used for Advertisement

Sl. No.	Gender Appearance	No. of advertisement
1	Male	58
2	Female	39
3	Both Male and Female	28
4	Kid with Parents	12
5	Only Kid	6
6	Others	11

The table shows male is more choice able gender than female in print advertisement.

4.2 Findings and Analysis

Findings and Analysis are given bellows:

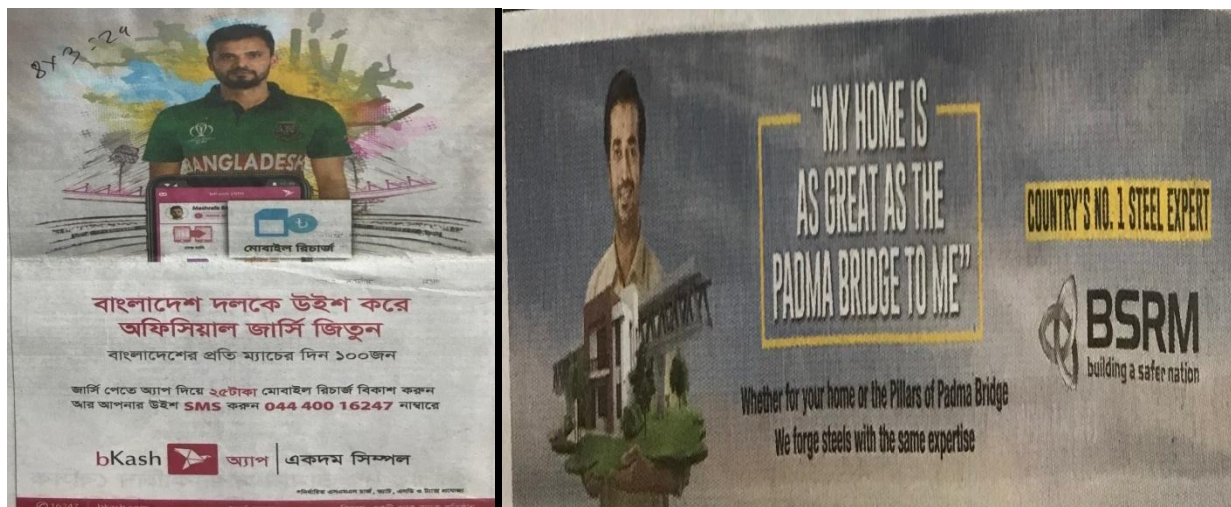
4.2.1 Gender Representation in Appearance

During the time of analysis it has been found that print advertisements (newspaper) images of men than women were occupied more space. Advertisements in newspaper were found as male dominated. One of the reasons of that newspaper reading is considered more of men's activity than women's activity.

On the other hand women are found to be represented in diverse ways- like as soft, gentle, emotional, attractive and sometimes as charming. It was seen that men were represented as conventionally masculine-hard, tough and macho.

4.2.2 Gender Representation in Terms of Roles as Man and Women

During the analysis of print advertisements from newspaper it was seen that men were represented as sports persons, doctors, engineers, etc in majority of advertisements in newspaper.



Images source: Bangladesh Protidin, June 20, 2019 & Prothom Alo June 22, 2019.

Following images showing the role of women as homemaker, housewife and mother.



Images source: Bangladesh Protidin, June 20, 2019 & The Daily Star 18, 2019.

The above images during study period from newspaper reflect the dominant discourse of feminine roles as a mother, housewife and a homemaker.

4.2.3 Gender Representation as Product

In the print media advertisements it has been seen that product category associated with products is one of the most important paths in which femininity and masculinity is constructed. Household items, food items, beauty products, jewelry etc. were more associated with women. Following images have shown women’s association with beauty and products.



Image Source: Dainik Ittefaq, June 21, 2019 & The Daily Star 18, 2019.

These types of image collected from newspapers advertisements. It is associated with the self of women. These products are made to look so naturally associated with the self of the woman.

On the other hand product categories associated with men in the newspaper advertisements are concerned, it has been found that automobiles and accessories are the male dominant categories. Majority of the advertisements construct the discourse of masculinity. Automobiles are related to power, performance and courage. Generally in our society we considered automobiles have always been a masculine product.

The advertisement features a central image of a person riding a Pulsar NS 160 motorcycle. The background is a green and yellow gradient with silhouettes of domed buildings. A large red circular graphic on the right contains the text 'চলছে ঈদের আমেজ' (Celebrating Eid Mubarak), '১০,০০০' (10,000), and 'টাকা মূল্য ছাড়' (Cash discount). The price is listed as '৳ 1,89,500' with a crossed-out '৳ 1,99,500'. Logos for Uttara and Bajaj are in the top corners. Handwritten text '১০০০' is visible in the upper right. The bottom section contains contact information for Uttara Motors in Bangladesh, including a phone number (09678333888) and website (globalbajaj.com/bangladesh).

Image Source: Bangladesh Protidin, June 20, 2019.

4.2.4 Gender Representation as Body

The “body” has become more important item of any advertisement. The bodily representation of men and women has become an inevitable variable. It has been found that like television advertisements, print media is also construct femininity in terms of white, fair and others ideal image of women.



Image Source: The Daily Star, June 18, 2019 & Prothom Alo June 18, 2019.

These two images are representing the woman as white and fair images. We can say also spotless images. As body type and weight all the advertisements from the print media construct the dominant discourse of thin, slim and attractive ideal body type for women.

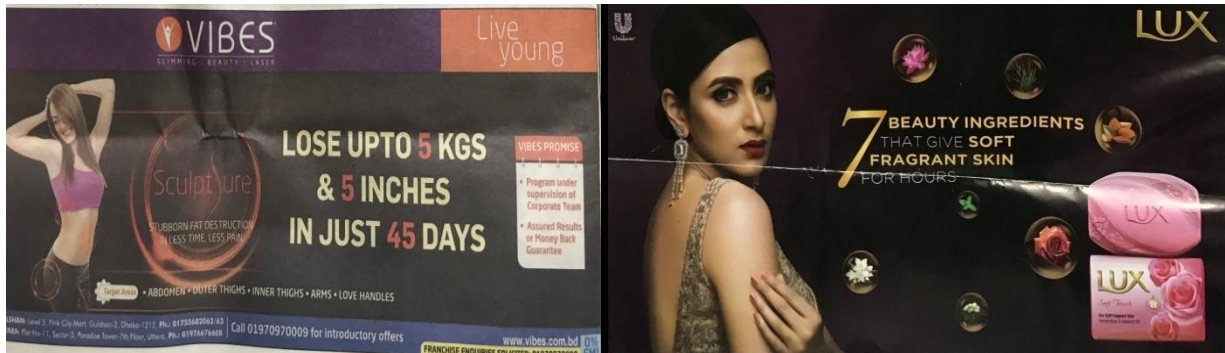


Image Source: The Daily Star, June 22, 2019 & Prothom Alo June 18, 2019.

If we look at all the above four images we would be able to see how femininity is constructed in terms of bodily representation. These images showed women bodies are the focus of representing them. All images of women showed in all advertisement as slim body, fair look and so on.

4.2.5 Gender Discrimination:

In this study it is found that there is gender discrimination. Though, gender discrimination was low scale. It was only 15.4 percent. Following images showing gender discrimination:

একটু বড়

ভিশন এলইডি টিভি কিনুন সামগ্রী মূল্যে!
অংশের পুরাতন বা ব্যবহৃত গান থেকে প্রাপ্ত, সাইজ ও মডেলের টিভি দিয়ে কিনে নিন মূল্য মডেলের বড় সাইজের অত্যাধুনিক ভিশন এলইডি টিভি।

সর্বোচ্চ বিক্রয়মূল্য
৫০,০০০ টাকা
শুধুমাত্র

বিভিন্ন মডেলের মূল্য	সুবিধা	বিভিন্ন মডেলের মূল্য	সুবিধা
৫,০০০/-	১০.০০০/-	১০,০০০/-	১০.০০০/-
১০,০০০/-	১০.০০০/-	১৫,০০০/-	১০.০০০/-
১৫,০০০/-	১০.০০০/-	২০,০০০/-	১০.০০০/-
২০,০০০/-	১০.০০০/-	২৫,০০০/-	১০.০০০/-
২৫,০০০/-	১০.০০০/-	৩০,০০০/-	১০.০০০/-
৩০,০০০/-	১০.০০০/-	৩৫,০০০/-	১০.০০০/-
৩৫,০০০/-	১০.০০০/-	৪০,০০০/-	১০.০০০/-
৪০,০০০/-	১০.০০০/-	৪৫,০০০/-	১০.০০০/-
৪৫,০০০/-	১০.০০০/-	৫০,০০০/-	১০.০০০/-

VISION LED TV
VISION EMPORIUM
VISION EXCLUSIVE
০৮ ০০৭ ৭৭৭ ৭৭৭

Eastern University

ADMISSION FAIR SUMMER 2019
17-22 June

30% waiver
on Admission fee
Special gifts
for admission

PROGRAMS	WAIVERS
Undergraduate - B.A. (Hons.) in English - B.B.A. - B.Sc. in CSE - B.Sc. in EEE - LL.B. (Hons.)	Graduate - M.A. in ELL - MBA - EMBA - LL.M. (1 year)
	- 10%-100% in various categories - 10% for female students - Up to 50% Special Waiver for permanent campus

SPECIAL FEATURES

- Highly qualified faculty members with 25 PhDs
- Affordable Tuition Fees
- Hostel for Male and Female
- Transport Facility

For Admission
Home: 26, Road 5, Diamond, Dhaka
Phone: 9671912, 9671925, Cell: 01844109659, 01844109668
Permanent Campus: Road 6, Block B, Ashulia Model Town, Akrao, Savar, Dhaka
Phone: 9602666651, Cell: 01844169651, E-mail: admission@easternuni.edu.bd

Admission Helpline: **01741300002**

www.easternuni.edu.bd

Images source: Bangladesh Protidin, June 18, 2019.

In VISION LED advertisement should have a female kid and their father. Another ad were Eastern University admission fair. They gave a picture in their advertisement, There were a female and two male students. There should have another female student.

4.2.6 Gender Bias:

In this study there is 45.45 percent gender bias of all advertisement. This study says there was massive gender bias. Following images showing gender discrimination:



Images source: Prothom Alo, June 18 & 22, 2019 and The Daily Star, June 18 & 20, 2019.

First picture is a admission ad and it is architecture admission ad. This ad says that architecture is a subject which can study only male students. Can female students not study architecture? A female student should have added in their ad. Second picture is opposite gender bias. A male student should have added in their ad. Third picture says a mother and her girl feeling cool under SAMSUNG refrigerator. Refrigerator is need for both gender and also all ages people. So male representation was needed in this ad. Last ad was needed opposite gender and it was needed female.

4.2.7 Gender Used for Business Target:

Cricketers, models, happy family pictures have been used for business target. During my study the world cup cricket was going on. So the advertisement company who had given their ad they had chosen cricketers in their ads. We have seen that renowned models have been one of the most important character of any advertisement in that time. We have also seen that a happy family had also used for ads.



Images source: Prothom Alo, June 20, 2019 and Naya Diganta, June 18, 2019.

Analysis of Findings:

I have found some findings from this study. In this section I will discuss analysis of findings. In newspaper advertisement of that time I have seen that Bangladeshi cricketer's image has been used for advertisement. In that time cricket world cup 2019 was running. Player of the every match picture has been used various company, also. Advertiser companies use world cup cricket carnival in that time.

For household item housewife, mother was present in the most of the advertisement. I have found in some advertisement that gender discrimination and gender bias.

Chapter Five

Conclusion

There are various type of advertisement medium. These are print, electronic, online, billboard etc. Newspapers and magazines is the medium for print advertising. In this study advertisement collected from five different newspapers on June18 to 24, 2019. I discuss what is media, the history of print media advertisement, current print advertisement situation in Bangladesh and present media laws/regulations in Bangladesh.

Besides these research objective and methodology of the study mentioned in this paper. Content and discourse analysis method is used for this study. Using this method we find total number of advertisement. We got various category of advertising from five different newspaper advertisements. We also find total number of advertisement in which page covers. Moreover we find that how many columns cover an advertisement and also an advertisement covers column inches. Percentage of the above mentioned data has been identified as well as.

Gender is used various dimension in newspapers not only in Bangladesh but also over the world. Men are used in specific advertisement as well as women are used in specific advertisement. Some advertisement shows body to attract consumers. Here these advertisements gave various messages to us. We also find gender discrimination, gender bias and gender is used for business target in the advertisement.

It is natural that to exist the newspapers depend on advertisement. As gender, model influence people, so it is natural that advertiser used gender for advertising. But we should keep in mind that as if gender is not portrayed as product and against in our culture and values.

References

Wikipedia free encyclopedia.htm

www.academic.edu

www.bartleby.com

www.asiaticsociety.org.bd

Information Ministry of Bangladesh.

Foundation of Human Communication Author Sheikh and Shah

<https://bd.allmedialink.com>

baycommercialprinting.com.

Rochester Institute of Technology: The Case for Print Media Advertising in the Internet Age

Denzin, N., & Lincoln. Y.(1994). *Handbook of Qualitative Research*. Thousand Oaks, CA, US: Sage Publications Inc.

Glaser, B. G., Strauss, A. L., & Strutzel, E. (1968). The discovery of grounded theory; strategies for qualitative research. *Nursing research, 17(4)*, 364.

Braun, V. & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*, 77–101.

Carr, L. T. (1994). The strengths and weaknesses of quantitative and qualitative research: what method for nursing?. *Journal of advanced nursing, 20(4)*, 716-721.

Early History and modern History of newspaper in Bangladesh (*Press Reference Bangladesh*):

<http://www.pressreference.com/A-Be/Bangladesh.html>

Denzin, N., & Lincoln. Y.(1994). *Handbook of Qualitative Research*. Thousand Oaks, CA, US: Sage Publications Inc.

Glaser, B. G., Strauss, A. L., & Strutzel, E. (1968). The discovery of grounded theory; strategies for qualitative research. *Nursing research, 17(4)*, 364.

Braun, V. & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*, 77–101.

Carr, L. T. (1994). The strengths and weaknesses of quantitative and qualitative research: what method for nursing?. *Journal of advanced nursing, 20(4)*, 716-721.

Denscombe, M. (2010). *The Good Research Guide: for small-scale social research*. McGraw Hill.

Appendix

APPENDIX

Name of the Newspaper: Prothom Alo

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
1	18.07.2019	Hospital	City Group	Four specialist doctors picture. One is female and another three are male doctors	1	4	40 Column-Inches	Multi	Yes	Gender Discrimination
2		Hitachi Refrigerator	Transcom Group	Three pictures of refrigerator	1	4	12 Column-Inches	Multi	No	
3		Refrigerator	Marcel Bangladesh	Five pictures of refrigerator	1	4	12 Column-Inches	Multi	No	
4		Refrigerator	Samsung	Smiling face of a girl and boy who are standing with refrigerator to attract people.	3	7	42 Column-Inches	Multi	Yes	Gender business target
5		Milk Powder	Newzealand Dairy	Replica of a woman who is dancing. To prevent osteoporosis take two glass calci - pro	5	8	80 Column-Inches	two colour	Yes	Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
6	18.07.2019	Admission of Bachelor of Architecture	Daffodil International University	Picture of one male student.	6	4	32 Column-Inches	Multi	Yes	Gender bias
7		Hospital	BRB Hospital Ltd.	Picture of four specialist doctors. Of them two are male and two are female.	7	8	40 Column-Inches	Multi	Yes	Gender business target
8		Apartment sale	Gemcon City Ltd.	Picture of a apartment building	9	3	9 Column-Inches	Two colour	No	Black and white ad
9		Admission offer	DIU	Picture of a campus building	14	3	18 Column-Inches	Multi	No	
10		Bicycle	Duranto	Picture of a bicycle	16	4	16 Column-Inches	Multi	No	Black and white ad
11		Konka LED TV	Electromart Ltd.	People seeing cricket match through Konka TV	16	4	36 Column-Inches	Multi	Yes	
12		Toothpaste	GSK	A female doctor saying something in favore of sensodyne toothpaste.	17	5	20 Column-Inches	Multi	Yes	Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
13	18.07.2019	Shampo	Unilever	Four Bangladeshi national cricketers feeling good using clear shampo.	18	4	16 Column-Inches	Multi	Yes	
14		Pipes and fittings	GAZI Group	Picture of some pipes	18	4	16 Column-Inches	Multi	No	
15		Electronics	Vision	Some picture of prize winner and its handed over by vision emporium	19	6	18 Column-Inches	Multi	Yes	
16		Gas Stove	RFL	A pot is on the gas stove. There is no spot in pot.	1	6	30 Column-Inches	Multi	No	Noksha
17		Minister Smart TV	Minister	A Cricketer picture inside of TV screen	2	4	12 Column-Inches	Multi	Yes	Noksha Gender business target
18		Talcum Powder	Square Toiletries Ltd.	Smiling faces of a young girl .	3	5	30 Column-Inches	Multi	Yes	Noksha Gender bias
19		Soap	Unilever	Three colours lux soap on three packets	5	5	30 Column-Inches	Multi	No	Noksha
20		VIBES	VIBES	A woman showing her slimness body.	6	5	30 Column-Inches	Multi	Yes	Noksha Gender bias
21		Woven	Samsung	A woven picture and some cooked food	7	3	18 Column-Inches	Multi	No	Noksha

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
22	18.07.2019	Refrigerator	Samsung	A mother and her girl is happy under refrigerator	7	3	18 Column-Inches	Multi	Yes	Noksha Gender bias
23		Facial Cream	Unilever	Smiling face of a young girl	11	4	28 Column-Inches	Multi	Yes	Noksha Gender bias
24		Noodles	Nestle Bangladesh	Three woman standing in a row and they are smiling. One is old and two are young girl.	12	6	36 Column-Inches	Multi	Yes	Noksha Gender bias
25		White Atta	City Group	Picture of two packet of atta	13	6	24 Column-Inches	Multi	No	Noksha
26		Ready Mix	Square Food And Beverage Ltd.	Smiling face of husband and wife. They are eating which cooked by radhuni ready mix	14	6	30 Column-Inches	Multi	Yes	Noksha Gender business target
27		Biscuits	DEKKO Legacy Group	Mashrafee Mortaza showing Dekko biscuits.	15	6	48 Column-Inches	Multi	Yes	Noksha Gender business target
28		Soap	Kohinoor Chemical	A woman model is smiling and saying something about tibbot 570 soap.	16	6	18 Column-Inches	Multi	Yes	Noksha Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
29	18.07.2019	Washing Powder	ACI	A female housewife is standing with smart supreme washing powder and showing it to use.	16	6	24 Column-Inches	Multi	Yes	Noksha Gender bias
30	19.07.2019	Television	Walton	Picture of a tv	1	4	9 Column-Inches	Multi	No	
31		Refrigerator	Singer Bangladesh	Picture of three refrigerator	1	4	9 Column-Inches	Multi	No	
32		Paints	Berger	Picture of four family members in a tie	1	5	40 Column-Inches	Multi	Yes	
33		Admission Offer	World University	Admission subject and others criteria described	5	8	26 Column-Inches	Multi	No	
34		Apartment sale	Concord	Picture of a rooftop of a apartment	5	8	40 Column-Inches	Multi	No	
35		Sony Rangs Exchange Offer	SONY RANGS	Picture of different ages people in different showroom. They are exchanging Sony Rangs items	7	8	160 Column-Inches	Multi	Yes	
36		Apartment sale	DOM INNO	Apartment locations mentioned	9	3	12 Column-Inches	Multi	No	
37		Mighty Chips	Ispahani	Smiling picture of three kids	16	4	12 Column-Inches	Multi	Yes	Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
38	19.07.2019	Admission offer	BGMEA University	Picture of a academic building and some male -female students set on this building	18	4	24 Column-Inches	Multi	Yes	
39		Financial	Premier Bank		20	8	28 Column-Inches	Multi	No	
40	20.07.2019	Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future	Special cover Page 1 and 2	8	160+140=300 Column-Inches	Multi	Yes	Gender business target
41		Electronics	Smart Technologies Ltd	Picture of mobile and tap	1	4	20 Column-Inches	Multi	No	
42		Pure it Filter	UNILEVER	Picture of Bangladesh cricket team members	1	4	32 Column-Inches	Multi	Yes	Gender business target
43		Powder	Kohinoor Chemical Company Ltd.	Picture of one young male and female. They are showing it and also happy with ICE COOL.	12	7	35 Column-Inches	Multi	Yes	Gender business target
44		Anniversary of a Bank	Midland Bank	Facilities mentioned of Midland Bank	13	3	15 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
45	20.07.2019	Noodles	Nestle	One male and young female is smiling. Noodles is ready to eat.	14	4	16 Column-Inches	Multi	Yes	Gender business target
46		Steel	BSRM	Five young man showing their backside. They grasped each other.	14	8	20 Column-Inches	Multi	Yes	Gender bias
47		Financial	IPDC	Mentioned investment area	15	8	16 Column-Inches	Multi	No	
48		Lighting	Super star Lighting	Picture of a light	15	6	24 Column-Inches	Multi	No	
49		Transport	Uber	Two cricketers are happy using uber.	16	5	20 Column-Inches	Multi	Yes	Gender discrimination
50		Motorcycle	TVS Autos	Picture of a motorcycle	16	5	25 Column-Inches	Multi	No	
51		Soap	Lifebouy	Four national cricketers of Bangladesh cricket team shwoing lifebouy pack.	17	8	40 Column-Inches	Multi	Yes	Gender business target
52		Plot Sale	Bangladesh Development Company	Pictures of some plots	18	6	18 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
53	21.07.2019	LG tv, refrigerator, woven and washing machine	Butterfly	Picture of tv, refrigerator, woven and washing machine	1	4	32 Column-Inches	Multi	No	
54		Refrigerator	Walton	Face of Mashrafee with hurrah	1	4	12 Column-Inches	Multi	Yes	Gender business target
55		Minister Smart TV	Minister	A Cricketer picture inside of TV screen	1	4	12 Column-Inches	Multi	Yes	Gender business target
56		Refrigerator	Jamuna	Picture of three refrigerator	3	4	24 Column-Inches	Multi	No	
57		Kelvinator Refrigerator, Oven, AC	SONY RANGS	Face of a young girl and a kid. They are standing with a freeze.	5	8	144 Column-Inches	Multi	Yes	Gender bias
58		Apartment Fair	Sheltech	Four apartment picture	7	6	36 Column-Inches	Multi	No	
59		Gazi Tyer	GAZI Group	Picture of some tiers	16	4	16 Column-Inches	Multi	No	
60		Vision Refrigerator	Vision Emporium	A mother and her child is happy with vision refrigerator	16	4	16 Column-Inches	Multi	Yes	Gender bias
61		Clear Multi Dandraf Shampo	Unilever	Smiling face of four cricketers of Bangladesh cricket team	18	4	16 Column-Inches	Multi	Yes	Gender business target

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
62	21.07.2019	To know about information of multi vitamin	Nestle	Smiling face of a women nutritionist	18	4	32 Column-Inches	Multi	Yes	Gender bias
63		Television	Samsung	Smiling faces of a family who are watching Bangladesh cricket match. Bangladeshi batsman batting in tv screen and it is Samsung TV.	19	5	40 Column-Inches	Multi	Yes	Gender business target
64		Admission Offer	East Delta University	Admission subject and others criteria described	20	8	32 Column-Inches	Multi	No	
65	22.07.2019	Refrigerator	Walton	Smiling face of Bangladeshi cricketers Mehedy Miraz showing walton AC	1	4	12 Column-Inches	Multi	Yes	Gender business target
66		Toothpaste	GSK	A female doctor saying something about Sensodyne	1	4	15 Column-Inches	Multi	Yes	Gender bias
67		Sony Bravia LED TV, Kelvinator Freedge, AC	SONY RANGS	Picture of different ages customer in different showroom. They are exchanging Sony Rangs items	1	4	32 Column-Inches	Multi	Yes	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
68	22.07.2019	Apartment sale	Edision Prime	Picture of a apartment building	3	3	18 Column-Inches	Multi	No	
69		Admission Offer	IUBAT	A female student is happy with natural beauty	3	4	20 Column-Inches	Multi	Yes	Gender bias
70		Apartment sale	Assurance Development	Described about apartment	4	4	16 Column-Inches	Multi	No	
71		Newspaper	Prothom Alo	Picture of a Prothom Alo paper	5	8	40 Column-Inches	Multi	No	
72		Apartment sale	Rupayon	Picture of a happy small familiy infront of sunset.	7	4	16 Column-Inches	Multi	Yes	Gender business target
73		Apartment sale	Anwar Landmark	Picture of a apartment building	7	4	16 Column-Inches	Multi	No	
74		Apartment sale	UDDL	Front picture of a apartment building	7	4	16 Column-Inches	Multi	No	
75		Apartment sale	Olimpiya Holdings	Picture of a apartment building	7	4	16 Column-Inches	Multi	No	
76		Apartment sale	Genetic Ltd.	Some picture of a apartment building	9	3	12 Column-Inches	Multi	No	
77		Apartment sale	SEL	Picture of a apartment building	7	4	12 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
78	22.07.2019	Refrigerator	Samsung	Smiling face of a girl and a boy both are standing with refrigerator	19	6 . 5	26 Column-Inches	Multi	Yes	
79		Knee treatment	Sure Cell Medical BD. Limited	Picture of a specialized doctor	20	4	12 Column-Inches	Multi	Yes	Gender bias
80		Plot Sale	Navana Real Estate	Picture of some plots	20	3	9 Column-Inches	Multi	No	
81		Clock	Credence	A foreigner couple is standing in a place of London.	1	6	18 Column-Inches	Multi	Yes	Chhutir Dine Tabloid
82		Wheel Powder	Unilever	Bangladesh Map picture	3	6	18 Column-Inches	Multi	No	Chhutir Dine Tabloid
83		VISION LEED TV	VISION GROUP	Smiling face of a mother and her two sons. Small son showing vision leed tv	6	6	24 Column-Inches	Multi	Yes	Chhutir Dine Tabloid gender discrimination
84	23.07.2019	Television	Singer Bangladesh	Picture of a television	1	4	12 Column-Inches	Multi	No	
85		Soap	Unilever	Picture of a children. His one hand is germless and another is with germ	1	4	32 Column-Inches	Multi	Yes	Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
86	23.07.2019	Admission offer	IUBAT	A female student is happy with natural beauty	3	4	20 Column-Inches	Multi	Yes	Gender bias
87		Admission offer	ULAB	Mentioned admission details	5	4	20 Column-Inches	Multi	No	
88		Hospital	Labaid Cardiac Hospital	Chest picture of a man. Feeling pain in his chest	5	4	40 Column-Inches	Multi	Yes	Gender bias
89		Apartment sale	Asset	Picture of a room in a apartment	9	3	9 Column-Inches	Multi	No	Black and white ad
90		Bathroom Fittings	RFL	Picture of some bathroom fittings	15	4	16 Column-Inches	Multi	No	
91		Admission Offer	UITS	Mentioned admission details and a building	16	4	12 Column-Inches	Multi	No	
92		Mighty Chips	Ispahani	Smiling picture of three kids	16	4	12 Column-Inches	Multi	Yes	Gender bias
93		Admission Offer	Eastern University	Mentioned admission details and a building	18	3	18 Column-Inches	Multi	No	
94		Paints	Berger	Picture of four family members in a tie	20	4	32 Column-Inches	Multi	Yes	Gender business target
95		Admission Offer	Northern University	Mentioned admission details and a building	1	6	24 Column-Inches	Multi	No	Tabloid Pro Shopno

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
96	23.07.2019	Admission Offer	Dhaka International University	Mentioned admission details	1	6	18 Column-Inches	Multi	No	Tabloid Pro Shopno
97		Admission offer	BUBT	Smiling picture of two girl students	2	6	32 Column-Inches	Multi	Yes	Tabloid Pro Shopno Gender bias
98		Admission Offer	The International University of Scholars	Mentioned admission details and a building	7	6	14Column-Inches	Multi	No	Tabloid Pro Shopno
99		Admission Offer	Northern University	Mentioned admission details and a building	7	3	12 Column-Inches	Multi	No	Tabloid Pro Shopno
100	24.07.2019	Exchange offer TV, Freeze and AC	Sony Rangs	Many people visits Sony Rangs showroom for exchange of old TV and Monitor	1	4	32 Column-Inches	Multi	Yes	
101		MBA Admission Circular	BRAC University	Three types of picture of different activities of University .	3	4	32 Column-Inches	Multi	Yes	
102		Bank	Dutch Bangla	Picture of bridge	7	8	48 Column-Inches	Multi	No	
103		Admission Offer	Manarat International University	Mentioned admission details	13	4	12 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
104	24.07.2019	Walton Refregerator	Walton	Smiling face of Bangladeshi national cricketer Mehedy Miraz showing Walton AC	15	4	32 Column-Inches	Multi	Yes	Gender business target
105		BSRM Steel	BSRM	Five young man showing their backside. They grasped each other	16	8	32 Column-Inches	Multi	Yes	Gender bias
106		Switch	Roots Switch	Picture of some switch	18	4	16 Column-Inches	Multi	No	
107		Motorcycle	TVS Autos	A motorcycle picture	18	6	30 Column-Inches	Multi	No	
108		Pure it Filter	UNILEVER	Picture of Bangladesh national cricket team members	18	4	16 Column-Inches	Multi	Yes	Gender business target
109		Soap	Lifebouy	Four national cricketers of Bangladesh cricket team showing lifebouy pack.	19	8	40 Column-Inches	Multi	Yes	Gender business target
110		Financial	Premier Bank	Facilities of Premier Hajj card	1	6	36 Column-Inches	Multi	No	Special Supplement
111		Financial	SIBL	Facilities of SIBL Hajj card	2	6	24 Column-Inches	Multi	No	Special Supplement

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
112	24.07.2019	Financial	Al Arafah Islami Bank	Facilities of AIBL Hajj card	3	6	36 Column- Inches	Multi	No	Special Suppliment
113		Financial	Shahjalal Islami Bank	Picture of Kaba Sharif	4	4	28 Column- Inches	Multi	No	Special Suppliment
114		Financial	Islami Bank	Picture of Kaba Sharif	5	6	72 Column- Inches	Multi	No	Special Suppliment
115		Financial	EXIM Bank	Picture of Kaba Sharif	8	6	42 Column- Inches	Multi	No	Special Suppliment

Name of the Newspaper: The Daily Star

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
1	18.07.2009	Paints	Berger	Picture of four family members in a tie	1	4	32 Column-Inches	Multi	Yes	
2		Clock	OMEGA	Picture of a clock	3	3	18 Column-Inches	Two	No	
3		Apartment Sale	Building Technology and Ideas	A family spending their time in a spot. They are pleased to BTI.	5	4	28 Column-Inches	Multi	Yes	
4		Karnaphuli Motorcycle	Renault Bangladesh	Three Cricketers enjoying winning moment of Bangladesh cricket team	Sports Page S1	8	24 Column-Inches	Multi	Yes	Gender business target
5		Television	Walton	If you buy refrigerator, you will get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
6		Steel	BSRM Steel	Picture of a man who is standing. A bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias
7		Health	Family Planning Department	Picture of a woman who are working in a call centre of family planning department	12	4	20Column-Inches	Multi	Yes	Gender bias
8		Cement	Shah Cement	Shah cement is using in Rup Pur nuclear power plant	12	4	6 Column-Inches	Two	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
9	18.07.209	Financial	Social Islami Bank Ltd.	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	
10		Paints	Berger	Picture of four family members in a tie	1	6	18 Column-Inches	Multi	Yes	Tabloid Life Style
11		Sandalina Soap	Kohinoor Chemical	Smiling young female model picture who uses sandila soap	2	6	24 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
12		Dr. Jhumus Laser Medical	Laser Medical	Picture of four beautiful female who took treatment from Dr. Jhumus laser medical	5	2	24 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
13		Refrigerator	SAMSUNG	A mother and her girl is happy under SAMSUNG refrigerator	7	3	18 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
14		Air Purifier	SAMSUNG	A mother and her new born baby is happy with samsung air purifier	7	3	18 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
15		Washing Machine	SINGER	A girl is happy for singer washing machine	13	6	30 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
16		EBL Mukti Loan	EBL	A female picture who is measuring cloth and she is a entrepreneur.	19	6	18 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
17	18.07.209	Washing powder	Kohinoor Chemical	A young female is smiling and a packet of fast wash packet is in her hand	19	6	24 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
18		Shampo	Dove	Five picture of Dove Shampo.	20	6	36 Column-Inches	Multi	No	Tabloid Life Style
19		Milk	Pran	A mother and son is smiling. Pran milk packet is sons hand.	20	3	9 Column-Inches	Multi	Yes	Tabloid Life Style Gender bias
20	19.07.2019	VISA Card	VISA	Smiling picture of a daughter and mother	1	8	80 Column-Inches	Multi	Yes	Gender bias
21		Television	Walton	If you buy refrigerator, you will get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
22		Milk	Pran	A father and his son is smiling. Pran milk packet is sons hand.	Sports Page S2	3	6 Column-Inches	Multi	Yes	Gender bias
23		Steel	BSRM Steel	Picture of a man who is standing. A bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias
24		Cement	Shah Cement	Shah cement is the highest selling cement of Bangladesh	12	4	6 Column-Inches	Two	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
25	19.07.2019	Financial	Commercial Bank of Ceylon PLC- Bangladesh	Highest credit ratings in last 9 years	B1	4	40 Column-Inches	Two	No	
26		Financial	Social Islami Bank Ltd.	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	
27	20.07.209	Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future	1	8	80 Column-Inches	Multi	Yes	Gender business target
28		Cement	Scan Cement	Scan cement is using in main structure of Padma Bridge	1	3	3 Column-Inches	Two	No	
29		Cement	Seven Rings Cement	Foundation of future	1	1	1 Column-Inche	Multi	No	
30		Hospital	Eden MultiCcare Hospital	Picture of a male doctor.	5	3	10.5 Column-Inches	Multi	Yes	Gender bias
31		Television	Walton	If you buy refrigerator, you will get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
32		Steel	BSRM Steel	Picture of a man who is standing. The Padma bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
33	20.07.209	Cement	Shah Cement	Shah cement is using in Matarbari Power Plant	12	4	6 Column-Inches	Two	No	
34		Financial	Midland Bank	Describes advantages of this bank	B1	3	21 Column-Inches	Multi	No	
35		Financial	Social Islami Bank Ltd	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	
36		Financial	Mutual Trust Bank Ltd.	Agent recruitment of MTBL	B1	2	4 Column-Inches	Multi	No	
37		Credence Clock	Time Zone	A foreign couple is standing in a place of London.	1	6	18 Column-Inches	Multi	Yes	Tabloid Magazine Youth SHOUT Gender business Target
38		Admission Offer	BUBT	Four students are discussing in green campus of BUBT	3	6	18 Column-Inches	Multi	Yes	Tabloid Magazine Youth SHOUT
39		21.07.209	Pure it Filter	Unilever	Picture of father and son with bold conflict	1	4	24 Column-Inches	Multi	Yes
40	Scan Cement		Scan Cement	Scan cement is using in main structure of Padma Bridge	1	3	3 Column-Inches	Two	No	
41	Cement		Seven Rings Cement	Foundation of future	1	1	1 Column-Inche	Multi	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
42	21.07.209	Apartment	Rancon Developments	Apartment inner and whole picture	3	4	40 Column-Inches	Multi	No	
43		LG Electronic Products	LG	TV, Refrigerator, Oven, Washing Machine and AC Picture of LG	3	4	32 Column-Inches	Multi	No	
44		Karnaphuli JEEP	Renault Bangladesh	Three Cricketers enjoying winning moment of Bangladesh cricket team	Sports Page S1	4	12 Column-Inches	Multi	Yes	Gender business target
45		Television	Walton	If you buy refrigerator, you will get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
46		Cement	Crown Cement	Crown cement is expert leader	Sports Page S1	2	3 Column-Inches	Multi	No	
47		Steel	Rahim Steel	Al rounder of building side	Sports Page S1	2	3 Column-Inches	Multi	No	
48		Apartment	Anwar Landmark	Picture of a nice building	Sports Page S1	2	3 Column-Inches	Two	No	
49		Steel	BSRM Steel	Picture of a man who is standing. A bridge and a house is in his hand.	16	4	6 Column-Inches	Multi	Yes	Gender bias
50		Cement	Shah Cement	Shah cement is the highest selling cement of Bangladesh	16	4	6 Column-Inches	Two	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
51	21.07.209	Financial	Social Islami Bank Ltd	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	
52		Furniture	OTOBI	Six man are receiving gift in different Qtobi showroom	B1	4	32 Column-Inches	Multi	Yes	
53		Credence Clock	Time Zone	A foreign couple is standing in a place of London.	1	6	18 Column-Inches	Multi	Yes	Tabloid Magazine Youth SHOUT Gender discrimination
54		Steel	BSRM	Five young man showing their backside. They grasped each other.	3	6	12 Column-Inches	Multi	Yes	Tabloid Magazine Youth SHOUT Gender bias
55		Sandalina Soap	Kohinoor Chemical	Smiling young female model picture	16	6	24 Column-Inches	Multi	Yes	Tabloid Magazine Youth SHOUT Gender bias
56	22.07.209	Cement	Scan Cement	Scan cement is using in main structure of Padma Bridge	1	3	3 Column-Inches	Two	No	
57		Cement	Seven Rings Cement	Fundation of future	1	1	1 Column-Inches	Multi	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
58	22.07.209	Apartment	Building Technology and Ideas	Picture of a apartment	5	4	28 Column-Inches	Multi	No	
59		Television	Walton	If you buy refrigerator, you willl get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
60		Cement	Crown Cement	Crown cement is expert leader	Sports Page S1	2	3 Column-Inches	Multi	No	
61		Rahim Steel	Rahim Steel	Al rounder of building side	Sports Page S1	2	3 Column-Inches	Multi	No	
62		Steel	BSRM Steel	Picture of a man who is standing. The Padma bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias
63		Cement	Shah Cement	Shah cement is achieved super brand cement	12	4	6 Column-Inches	Two	No	
64		Credence Clock	Time Zone	A foreigner couple is standing in a place of London.	1	6	18 Column-Inches	Multi	Yes	Tabloid Showbiz Gender discrimination
65		Sandalina Soap	Kohinoor Chemical	Smiling young female model picture	2	6	24 Column-Inches	Multi	Yes	Tabloid Showbiz Gender bias

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
66	22.07.209	Shampo	Dove	Five picture of Dove Shampo.	11	6	36 Column-Inches	Multi	No	Tabloid Showbiz
67		LUX Soap	UNILEVER	A female showing her fragrant skin who uses lux soap	12	6	30 Column-Inches	Multi	Yes	Tabloid Showbiz Gender bias
68	23.07.209	Cement	Scan Cement	Scan cement is using in main structure of Padma Bridge	1	3	3 Column-Inches	Two	No	
69		Cement	Seven Rings Cement	Foundation of future	1	1	1 Column-Inches	Multi	No	
70		Apartment Sale	Asset Development	Bedroom apartment wii be sale at Uttara	3	2	7 Column-Inches	Two	No	
71		Television	Walton	If you buy refrigerator, you willl get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
72		Apartment	Anwar Landmark	Creating address	Sports Page S1	2	3 Column-Inches	Two	No	
73		Cement	Crown Cement	Crown cement is expert leader	Sports Page S1	2	3 Column-Inches	Multi	No	
74		Steel	Rahim Steel	Al rounder of building side	Sports Page S1	2	3 Column-Inches	Multi	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
75	23.07.209	Footbal tournament Notice	BGMEA University of Fashion And Technology	Picture of a footbal player. BGMEA University of Fashion And Technology organized inter University footbal tournament	Sports Page S4	3	10.5 Column-Inches	Multi	Yes	
76		Steel	BSRM Steel	Picture of a man who is standing. The Padma bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias
77		Cement	Shah Cement	Picture of Padma Bridge. Shah cement is contruction partner of Pama Bridge.	12	4	6 Column-Inches	Two	No	
78		Financial	Social Islami Bank Ltd.	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	
79		DBH Deposits Offer	DBH	Happy family picture of different moment	B1	8	40 Column-Inches	Multi	Yes	Gender business target
80	24.07.209	Cement	Scan Cement	Scan cement is using in main structure of Padma Bridge	1	3	3 Column-Inches	Two	No	
81		Cement	Seven Rings Cement	Foundation of future	1	1	1 Column-Inches	Multi	No	
82		Admission Circular	AIUB	Some male and female students infront of campus	3	5	40 Column-Inches	Two	Yes	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
83	24.07.2019	Apartment	DOM-INNO	Picture of a DOM-INNO building	5	4	14 Column-Inches	Multi	No	
84		Cement	Crown Cement	Crown cement is expert leader	Sports Page S1	2	3 Column-Inches	Multi	No	
85		Steel	Rahim Steel	AI rounder of building side	Sports Page S1	2	3 Column-Inches	Multi	No	
86		Television	Walton	If you buy refrigerator, you will get TV free	Sports Page S1	1	2 Column-Inches	Multi	No	
87		Milk	Pran RFL	Picture of a young and a old man. Both are seeing a pran milk packet.	Sports Page S2	2	6 Column-Inches	Multi	Yes	Gender business target
88		Steel	BSRM Steel	Picture of a man who is standing. The Padma bridge and a house is in his hand.	12	4	6 Column-Inches	Multi	Yes	Gender bias
89		Cement	Shah Cement	Shah cement awarded Asia entrepreneurship award 2015	12	4	6 Column-Inches	Two	No	
90		Financial	Commercial Bank of Ceylon PLC- Bangladesh	Credit card picture	B1	4	40 Column-Inches	Two	No	

Sl. No	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
91	24.07.209	Financial	Social Islami Bank Ltd.	Picture of a mobile.	B1	2	3.5 Column-Inches	Multi	No	

Name of the Newspaper: The Daily Ittefaq

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
1	18.07.2019	Plot sell of Amin Mohammad City	Amin Mohammad Group	Showing ready plot for sell	1	4	12 Column-Inches	Multi	No	
2		Refrigerator	Marcel	Picture of a Refrigerator	1	8	12 Column-Inches	Multi	No	
3		Wheel Powder	UNILEVER	A housewife showing some cloths which was clean by wheel powder. Her husband also seeing those cloths	1	6	24 Column-Inches	Multi	Yes	Tabloid Korcha
4	19.07.19	Plot sell of Navana Real Estate	Navana Real Estate	Showing land for sell	1	3	12 Column-Inches	Multi	No	
5	20.07.2019	Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future	1	8	80 Column-Inches	Multi	Yes	Gender business target
6		Plot sell of Amin Mohammad City	Amin Mohammad Group	Showing ready plot for sell	3	4	12 Column-Inches	Multi	No	
7		Join Bangladesh Navy	Bangladesh Navy	Picture of a submaraine in sea and some helicopter pictuers in the sky	14	4	32 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
8	21.07.2019	Fair and Lovely	Uniliver	Face of a young female, Showing her attractive face	1	6	30 Column-Inches	One colour	Yes	Gender bias
9		National Vitamin A plus campaign	Helth Department	Date and time mentioned for vitamin A plus campaign 2019	20	4	20 Column-Inches	Multi	No	
10	22.07.2019	Instructions for Diabetics	Helth Department	Feature, prevention, problems of Diabetics has writen.	1	4	32 Column-Inches	Multi	No	
11		National Vitamin A plus campaign	Helth Department	Date and time mentioned for vitamin A plus campaign 2019	20	4	20 Column-Inches	Multi	No	
12	23.07.2019	Mobile app service	Premier Bank	Some feature metioned of pmoney mobile app service	1	4	28 Column-Inches	Multi	No	
13		Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future	1	8	80 Column-Inches	Multi	Yes	Gender business target
14	24.07.2019	Exchange offer of TV, Freeze and AC	Sony Rangs	Many people visits Sony Rangs showroom for exchange of old TV and Monitor	1	4	32 Column-Inches	Multi	Yes	
15		Plot sell of Navana Real Estate	Navana Real Estate	Showing land for sell	1	3	12 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
16	24.07.2019	Apartment sale	Bashudhara Group	Showing a house for investment	1	8	40 Column-Inches	Multi	No	
17		Fair of Amin Mohammad City	Amin Mohammad Group	Picture of two childrens who are running and another children planting a tree	3	5	20 Column-Inches	Multi	Yes	Gender bias
18		Admission Circular	AIUB	Some male and female students infront of AIUB campus	3	8	40 Column-Inches	Multi	Yes	
19		Bathroom Fittings	RFL	Picture of some bathroom fitting items	3	4	40 Column-Inches	Multi	No	

Name of the Newspaper: Bangladesh Protidin

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
1	18.07.2019	Pepsodent Toothpaste	Unilever	Picture of father and his son who are brushing through pepsodent	1	5	30 Column-Inches	Multi	Yes	Gender bias
2		Walton Waven	Walton	Walton woven picture	1	1.5	12 Column-Inches	Multi	No	
3		Konka Fan	Konka		1	1	1.5 Column-Inches	Two	No	
4		ICDDR B	ICDDR B	Picture of a technician who is examine a patient in a machine	1	8	56 Column-Inches	Multi	No	
5		Bathroom Fittings	RFL	Some bathroom fittings	3	4	16 Column-Inches	Multi	No	
6		Drinkit water Purifier	RFL	A glass of water	3	4	16 Column-Inches	Multi	No	
7		Paints	Rainbow Paints	Man of the match (Shakib Al Hasan) of Bangladesh vs West Indies world cup previous day cricket match	10	3	9 Column-Inches	Multi	Yes	Gender Business target

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
8	18.07.2019	Vision LED TV	Vision Emporium	Smiling faces of a mother and two childrens. They are seeing vision LED TV.	10	5	25 Column-Inches	Multi	Yes	Gender discrimination
9		Admission fair	Eastern University	Picture of one male and two female students. They are in a laboratory.	10	3	18 Column-Inches	Multi	Yes	Gender discrimination
10		Health related Circular	Health Department	Mentioned call centre number	12	6	36 Column-Inches	Multi	No	
11	19.07.2019	Refrigerator	Walton	Buy walton Refrigerator, You will get TV	1	1.5	12 Column-Inches	Multi	No	
12		Transport of Tata Motors	Nitol Niloy	some picture of buses and trucks	1	8	16 Column-Inches	Multi	No	
13		Mobile app	Premier Bank	Mentioned app facilities of Premier Bank	1	4	32 Column-Inches	Multi	No	
14		Hero Motorcycle	Nitol Niloy	some picture of motorcycles	1	4	20 Column-Inches	Multi	No	
15		University Achievments	UIU	A director of UIU achieved an award	1	5	20 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
16	19.07.2019	Rice Cooker	Vigo Electronics	Face of a young lady with confident looking	3	4	16 Column-Inches	Multi	Yes	Gender bias
17		Sony Rangs Exchange Offer	SONY RANGS	Picture of different ages people in a ceremony .	7	6	36 Column-Inches	Multi	Yes	
18		Electric Pipe and Fittings	Vigo Electronics	Picture of some pipe and fittings	10	8	16 Column-Inches	Multi	No	
19		Mighty Chips	Ispahani	Smiling picture of three kids	10	3	12 Column-Inches	Multi	Yes	Gender discrimination
20		Paints	Rainbow Paints	Man of the match (Yon Morgan) of England vs Afganistan world cup previous day cricket match	10	3	9 Column-Inches	Multi	Yes	Gender Business target
21		Health related Circular	Health Department	Mentioned call centre number	12	6	36 Column-Inches	Multi	No	
22	20.07.2019	Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future	Special cover Page 1 and 2	8	160+152=312 Column-Inches	Multi	Yes	Gender Business target
23	20.07.2019	Lubricants	Motul	Some picture of lubricants	1	4	16 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
24	20.07.2019	Motorcycle	SUZUKI	Two motorcycle picture	1	4	16 Column-Inches	Multi	No	
25		Refrigerator	Walton	Buy walton Refrigerator, You will get TV	1	1	1.5 Column-Inches	Multi	No	
26		Refrigerator	Walton	Face of Mashrafee with hurrah	1	4	32 Column-Inches	Multi	Yes	Gender Business target
27		Furniture Summer Offer	Singer	Picture of a mother and a children who are sitting on singer furniture	1	3	12 Column-Inches	Multi	Yes	Gender Business target
28		Financial	Midland Bank	Mentioned facilities of Mindland Bank	3	3	15 Column-Inches	Multi	No	
29		Mahindra Tractor	Rancon Autos	Picture of a tractor	3	8	40 Column-Inches	Multi	No	
30		Powder	Kohinoor Chemical Company Ltd.	Picture of one young male and female. They are showing it and also happy with ICE COOL.	3	5	25 Column-Inches	Multi	Yes	Gender discrimination
31		Kelvinator Refrigerator, AC	SONY RANGS	Pictures of the showroom with customers are buying kelvinator freeze	7	4	20 Column-Inches	Multi	Yes	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
32	20.07.2019	Noodles	Nestle	One male and young female is smiling. Noodles is redy to eat.	8	4	16 Column-Inches	Multi	Yes	
33		Paints	Rainbow Paints	Man of the match (Kane Wiliamson) of Newzealandh vs South Africa world cup previous day cricket match	8	3	9 Column-Inches	Multi	Yes	Gender Business target
34		Kool Body Spray	Square	A cricketer standing with Kool body spray	8	2	4 Column-Inches	Multi	Yes	Gender Business target
35		Sanitary ware and Fittings	Shine Sanitary ware and Fittings	Some picture of sanitary ware and fittings	8	1.5	12 Column-Inches	Multi	No	
36		Financial	bKash	Captain of ODI cricket team Mashrafee is standing with bKash App	8	3	24 Column-Inches	Multi	Yes	Gender Business target
37		Bajaj Motorcycle	Uttara Motors	Two motorcycle picture	10	5	40 Column-Inches	Multi	No	
38		Plot sell	Prime asset group	Picture of a nice house	10	6	18Column-Inches	Multi	No	
39	21.07.2019	Health related Circular	Health Department	Mentioned call centre number	12	6	36 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
40	21.07.2019	Fair of Housing	BS Group of companies	Mentioned facilities of sopan dokkhina city	1	4	12 Column-Inches	Multi	No	
41		Refrigerator	Walton	Buy walton Refrigerator, You will get TV	1	1	1.5 Column-Inches	Multi	No	
42		Ponds	Unilever	A young girl showing her attractive face	1	4	24 Column-Inches	Multi	Yes	Gender bias
43		Health related Circular	Health Department	Mentioned symptom, prevention of diabetics	3	4	32 Column-Inches	Multi	No	
44		Refrigerator	Vision Emporium	A mother and her child is happy with vision refrigerator	10	4	16 Column-Inches	Multi	Yes	Gender bias
45		Paints	Rainbow Paints	Man of the match (David Warner) of Bangladesh vs Australia world cup previous day cricket match	10	3	9 Column-Inches	Multi	Yes	Gender Business target
46		Lighting	Click Light	Some picture of lights	10	1.5	12 Column-Inches	Multi	No	
47		Sharp Blade	Samah Rezor Blade Industries	A packet of blade picture	10	3	18 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
48	21.07.2019	VIBES	VIBES	A woman showing her slimless body.	12	6	24 Column-Inches	Multi	Yes	
49		Plot sell	Prime asset group	Picture of a nice house	12	6	18 Column-Inches	Multi	No	
50		Shampo	Unilever	Four bangladeshi national cricketers feeling good using clear shampo.	8	6	30 Column-Inches	Multi	Yes	Friday Tabloid Gender business target
51	22.07.2019	Health related Circular	Health Department	Mentioned call centre number	1	6	36 Column-Inches	Multi	No	
52		Refrigerator	Walton	Buy walton Refrigerator, You will get TV	1	1	1.5 Column-Inches	Multi	No	
53		Fair of Housing	BS Group of companies	Mentioned facilities of sopan dokkhina city	3	3	9 Column-Inches	Multi	No	
54		Health related Circular	Health Department	Instruction prevention of cancer	5	4	32 Column-Inches	Multi	No	
55		Pipe and Fittings	RFL	Some picture of pipe and fittings	10	1.5	12 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
56	22.07.2019	Paints	Rainbow Paints	Man of the match (Lasith Malinga) of England vs Srilanka world cup previous day cricket match	10	3	9 Column-Inches	Multi	Yes	
57		Motorcycle	Honda Bangladesh	Four motorcycle pictures	12	8	60 Column-Inches	Multi	No	
58	23.07.2019	Home loan of IFIC Bank	IFIC Bank	Picture of three members of a family showing unlimited future in a rural area	Special cover Page 1 and 2	8	160+144=304 Column-Inches	Multi	Yes	Gender Business target
59		Motorcycle	SUZUKI	Two motorcycle picture	1	4	16 Column-Inches	Multi	No	
60		Refrigerator	Marcel	Five refrigerator pictures	1	4	32 Column-Inches	Multi	No	
61		Shampoo	Uniliver	Face of a young lady with lucrative hair	1	5	30 Column-Inches	Multi	Yes	Gender bias
62		Fair of Housing	BS Group of companies	Mentioned facilities of sopen dokkhina city	3	3	9 Column-Inches	Multi	No	
63		Fair of Amin Mohammad City	Amin Mohammad Group	Picture of two childrens who are running and another children planting a tree	3	5	20 Column-Inches	Multi	Yes	Gender discrimination

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
64	23.07.2019	Admission notice of Prime University	Prime University	Three students reading in front of campus. Of them one is female and rest of two are male students.	3	3	18 Column-Inches	Multi	Yes	Gender discrimination
65		Rice Cooker	Vigo Electronics	Face of a young lady with confident looking	6	4	16 Column-Inches	Multi	Yes	Gender bias
66		Mighty Chips	Ispahani	Smiling picture of three kids	8	3	12 Column-Inches	Multi	Yes	Gender discrimination
67		Paints	Rainbow Paints	Man of the match (Jasprit Bumrah) of India vs Afganistan world cup previous day cricket match	8	3	9 Column-Inches	Multi	Yes	Gender Business target
68		Minister Smart TV	Minister	A Cricketer picture inside of TV screen	8	4	12 Column-Inches	Multi	Yes	Gender Business target
69		Lighting	Super star lighting	Picture of a light	8	4	20 Column-Inches	Multi	No	
70		Motorcycle	Uttara Motors	Picture of a man who drives motorcycle	10	5	40 Column-Inches	Multi	Yes	Gender bias
71	24.07.2019	Refrigerator	Walton	Buy walton Refrigerator, You will get TV	1	1	1.5 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
72	24.07.2019	Motocycle	RUNNER Group	Bangladeshi Cricketer Shakib Al Hasan showing his bat after century.	1	8	40 Column-Inches	Multi	Yes	Gender Business target
73		Admission circular	ULAB	Mentioned admission deails	3	3	18 Column-Inches	Multi	No	
74		Free campaign of BRB Hospital	BRB Hospital Limited	Four specialized doctors picture with name	3	8	40 Column-Inches	Multi	Yes	
75		Noodles	Nestle	One young female is smiling. She is eating mr. Noodles.	10	4	16 Column-Inches	Multi	Yes	Gender bias
76		Paints	Rainbow Paints	Man of the match (Haris Sohel) of Pakistan vs South Africa world cup previous day cricket match	10	4	16 Column-Inches	Multi	Yes	Gender Business target
77		Electric Pipe and Fittings	Vigo Electronics	Picture of some pipe and fittings	10	8	8 Column-Inches	Multi	No	
78		bKash App	bKash	Captain of ODI cricket team Mashrafees is standing with bKash App.	10	3	24 Column-Inches	Multi	Yes	Gender Business target

Name of the Newspaper: Naya Diganta

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
1	18.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
2		Hospital	IBN SINA	Picture of a city scan machine	1	3	6 Column-Inches	Multi	No	
3		VIGO Refrigerator	RFL	Picture of VIGO Refrigerator	1	5	20 Column-Inches	Multi	No	
4		Minister LED TV, AC, REFRIGERATOR	MINISTER	Picture of Minister TV and AC	8	2	4 Column-Inches	Multi	No	
5		Admission Offer	UITS	UITS Campus picture	8	3	4 Column-Inches	Multi	No	
6		My GP App	Grameen Phone	Grameen Phone	8	8	1.5 Column-Inches	Multi	No	
7		Shampo	UNILEVER	Smiling face of four cricketers of Bangladesh cricket team	1	6	30 Column-Inches	Multi	Yes	Tabloid Satrong Gender business target

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
8	18.07.2019	Wheel Powder	UNILEVER	A housewife showing some cloths which was clean by wheel powder. Her husband also seeing those cloths	8	6	30 Column-Inches	Multi	Yes	Tabloid Satrong Gender business target
9	19.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
10		East West Property Development Private Limited	Bashudhara Group	Showing a house for investment	1	8	40 Column-Inches	Multi	No	
11		Admission of Bachelor of Pharmacy	Daffodil International University	Picture of male and female students.	3	3	24 Column-Inches	Multi	Yes	
12		Minister LED TV, AC, REFRIGERATOR	MINISTER	Picture of Minister TV and AC	8	2	4 Column-Inches	Multi	No	
13		bioscopelive.com	Grameen Phone	A model picture seeing play in her mobile	8	8	14 Column-Inches	Multi	No	
14	20.07.2019	Akij Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
15		Digital Waite machine	RFL	Picture of some digital machine	1	4	16 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
16	20.07.2019	Kelvinator Freedge, AC	SONY RANGS	Pictures of a showroom with customers are buying kelvinator refrigerator	1	4	20 Column-Inches	Multi	Yes	Gender business target
17		Television	Minister	A Cricketer picture inside of TV screen	3	4	12 Column-Inches	Multi	Yes	Gender business target
18		Electrical	ROOTS	Some picture of switch	8	4	20 Column-Inches	Multi	No	
19		bioscopelive.com	Grameen Phone	watch live play Bangladesh Australia cricket world cup match	8	8	14 Column-Inches	Multi	No	
20		Minister LED TV, REFRIGERATOR and Run	Minister	Some picture of Minister. Minister LED TV, refrigerator	8	2	4 Column-Inches	Multi	No	
21	21.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
22		Electronics	Vigo Electronics	Face of a young lady with confident looking	1	4	16 Column-Inches	Multi	Yes	Gender bias
23		Sunsilk	Unilever	Face of a young lady with attractive hair	1	5	30 Column-Inches	Multi	Yes	Gender bias

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
24	21.07.2019	Hospital	IBN SINA	Picture of a city scan machine	1	3	6 Column-Inches	Multi	No	
25		My GP App	Grameen Phone	Ten percent bonus in My GP App	8	8	14 Column-Inches	Multi	No	
26		Minister LED TV, AC, REFRIGERATOR	MINISTER	Picture of Minister TV and AC	8	2	4 Column-Inches	Multi	No	
27		Body Spray	Square	A cricketer picture with Kool body spray	8	4	16 Column-Inches	Multi	Yes	Gender bias
28		Financial	Bangladesh Bank	Various Taka feature of Bangladesh Bank	16	5	50 Column-Inches	Multi	No	
29	22.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
30		Wheel Powder	Unilever	A man and a woman seeing a shirt which is clean by wheel powder	1	4	24 Column-Inches	Multi	Yes	
31		Body Spray	Square	A cricketer picture with Kool body spray	8	4	16 Column-Inches	Multi	Yes	Gender bias
32		bioscopelive.com	Grameen Phone	watch live play Bangladesh Australia cricket world cup match	8	8	14 Column-Inches	Multi	No	

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
33	23.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
34		VIGO LED TV	VISION EMPORIUM	A trophy is in a tv screen	1	4	16 Column-Inches	Multi	No	
35		Hospital	IBN SINA	Picture of IBN Sina Diagontic centre at Mirpur	1	3	9 Column-Inches	Multi	No	
36		Body Spray	Square	A cricketer standing with Kool body spray	8	4	16 Column-Inches	Multi	Yes	Gender bias
37		My GP App	Grameen Phone	Ten percent bonus in My GP App	8	8	14 Column-Inches	Multi	No	
38		Minister LED TV, AC, REFRIGERATOR	MINISTER	Picture of Minister TV and AC	8	2	4 Column-Inches	Multi	No	
39	24.07.2019	Ceramic	Akij Group	Picture of a ceramic	1	2	4 Column-Inches	Multi	No	
40		Electronics	SONY RANGS	Spectators scenario in a stadium	1	4	12 Column-Inches	Multi	Yes	
41		Sensitive Expert Pepsodent	Pepsodent	Portrait of some male and female dentist	1	8	80 Column-Inches	Multi	Yes	Gender discrimination

Sl. No.	Date	Topic of Ad	Advertiser Name	What is told in Copy What is Shown in Picture	In which Page	How Many Column	Treatment	How Many Colour	Picture	Remarks
42	24.07.2019	Electronics	Super Star Lighting	Picture of a super star light which is on a wall	3	4	20 Column-Inches	Multi	No	
43		Body Spray	Square	A cricketer standing with Kool body spray	8	4	16 Column-Inches	Multi	Yes	Gender bias