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Sexy sells? Body images, art, lust, or profit? Perceptions of gender stereotypes in party advertising

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“SEXY SELLS? BODY IMAGES-ART, LUST OR PROFIT:
PERCEPTIONS OF GENDER STEREOTYPES IN PARTY ADVERTISING.”

A Research Paper

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Abstract

Scholarly work on women in advertising has reflected the use of women as objects rather than active subjects. From this study, one party promoter said that they just “fell into” using women on party fliers. This was significant in questioning the need for and real purpose behind the use of sexual themes in fliers used to promote parties on campus, and offers clear direction for more meaningful design of these fliers that does not engender expectations and behaviour towards women based on stereotypes. The purpose of this study was to examine students’ perceptions of gender stereotyping in party fliers displayed on notice boards, pillars and walls along the corridors of Rituals Coffee Shop to the Guild Office at the University of the West Indies, St. Augustine Campus. Critical Thinkers believed that there can be much more effort put into fliers which would reflect on the high academic standards of creativity and to create gender sensitivity and awareness.

Both qualitative and quantitative research methodology were utilised in this study. The qualitative research data consisted of four in-depth focus group sessions with party promoters, male students, female students and a mix of both sexes, along with two in-depth interview sessions. The quantitative research data was gathered through the aid of a questionnaire session totalling one hundred and forty students. Significant findings included that fliers were really reinforcements of the message, promoters lacked gender sensitivity, and female students considered the use of women's bodies as sexist. As stakeholders within the University, Critical Thinkers continues to uplift as Principal of the University of the West Indies St Augustine, ProVice-Chancellor Professor Clement Sankat (2012) stated “the core values of The University of the West Indies – stimulating self-awareness and social awareness, as well as nurturing a keen sense of individual and social responsibility.”

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Glossary

Advertising (Goffman 1979) - a pervasive form of media to which people do not often give conscious attention and therefore its social messages are likely to remain unquestioned. It provides a gauge for what is “desirable” and what is “conventional” and it serves to define or frame reality (Goffman, 1979) advertisements main aim is to sell the product but inadvertently the stereotypes found in advertisements tend to change the norms of the society, govern behavioural patterns and influence people’s perceptions of reality, because these advertisements use male and female images the stereotypes that emerge are most times gendered.

Agouti lookback (Urban Dictionary.com 2012) - a term/expression, supposedly of Caribbean of origin, to describe the following gesture: when a sexual partner lying prone face down, cocks his/her head to look back over his/her shoulder at the partner behind.

Bout (Urban dictionary.com 2012) - short for about, it sounds more ebonic this way Example: damn bitch what was dat bout.

Bumper (Urban dictionary.com 2012) - A booty, typically female

Flier/flyer (MACS 2011) - also called a **circular**, **handbill** or **leaflet**, is a form of paperadvertisement intended for wide distribution and typically posted or distributed in a public place.

Gender- (Young 1988) Our basic social identities as men and women are socially constructed rather than based on fixed biological characteristics.

Gender equality (UNESCO 2003) - means equality between men and women; the freedom to develop and make choices unhindered by gender stereotypes, roles and prejudices; that the

different behaviours, aspirations and needs of women and men are considered, valued and favoured equally.”

Gender Equity (UNESCO 2003)- means fairness of treatment for women and men according to their respective needs, including the equal treatment considered equivalent in terms of rights, benefits, obligations and opportunities.

Gender Mainstreaming or integrating (USAID 2007)- The process of assessing the implications for women and men of any planned action, including legislation, policies, or programs in any area and at all levels. It refers to strategies for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring, and evaluation of policies and programs in all political, economic, and social spheres—such that inequality between men and women is not perpetuated.

A continuum exists for gender mainstreaming. Gender-Negative refers to development activities in which gender inequalities (norms, roles, and stereotypes) are reinforced in the process of achieving desired development outcomes. Gender-Neutral activities are ones in which gender is not considered relevant to the development outcome but the process and the outcome do not worsen or improve gender norms, roles, and relations. Gender-Sensitive activities view gender as a means and aim to redress existing gender inequalities and gender norms, roles, and access to resources so that project goals can be reached. In Gender-Positive activities, the focus remains on development outcomes, but changing gender norms, roles, and access to resources is seen as central to achieving positive development outcomes. For Gender-Transformative activities, addressing gender issues is viewed as central to both positive development outcomes and transforming unequal gender relations to promote shared power, control of resources, decision making, and support for women's empowerment.

Gender Roles (FAO 1997) - are the “social definition” of women and men

Gender Sensitivity & Gender Awareness (US AID 2007) - The ability to recognize gender issues and especially the ability to recognize women's different perceptions and interests arising from their different social location and different gender roles. Gender sensitivity is considered the beginning stage of gender awareness. The latter is more analytical, more critical, and more "questioning" of gender disparities. Gender awareness is the ability to identify problems arising from gender inequality and discrimination, even if these are not very evident on the surface or are "hidden" (i.e., not part of the general or commonly accepted explanation of what and where the problem lies).

Gender stereotype (Wight 2010) - simplistic generalizations about the gender attributes differences and roles of individuals and or groups

Grimy (Merriam-Webster Dictionary.com) – full of or covered with grime : DIRTY

Group dynamics (Armstrong 2001)- Is a form of training designed to help groups analyse and improve the processes they use to make decisions , solve problems, resolve conflict and generally work effectively together .

Gunta (Urban dictionary.com) - These characters can be found in abundance in Trinidad. He is a person who upon sighting him, you immediately start thinking he is going to rob you. He would usually be wearing a three quarter length pants that is way below his waist. His boxers are clearly visible and probably have a few holes but he does not mind that. All or some of his front teeth would be gold and glisten in the sun. If he does not have any gold teeth, some may be missing.

He can wear his hair in different styles but dreadlocks are the preferred choice. He walks as if one side of his shoe has a spring at the bottom of the sole.

Heteronormativity (Gray 2011) - is the term used by social theorists in order to discuss the way in which gender and sexuality are separated into hierarchically organised categories.

Homophobic (Merriam Webster Dictionary 2012)-irrational fear of, aversion to, or discrimination against homosexuality or homosexuals

Image (Merriam Webster Dictionary)- a vivid or graphic representation or description

Incentives (Merriam Webster Dictionary)- something that incites or has a tendency to incite to determination or action

Information (Merriam Webster Dictionary)- knowledge obtained from investigation, study, or instruction.

Instrument- a means whereby something is achieved, performed, or furthered

Intersectionality (Association for Rights in Women's Development, 2004)- is an analytical tool for studying, understanding and responding to the ways in which gender intersects with other identities and how these intersections contribute to unique experiences of oppression and privilege. Other identities include age, race, class, disability, ethnicity, socio – economic status among others.

Interview (Merriam Webster Dictionary) -A meeting of people face to face especially for consultation (Merriam Webster Dictionary)

Introduction (Merriam Webster Dictionary)- a part of a book or treatise preliminary to the main portion (2) : a preliminary treatise or course of study

Ketch (Urban dictionary.com) - How catch is pronounced. catch is pronounce like "ketch". 1) To capture, seize, take or hold ect ect ect 2) The abriviation for the term catchya which is an Australian term which means catch you later or goodbye. For example: I am going to ketch the ball.

Lewd (Urban dictionary.com) - not decent; obscene; lustful; unlearned; vile. You lewd urchin!

Limitations (Pajares 2007)- in his article entitled "The Elements of a Proposal" stated that "a limitation identifies potential weaknesses of a study

Lust (Merriam Webster Dictionary)-. intense or unbridled sexual desire

Masculinity (Oxford Dictionary)-having qualities or appearance traditionally associated with men

Mesh (Urban dictionary.com) - to mix, to get along with

Methodology (Chandler and Munday 2011) - the design of a particular study: a set of procedures according to which it is undertaken, including techniques of data gathering and data analysis.

Objectification (Papadaki 2011) - Objectification is a notion central to feminist theory. It can be roughly defined as the seeing and/or treating a person, usually a woman, as an object. In this entry, the focus is primarily on sexual objectification, objectification occurring in the sexual realm. Martha Nussbaum (1995, 257) has identified seven features that are involved in the idea of treating a person as an object

Objective (Merriam Webster Dictionary 2012) -something that one's efforts or actions are intended toattain or accomplish; purpose; goal; target

Ontology (Merriam Webster Dictionary 2012)- a branch of metaphysics concerned with the nature and relations of being

Open-ended (or “open question”) (Sociology.org.uk) - a question where the researcher doesn't provide the respondent with a set answer from which to choose. Rather, the respondent is asked to answer "in their own words.

Othering (Rana 2009) – Describes practices through which something that is different to the self is made into an Other. Othering can therefore be defined as a cultural distancing and alienation from the Other. Thus, “awkward and faddish as it may sound, othering expresses the insight that the Other is never simply given, never just found or encountered, but made” (Hallam/ Street 2000:1).

Overview (Merriam Webster Dictionary)- A general review or summary of a subject.

Participants (Memphis University 2011)- Memphis University defines subjects as participants in a research project drawn from a larger group of people or animals that have the same characteristics .

Party (Mashable 2012) - a gathering of people who have been invited by a host for the purposes of socializing, conversation, or recreation. A party will typically feature food and beverages, and often music and dancing as well.

Party School (Princeton Review 2011) - when a college or university has been labelled a “party school” the image that comes to mind is said to be that of promoting binge drinking and condoning the wild life .

Pattern (dictionary.cambridge.org)- a particular way in which something usually happens or is done.

Perception (Berelson and Steiner 1964) - a complex process which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world.

Phenomenology (Smith 2011) - the study of structures of consciousness as experienced from the first-person point of view. Phenomenology as a discipline is distinct from but related to other key disciplines in philosophy, such as ontology, epistemology, logic, and ethics.

Plan (Leslie 2010)- The plan is usually highly specific and includes all aspects of a project from the beginning research questions to the reporting of results. [Leslie 2010]

Playin mas (Miller & Gorry 2005) - To 'play mas' means to be part of a masquerade band.

Policy (Pearsonhighered.com)- policy practice is defined as using social work skills to propose and change policies in order to achieve the goal of social and economic justice.

Problem (Explorations.edu) - a problem is a set of conditions needing discussion, a solution, and information. It implies the possibility of empirical investigation, that is, of data collection and analysis.

Profit (csun.edu) - total revenue minus total cost. Total cost means the cost of all factors of production.

Qualitative (Leslie 2010)- qualitative research involves words, usually smaller volume of participants, ethnographic research, life history, interviews, discourse analysis.

Quantitative (Leslie 2010)- quantitative research involves numbers, usually large volume of participants, records, survey research, analysis.

Question- Closed-ended (or “closed question”) (Sociology.org.uk) - a question for which a researcher provides a suitable list of responses (e.g. Yes / No).

Questionnaires (Sociology.org.uk) - A questionnaire is a list of written questions that can be completed by respondents being asked to complete the questionnaire with the researcher not

present or respondents could be asked to complete the questionnaire by verbally responding to questions in the presence of the researcher. This variation is called a structured interview.

Race (unstats.un.org) - each of the major divisions of humankind, having distinct physical characteristics...a group of people sharing the same culture, history, language, etc

Research question (mailer.fsu.edu)- Is a problem that someone would like to research. Research question should be clearly defined before method is determined. Most of research questions can be answered by either exploratory or validating approach, as well as by either quantitative or qualitative method.

Resource (Business Dictionary.com 2012)- An economic or productive factor required to accomplish an activity, or as means to undertake an enterprise and achieve desired outcome.

Sample (Leslie 2010) - a representative sample , or a small sample collection of units or cases from a much larger collection or population, such that the researcher can study the smaller group and produce accurate generalisations about the larger group.

Sex(Crooks & Baur 2010) - was taken to refer to the biological characteristics associated with maleness and femaleness.

Sexism (Tekanji 2007) - is both discrimination based on gender and the attitudes, stereotypes and the cultural elements that promote this discrimination.

Sexist (Nokes 1994) - attitudes and social practices that foster rigid roles based on gender and which tend to work to the detriment of women.

Sexy (Nokes 1994) - 'sexy' is defined as marked by or tending to arouse sexual desire or interest.

Significance (Woodall 2007) - Establish why the proposed research matters, making an important contribution of new knowledge.

Stush (Urban dictionary.com) - Conceited, superior, having an air of bitchy hauteur particularly with regard to personal appearance - but with good reason. Mary looked fabulous but nobody talked to her because she was all stush.

Subliminal messages (Merikle 2000) - who defined it as „any situation in which unnoticed stimuli are perceived. Is characterized by perception without awareness

Surveys (Leslie 2010) -a social scientific method for gathering quantifiable information.

Theme (Hancock 2002) - new ideas emerging from what people have said or from what the researcher have recognised from events.

Theory (Griffin 2004) - a set of systematic informed hunches about the way things work.

Thesis (Neufville and Field 2010) - this is an ordinary phenomenon resulting from the nature of the venture.

Trinidadian dialect (Wyke 1991) – The dialect of Trinidad is one of the many varieties of English which is spoken throughout the Caribbean. A form of Creole English in which the African speakers used much reduplication and expressed in individualistic ways such things as mood, tense, and creativity.

Value- set of principles, standards or beliefs concerning these things of ultimate importance or beliefs concerning these things of ultimate importance.

Yuh (Urban dictionary.com) - a slang word for yes, often used when one wants to be cool... *In Trinidadian Creole English yuh also means you

Chapter 1 INTRODUCTION

Deputy Principal of the University of the West Indies, Professor Rhoda Reddock (2012) states that “a lot of how we act out our sexual behaviours, our practices, and what we see as taboo are shaped by ideologies of gender.” Lauretis (1986), film scholar purports that these ideologies are “produced through a set of stereotyped social representations of femininity and masculinity which are taken as "natural," and used to justify specific sex-roles.” As it relates to gender, Young (1988) defines it as “our basic social identities as men and as women are socially constructed rather than based on fixed biological characteristics.”

The common denominator among ideology and gender is how they both influence our perceptions view the world and how societal relations are affected among men and women. Media messages bombard us continuously and may act as a social institution or an agent of social control, which Hall reflects on when he states that "the mass media provides the guiding myths that shape our perception of the world and serve as important instruments of social control" (in Griffin 2012). These messages give us information about what it means to be a man or woman. Here at the University of the West Indies, the student population is over 17,000. Sixty – five per cent (65%) are females (UWI Principal, Professor Clement Sankat 2012). Although there is a larger presence of women on the campus, it does not withhold the fact that media messages in party fliers usually reinforce sexual stereotypes or objectification of women. Van Zoonen (1994) reinforces that: "advertisements dictate, formulate and reformulate gender stereotypes as well as what is seen as acceptable for both masculinity and femininity in our society and then utilize these stereotypes as a selling strategy.” For this reason, as the media continues to be a revolutionary agent of social control in shaping our perception of the world

itself, individuals continue to face challenges in self understanding and maintaining unique identities. What separates the fantasy from reality? The questioning of perceptions surrounding gender stereotypes has stimulated personal interest. This research seeks to unravel perceptions about gender stereotyping as it relates to party fliers found on the St. Augustine campus of the University of the West Indies, Trinidad and Tobago, along the corridor of Rituals Coffee Shop to the Guild Office.

From mere observation, UWI is bombarded by fliers as there are noticeboards in plenteous supply in and around the premises. Fliers are used to sell books, as well as to advertise rooms for rent, vacancies and parties. Students appear to go towards the fliers that are more colourful and provide vivid imagery. Perceptions that men and women have about party fliers became a point of interest, as parties are common to the UWI culture. Entertainment is a large aspect of university life. In fact, in the United States there are some universities that have been described as “party schools.” The University of Princeton College Online Review (2011) states that when a college or university has been labelled a “party school” the image that comes to mind is said to be that of promoting binge drinking and condoning the wild life. Research has stated that the Caribbean is said to be reflective of a culture of “partying” which has infiltrated schools, the home, and social and recreational activities. The nature of the Caribbean region is that of a party atmosphere in which all social events are celebrated with music, live performances, alcohol, and where men and women dance and have a “good time.” Students at the University of the West Indies also have the opportunity to experience the party atmosphere by attending parties advertised on fliers or by simply visiting the Equinox Bar on campus. However, there has been recent contention with the consumption of alcohol on campus.

An article in the Trinidad and Tobago Mirror written by Dr. Neil Singh, head of the UWI St. Augustine Health Services Unit (2012) expounds on the use and abuse of alcohol and the behaviours aligned with Campus Carnival, which seem to pose a threat to students' safety. He states that UWI students have been abusing alcohol, an activity which may very well affect their academic performance. The researchers engaged in this venture in hope that the university would not only be known for engaging and hosting of many social events and being labelled a "party school" but also be known for producing academics of a high standard. Princeton Review (2011) states that campus parties are of course only one element of the atmosphere of a college or university. If a college or university is located within a city that offers more entertainment, such as Las Vegas, New Orleans, or New York, the off campus entertainment can also provide many distractions to the young college student.

The location of the University of the West Indies in St. Augustine makes it an easy access point for information on parties at local hot spots such as Aquarios in Tunapuna, and the various bars on Ariapita Avenue in the capital city of Port-of-Spain. Consequently, many on and off-campus parties are advertised and promoted on campus through the use of fliers displayed on noticeboards, walls on campus and on Facebook. Additionally, there is the creation of part time employment opportunities for students wishing to promote these parties. St. Augustine is a central access point for potential patrons of a party; promoters provide party incentives such as shuttle services to and from the venue for a nominal fee, as well as free alcoholic beverages or free entrance to University students with their identification cards (ID). These incentives are placed on the virtual or printed fliers. Here, the interesting factor under consideration is the way in which students perceive the fliers.

The University of the West Indies may be considered as the main university within Trinidad and Tobago that promotes parties. This was based on informal interviews conducted by one of the researchers with students from School of Accounting and Management (SAMS), College of Science Technology and Applied Arts of Trinidad & Tobago (COSTATT), Cipriani College of Labour, University of Trinidad & Tobago (UTT), the School of Business and Computer Science (SBCS) and University of the Southern Caribbean (USC). However, these tertiary institutions usually follow the UWI parties and events which add to the salient point of UWI St. Augustine Campus being a leader in promoting parties targeted at the young University population. However, of the many students in those schools who are actively involved in the school curriculum, there are several students who choose to participate in various parties and social events that take place in association with the University of the West Indies.

While some may argue that Carnival facilitates the wearing of less attire and “lewdness”, contrarily some view it as an expression of creativity, art and colour, which reflects the struggles that preceded us becoming an independent nation. Other Caribbean countries such as Barbados and Grenada also celebrate Carnival. Internationally, Mardi Gras is celebrated in France and Trinidadian Carnival culture has infiltrated London, Miami, New York, Toronto and the world at large. In Brazil, there is Rio Carnival, which also reflects scantily clad individuals, thereby making the display of flesh inevitable. Yelvington (1993) states “Women are said to dominate in 'playin' mas',” participating in Carnival, where they demonstrate an assertive sexuality.” This can also relate to the positive gender stereotype of women being assertive. Many theorists have stated the concept that sex sells is a universal one and advertisers reproduce culture through stereotypical imagery relevant to the culture. This means that U.W.I. campus party promoters have very few limitations when producing a flier. This therefore would have a great impact on

how persons form perceptions about the University of the West Indies, as well as of Trinidad and Tobago. As it relates to party fliers, some exaggerated form of UWI and national culture may be replicated through the imagery and text.

“Advertisement is a form of non-personal communication of information about products, services or ideas, which is usually persuasive in nature and usually paid for by identified sponsors through various media” as stated by Bovee (1992). Images of women in advertising have been a point of study for many communication and feminist scholars and provide a conceptual basis upon which to explore representations at the UWI campus. The representation of women’s bodies on party fliers has stimulated personal interest as *Critical Thinkers* explores the need for and real purpose behind the use of sexual themes in fliers used to promote parties on campus, and offers clear direction for more meaningful design of these fliers that does not engender expectations and behaviour towards women based on stereotypes. It is hoped that the findings will give meaningful insights into gender sensitivity, and promote gender awareness as an initial basis upon which to pursue more empowering gender roles for women. This is expected to improve gender relations between men and women, and demonstrate how media representations can help influence more socially rewarding behaviours and practices on the issue of sex/gender.

Uncovering hidden structures of meaning is pertinent for communication scholars from a Caribbean perspective in order to uniquely represent a Caribbean culture or what is locally referred to as building the Canon of Caribbean agency. Values, beliefs and understandings are all displayed creatively to the consumer in order to impact upon their sensory stimuli, leading them to purchase products through the reinforcement of gender stereotypes. The communication phenomenon to be studied is whether party advertisements have an effect on one’s perception of

gender stereotypes through the examination of party fliers at the UWI St. Augustine Campus. The title selected to examine this phenomenon is, “Sexy Sells? Body Images – Art, Lust or Profit: Students’ Perceptions of Gender Stereotypes in Party Fliers. The purpose of this phenomenological study was to examine students’ perceptions of gender stereotyping in party advertisements through the examination of print invitations and fliers displayed on notice boards, pillars and walls along the corridors of Rituals to the Guild Office. Perceptions and experiences are best captured through conversation and observation. As such, a mixture of qualitative and quantitative methods was applied in our Methodology Chapter.

1.1 RATIONALE

Negative gender stereotyping predisposes women to a social construct and environment which actively objectifies their bodies and relates stereotypes reflected in the media and advertising. A series of expectation and treatment follow, being influenced by these portrayals. Consequently, gender roles and gender relations are often negatively affected. See Figure 1.1 Circle of influence

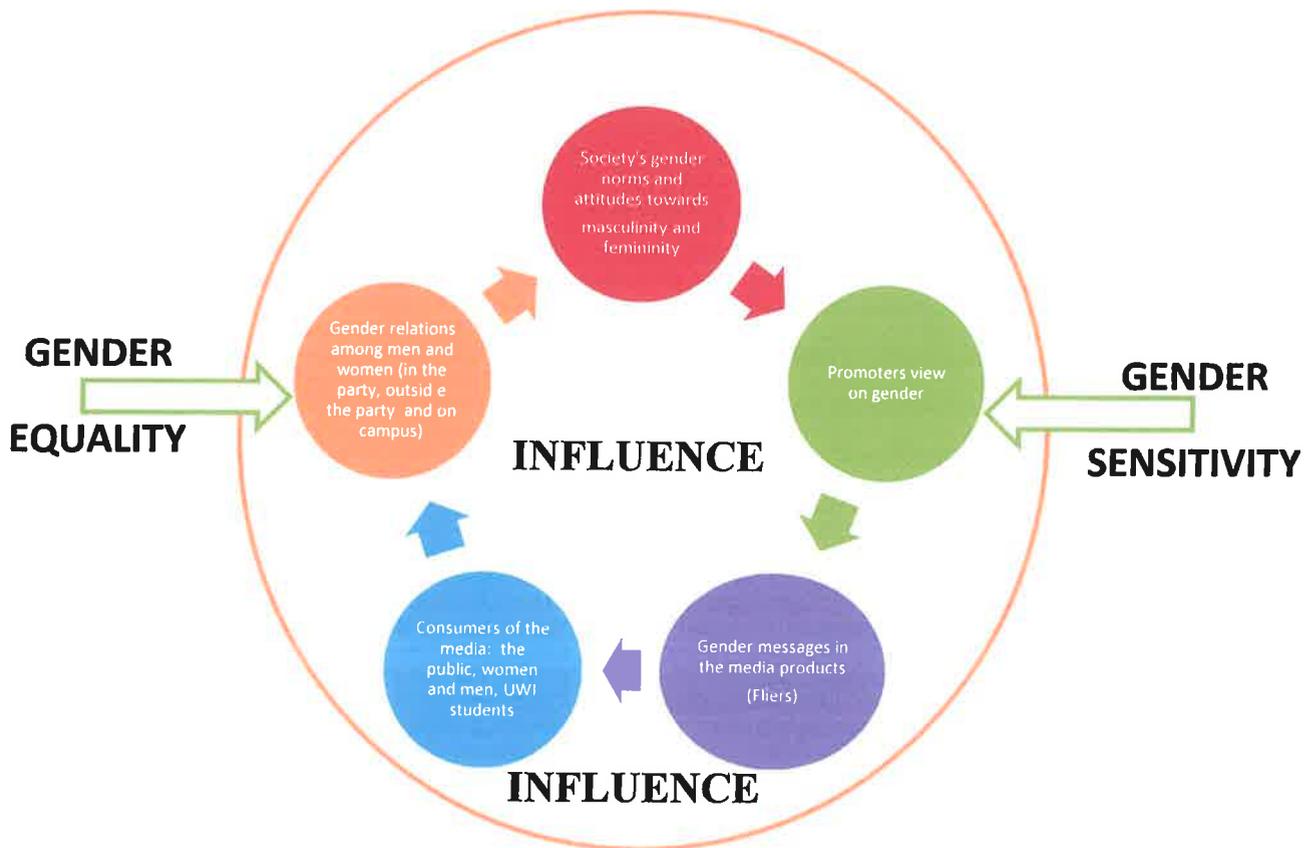


Figure 1.1 Circle of Influence of Mass Media

Negative stereotyping of women is largely featured in public through advertising and the media. In many cases, the use appears to be casual or superficial and does not necessarily contribute meaningfully to the advertised item (e.g. use of women in advertising car batteries).

Understanding this prevailing scenario, alternative portrayals of women in these fora could support more equitable and respectful perceptions of women and thus influence behaviour. Further, moving away from objectifying and stereotyping women could encourage creativity in the design and promotion of themes in media and advertising.

1.2 THEORETICAL FRAMEWORK

“The function of theories include focusing attention on particular concepts, clarifying our observations, predicting communication behaviour and generating personal and social

change”(Little John 1999). The theories used to further explain our finding were that of the Agenda Setting Theory, Objectification Theory and the Political Economy Theory.

Agenda Setting Theory by McCombs and Shaw (1972/1973) explains why people with similar media exposure place importance on the same issues. Although different people may feel differently about the issue at hand, most people feel the same issues are important. The Agenda-Setting Theory comes from a scientific perspective, because it predicts that if people are exposed to the same media, they will place importance on the same issues. The Marketing Department at UWI St Augustine acts as the regulatory body at the University. They set the policies which promoters and the student body have to abide by.

The Objectification Theory, Fredrickson & Roberts (1997), makes reference to the woman’s body as a point of socio – cultural study and tradition, “but have underemphasised the fact the body is constructed from more than just biology”. Fredrickson (1997) further defined objectification as “women being taught to internalise an observer’s perspective of their bodies.” It is likened unto that of the woman valuing herself as a third party and having no power or valid opinion of her body.

The Political Economy Theory, which came out of the Marxist school of thought, views the woman’s body as a commodity to generate profit based on consumption by the audience, which in this case will be viewers. This has its roots in the Political Economy of Communication which focuses on the study of how values of all kinds are produced, distributed, exchanged, and consumed (Graham, 2006). Consequently, the male audience in turn is a commodity for profit.

1.3 SIGNIFICANCE OF STUDY

This study explores the need for and real purpose behind the use of sexual themes in fliers used to promote parties on campus, and offers clear direction for more meaningful design of these fliers that does not engender expectations and behaviour towards women based on stereotypes. It is hoped that the findings will give meaningful insights into gender sensitivity, and promote gender awareness as an initial basis upon which to pursue more empowering gender roles for women. This is expected to improve gender relations between men and women, and demonstrate how media representations can help influence more socially rewarding behaviours and practices on the issue of sex/gender, race/ethnicity and social class.

1.4 AIMS

1. Question the value/need for objectification and gender stereotypes associated with the use of women in event advertising;
2. Identify the extent to which students and promoters perception of the use of women in events advertised on campus reflects a negative or positive stereotype;
3. Elucidate the level of acceptance of gender-based themes present in advertising using women in a suggestive or objectified manner.

Chapter 2 LITERATURE REVIEW

The significance of this study is to explore the need for and real purpose behind the use of sexual themes in fliers used to promote parties on campus and offers clear direction for more meaningful design of these fliers that does not engender expectations and behaviour towards women based on stereotypes. This literature review will also show how women are objectified and used as tools for marketing the product. On the other hand this literature will show how female images are used as a form of art and protest and how subliminal messages affect the ways in which consumers think with them not being conscious of it. This literature review also will seek to provide interdisciplinary theoretical debates and scholarly work as postulated as relevant to the topic showing the pros and cons.

In most contemporary advertisements contain subliminal messages which are words, images, or sounds that might appear in television or radio commercials, TV shows or movies, print ads or recorded music. Usually when subliminal messages are seen or heard, they're not recognized for what they are. In fact they may be ignored by the conscious brain and be beyond the level of conscious perception. According to a study conducted by the University of London the lead lecturer of the study is

Dr Bahrami (2007) said: "This is exciting research for the scientific community because it challenges previous thinking -- that what is subconscious is also automatic, effortless and unaffected by attention. This research shows that when the brain doesn't have the capacities to pay attention to an image, even images that act on our subconscious simply do not get registered."

This can be said to very applicable to sex based advertisements that party promoters utilize in order to influence party attendance as well as attire.

According to work done by Nugent (2009) he found that subliminal messages are effective when “you get ready to craft the message for your party flyers, think of what your core customers want and need the most. Then turn those desires into dramatically positive benefits when crafting your message.” He further pointed to the fact that these messages hypnotises person to think and act in a particular manner. As it relates to party fliers, the use of a sexualised image of a woman is used along with/without alcohol, it may lead the patron to think or have an expectation that the party may have women like the one in the image. As the Marxist would put it would lead to a state of false consciousness. As Jhally (1995) further purports

“Ad images are neither false nor true reflections of social reality because they are in fact a part of social reality. Just as gender displays are not true or false representations of real gender relations, neither are ads true or false representation of real gender relations or of ritualized gender displays—they are hyper-ritualization’s that emphasize some aspects of gender displays and de-emphasize others.”

Trinidad and Tobago can be considered as a plural society, which allows for diversity and freedom of expression. This is evident by the existence of many religions co-existing as well as cosmopolitan make – up of the people. President of the Trinidad and Tobago Cancer Society George Lacquis in an article published on the Sunday Newsday (October 20 2011) stated that “When you look at the ads today you see sex and youth.” Clearly here he is pointing to the fact that the youths are the primary target audience when marketing a product, such as the product of parties that is marketed at the University campus. A similar sentiment in the article by Connelly (2011) was shared by local counselling psychologist Anna Maria Mora who stated that “two things motivate us to behave are sex and aggression and we have to be taught to control those two basic parts of us that is when we are taught to be realistic about who we are. Advertisers have studied that.” she said. It is clear that not only advertisers but party promoters as well manipulate its audience with certain images.

Postmodern scholars have argued that sexuality is socially constructed, created through the continuous interplay among individuals, society, and those institutions that make up culture (Foucault, 1978 in Reichert and Lambiase 2003). It can be assumed that the media would have a great influence on such a phenomenon, as individuals are always in constant contact with it and in turn, it could influence dress and behavioural patterns. Reichert and Lambiase (2003) quoted Kellner (1994) who wrote “the power of the mass media cannot be underestimated when it comes to define where we as individuals fit within the grand scheme of things.” Although many see advertising as being plagued with a great amount of social ills some view sexualized images of women as a form of art and even protest. Take the case of Josephine Baker who was a famous singer during the cold war and used her body as a form of protest against racism. In early times, erotic depictions were often a subset of the indigenous or religious art of cultures and as such were not set aside or treated differently than any other type. The modern concept of pornography did not exist until the Victorian era. This is another instance which shows how the evolution of sexuality has been transformed from that of artistic value to the sexual objectification of women thus creating these gender stereotypes found in advertising.

In the case of the Israeli “Women in Black Movement”, women again used their body as a form of protest. One of the most important effects of social movements is publicly to enact images that confound existing cultural codes (Swidler 1995), as did these Israeli women. “When protest is expressed through the body, especially the female body, it is more difficult to tolerate because it challenges the existing order” (Young 1990). The vigil of Women in Black was persistently disturbing. The stereotype that women should always be conservative and never reveal their bodies is still existent here. Males are also historically known to be the ones who are most involved in protest. Thus, social analysis has expanded from studying the body as an object of

social control and discipline "in order to legitimate different regimes of domination" (Bordo 1993; Foucault 1975, 1978, 1980) to perceiving it as a subject that creates meaning and performs social action (Butler 1990). "The body is understood as a means for self-expression, an important feature in a person's identity project" (Giddens 1991), and "a site for social subversiveness and self-empowerment" (Davis 1997). What can be derived from Josephine Baker and the social movements of Israel is that, in cases where the body is used for positive purposes they were met with strong condemnation. Even on fliers the women are viewed as "objects rather than active subjects" (Gallagher 2005).

The question whether or not sex sells has been a very controversial one but according to Gustafson (2010) "while using sexually explicit content might not necessarily affect brand recall directly, it may promote a highly favorable attitude towards the ad itself that could potentially translate to remembering the product." Studies have proven that sexual ads are further engaging, entertaining, and interesting. As a result, people will talk about the ads with their friends, creating a buzz that contributes to the word-of-mouth effect. Therefore, on the side of the promoters or advertisers using a sexualized image is an effective way of getting the message across or rather "getting attention".

Kilbourne's article (2010) "Two Ways a Woman Can Get Hurt: Advertising and Violence", "The main goal of advertising is usually power over another, either by the physical dominance or preferred status of men or what is seen as the exploitative power of female beauty and female sexuality." This means that not only do we subconsciously look for authority to be placed in the hands of the male figure in the ad, but we are also allured to advertisements that completely objectify the female body and oppress their status in society.

Advertising is a pervasive form of media to which people do not often give conscious attention and therefore its social messages are likely to remain unquestioned. "It provides a gauge for what is "desirable" and what is "conventional" and it serves to define or frame reality" (Goffman 1976). Advertisements main aim is to sell the product but inadvertently the stereotypes found in advertisements tend to change the norms of the society, govern behavioural patterns and influence people's perceptions of reality, because these advertisements use male and female images the stereotypes that emerge are most times gendered. Perception as purported by Dimbleby and Burton (2007) refers to the "process by which we make sense of the world and other people. It is also a fundamental aspect of decoding meanings and depends on our knowledge, beliefs and experience".

In our daily interactions we are constantly defining ourselves and for other people what it means to be male and female in the society. From the way we dress to the way we behave, and the structure of our interactions, to things such as body postures and ceremonial activities we are communicating ideas about gender using culturally conventionalized routines of behaviour. Jhally (1995) in his article "What's wrong with a little objectification" further explains in his article that "these displays, or rituals of gender behaviour, help the interpretation of social reality, they what guides to one's perception."

It is from these conventionalized portrayals of gender that advertising borrows so heavily, and that is the reason why, according to Goffman (1976), "most ads do not look strange to us, for they are an extremely concentrated reflection of one aspect of our social lives, they are a reflection of the realm of gender displays." Advertisers largely do not create the images they

depict out of nothing. Advertisers draw upon the same corpus of displays that we all use to make sense of social life. "If anything, advertisers conventionalize our conventions, stylise what is already a stylization, make frivolous use of what is already something considerably cut off from contextual controls" Jhally (1995). He continues on by revealing that advertisers' "hype" is actually "hyper-ritualization." In other words, promoters of party events perpetuate the norms and ideologies about men and women that exist within the status quo in the wider society through the advertising strategies which reinforces these stereotypes in print advertising.

Gender is not simply about being a man or a woman; it refers to the set of meanings that sexes assume in a particular society. Sex and Gender are often two concepts that individuals may use interchangeably. However, Gender refers to a social construct as defined by Young (1988) as "our basic social identities as men and women are socially constructed rather than based on fixed biological characteristics". This social construct is governed by the institutions of socialisation such as the family, school, and mass media. This study focuses on the mass media in the form of fliers. Stuart Hall reiterated that "the mass media act as agents of social control" which affect how we see the world. It may be assumed that the constructs of masculinity and femininity inform our views of what these two categories mean. Sex refers to (Crooks & Baur 2010) to "the biological characteristics associated with maleness and femaleness", while Cranny-Francis (2003) et al defines "gender in relation to sex as; the social or cultural construction of sex." There is no fixed definition of gender. It is a superfluous concept that is contextual to history, geographical location, and experience. As it relates to the Caribbean, ethnicity, class and gender are closely related. This term is referred to as intersectionality (Association for Women's Rights in Development 2004) which is defined as "an analytical tool for studying, understanding and responding to the ways in which gender intersects with other identities and how these

intersections contribute to unique experiences of oppression and privilege.” From these definitions, gender as it relates to the Caribbean is specific to the aforementioned factors. The views of gender help to construct the roles of women and men and the expected behaviours associated with them. Gender stereotypes can be defined as “simplistic generalizations about the gender attributes differences and roles of individuals and or groups” Wight (2010). Wight focused on the pros and cons of gender stereotyping and its definition. It traces traditional gender stereotyped roles and the possible effects. He emphasised that gender roles are also passed on through socialisation institutions.

Lafky et al (1996) conducted a study on gender stereotyping states that

“Stereotypes are the foundation of what have been called the ideologies of advertising. In more recent writings, Bem describes how the "lenses of gender" to influence the ways individuals socially construct reality, produce and reproduce gender traits, these gender lenses also help to shape images used in advertising as well as the ways that individuals cognitively process these images.”

The ideal of domesticity and the “beauty ideal” for example providing normative guidelines for portrayals and activities of women and men as well. Stereotypes in particular can play a role in guiding and shaping behaviour through an availability bias with an expectation that person will engage in a particular behaviour. They also state that stereotypical representations may not induce product purchase; they do encourage viewers to internalize the socially constructed image of femininity presented in advertising thus helping to define femininity and acceptable female roles. From the experiment conducted in this article, what was stated was that brief exposure to an image affects audience perceptions of social reality immediately after students’ exposure to advertisements that rely upon gender stereotypes. It reinforces stereotypes about gender roles; and there are differences in the way males and females cognitively process visual images. While other studies suggest that males have higher propensities than females to hold onto gender-based

stereotypes, the results of this experiment conducted in this article suggest that there are some conditions in which exposure to stereotypical images leads to the reinforcement of gender role stereotypes for both males and females, and other conditions in which the effects are gender specific.

Killbourne (1999) states that body positions, facial expressions and sexual power relationships between men and women that occur in advertising have been adopted from soft pornography. In many local party advertisements the use of these lewd and suggestive images influences patrons to attend the event and influence their behavioural patterns at the party. There are further effects according to Barbara Gloudon (2002) who states that the “women are exposed to their social and sexual imperfections.” This point could be seen as being supported by Jhally (1995) in his video entitled “Tough Guise” shows how women through the years have conformed to the ideologies of society of the norms that women ought to aspire to. The implications of this as supported by Gallagher (2005) suggests that women are viewed as objects rather than active subjects adopted from her early study on the images of women done in the media.

Another study executed in Australia entitled “Sex and Sexism in Australian Alcohol Advertising: (Why) are Women More Offended than Men?” Jones (2011) deemed the portrayals of stereotypes as advertising sexism. Gender stereotyping is a form of sex discrimination. Their methodology involved analysing secondary research and executing primary research utilising surveys and interviews. The latter utilised a population sample of 316 undergraduates pursuing a level one marketing course. The mean age of the participants was 19.9 years. Jones looked at the perception of offense taken by male and female on viewing the ads. The categories on perceptions of the ads as stimuli were neutral, empowering and sexist. The stimuli used were

print advertisements. Though the ads were about alcohol, the research surrounded gender stereotyping.

Thus far, from the research that has been compiled it can be stated that advertisers have been able to master the art of manipulation. This has led to women being used as a primary tool when not only promoting parties alone but selling products as well. Subliminal messages are the key tools that are being utilized by advertisers. Even though one may not consciously be paying attention to an ad it still leaves an effect. What can be inferred from this study is that the presence of gender stereotypes in advertisements inadvertently influences people's perception, govern their behavioural patterns and try to define and construct reality from what is desirable and conventional. The use of sexualized "lewd" images, objectifying women is portrayed as the norm found in the modern era in advertising as opposed to being seen as a form of art in the Victorian era. Trinidad and Tobago however can be viewed as taking a step in the right direction as they have placed a ban on cigarette advertising since 2008. Although the legislation took a lengthy eight year period it was eventually passed. Sex based advertisements may be next on the agenda for the government.

2.1 RESEARCH QUESTIONS

The following research questions were central to the objectives set in this research study, to obtain the perceptions of students with regard to gender stereotyping in party fliers, within the University of the West Indies

2.1.1 PRIMARY RESEARCH QUESTIONS

4. What are the students' understanding of gender stereotypes?
5. What Gender Stereotypes are present in the fliers?
6. How do students perceive these gender stereotypes?

2.1.2 SECONDARY RESEARCH QUESTIONS

1. What makes an effective flier?
2. What themes are present in the fliers?
3. What effect do the fliers have on party attendance and attire at the parties?

Chapter 3 METHODOLOGY

3.1 RESEARCH DESIGN

Olsen (2003) defined triangulation as the mixing of data or methods so that diverse viewpoints or standpoints cast light upon a topic. It offers validation of claims that may be offered during a pilot study. In order to conduct this research a combination of qualitative and quantitative methods were applied. The justification lies herein in Olsen's definition of triangulation which facilitates the cross – analysis of data. This increases reliability as an advantage. The 'mixing of methods' also reduces the limitations of utilising one method of research. The maximization of triangulation also increases flexibility and reduces the inhibition of one method. They are Interviews and Ethnography for the Qualitative Aspect; the Quantitative aspect Surveys. These suggested methods were selected, on the validity as having been applied in prior studies and the relevance to this research.

3.2 PILOT TESTS / PRE-TESTS

Two pilot tests were executed where researchers attended two (2) parties. The parties were Baywatch on 30th October, 2011 at Maracas Beach and Ultimate Addiction on the 19th November, 2011 at the UWI Social Club. The methods employed were informal ethnography, observation- participation and informal interviews. These methods chosen were most suitable as researchers sought to carry out a preliminary study on party fliers and students' perceptions of them. No surveys were carried out at this point as the group was researching to ascertain the factors that influenced patrons to attend the event. Dress code was also being analysed to gauge if the Research Question "What effect do the fliers have on party attendance and attire at the

parties?” was plausible. This indicated to us that subliminal messaging was very much present from the onset. Additionally, it was decided that researchers would also attempt to obtain contact information from persons who were interested in participating in a focus group. However, researcher realised that attempting to obtain contact information at parties proved difficult. As such, random sampling and purposive sampling methods would be used to recruit participants.

3.3 QUALITATIVE RESEARCH METHODS

3.3.1 INTERVIEWS

Interviews are particularly useful for attaining participants’ experiences. The interviewer can then pursue in-depth information around the topic. Interviews may be useful as follow-up to respondents of questionnaires, e.g. to further investigate their responses. (McNamara 1999). Interviews may be categorised as informal, unstructured or semi – structured. For the purpose of this study, two interviews were conducted with a male and female promoter respectively. Interviewees were questioned about their knowledge of the respective fliers, and if their dress code was based on the imagery from the flier. Questions about their perception of the flier were also asked.

The interviews were conducted on different days and locations , as This pilot study proved useful as it gave good indicators of how feasible and practical research questions were. Researchers also confirmed that the objective of the study was relevant and achievable. The pre-test allowed for elimination of asking patrons for contact information, as some indicated a security concern.

3.3.2 FOCUS GROUPS

For this study, semi - structured interviews using the focus group approach was administered. Leslie (2010) considered focus groups as “a small number of people for a group discussion.” They are designed to function as a preliminary study on an issue, product or concept. In this case, the concept is meaning and perception. The recommended number for a focus group is “eight (8) to ten (10) persons” (Leslie 2010). As such, this was the target number for the study. The focus groups prospectively comprised four groups, one with the party promoters, one with only male participants, one with female participants and one with both male and female participants. This method was chosen as the quantitative approach does not allow for collecting personal contact data; the non-verbal cues such as facial expressions, pauses of participants that may be missed when answering questionnaires. (McNamara 1999) made mention of interviews as a good mechanism for pursuing more in-depth information. The great detail that focus group provides has allowed us to make connections between gender stereotyping and promoters lacking creativity.

Focus groups are also more personable, flexible and costly due to the fact that students carried out the research were unemployed. Incentives were given to participants, as part of reward management and recommendation by ethical considerations. Prior to the focus groups, consent was given by the participants before engaging in the activity. This consent was to grant permission to record, take notes and then transcribe interviews. A consent form was prepared as well (See Appendix E). Building a good rapport with participants was essential for maximising participation. Additionally, the moderators for the focus groups were sourced externally.

3.4 QUANTITATIVE METHODS

Kruger (2003) confirmed that “quantitative methods allow us to summarize vast sources of information and facilitate comparisons across categories and over time.” The advantages of employing the quantitative data method are that the researchers may avoid personal bias by separating from participants and involving subjects anonymous to them. It also allows for a wider study where a greater number can be covered in a shorter space of time. Obtaining students’ perceptions can be narrowed down by asking close-ended questions also. The knowledge on gender stereotyping was also obtained. The phenomenon under study is advertising through the use of party fliers. One of the variables may be students’ perceptions. Additionally, quantitative research methods provide increased objectivity and accuracy. Once a standard is set, the findings can be replicated, analysed and then compared with similar studies on party advertisements. The procedure prescription may also increase validity and reliability.

“Everyone takes surveys. Whoever makes a statement about human behaviour has engaged in a survey of some sort.” (Greeley 2011). The research study surrounded perceptions of party fliers which in summary can be considered as behaviours and attitudes towards the party fliers, so surveys became pertinent. This was further grounded in the definition offered by Leslie (2010) of a survey as a “detailed investigation of behaviour, attitudes, values, opinions, beliefs, and / or personal characteristics of individuals.” The reasons for choosing surveys for this study were that they help to reduce the cost of the research; it was a simple method to capture a variety of responses. The same questions were rephrased as a precaution to ensure that participants are being truthful. The subliminal gender stereotyping may not be visible to some unless, specifically pointed out through the question. Many persons are completely unaware of subliminal messaging and its major influence on the human brain and the manner in which it

affects our thinking. In essence this can lead to individuals finding themselves acting in a particular manner without knowing exactly why. Because the brain only perceives these messages subconsciously, they can be used to influence behaviour without the knowledge of the person subjected to them. Saunders (2010) states in “Are We Already Learning in a Subliminal Way” that humans “sense, perceive and react to a lot of consciously undetected stimuli.” This tells us that subliminal messaging is taken for granted largely by society for instance party advertisements looks to fulfill the basic requirements for someone to attend a party. Often the product in this case the party does not live up to expectation. Making persons aware of the effects of subliminal messaging can help minimize the effects of such a phenomenon.

The disadvantage of surveys is that respondents who do not value the research may not be truthful. While some of the questions were close-ended, open-ended questions were also present on the sheet. Samples of the relevant communication text were displayed alongside the survey questionnaire, so that respondents would have gained a true sense of the relevance of the study. (See Appendix F for Sample of Questionnaire) The number of questionnaires completed were 140 students at the University of the West Indies, as other methods were used in executing the research. The questionnaires assisted the Research Question: What themes are present in the fliers / invitations and the perceptions of gender stereotyping? (See Appendix G for Table Summarising Methodology).

3.5 SAMPLE SELECTION

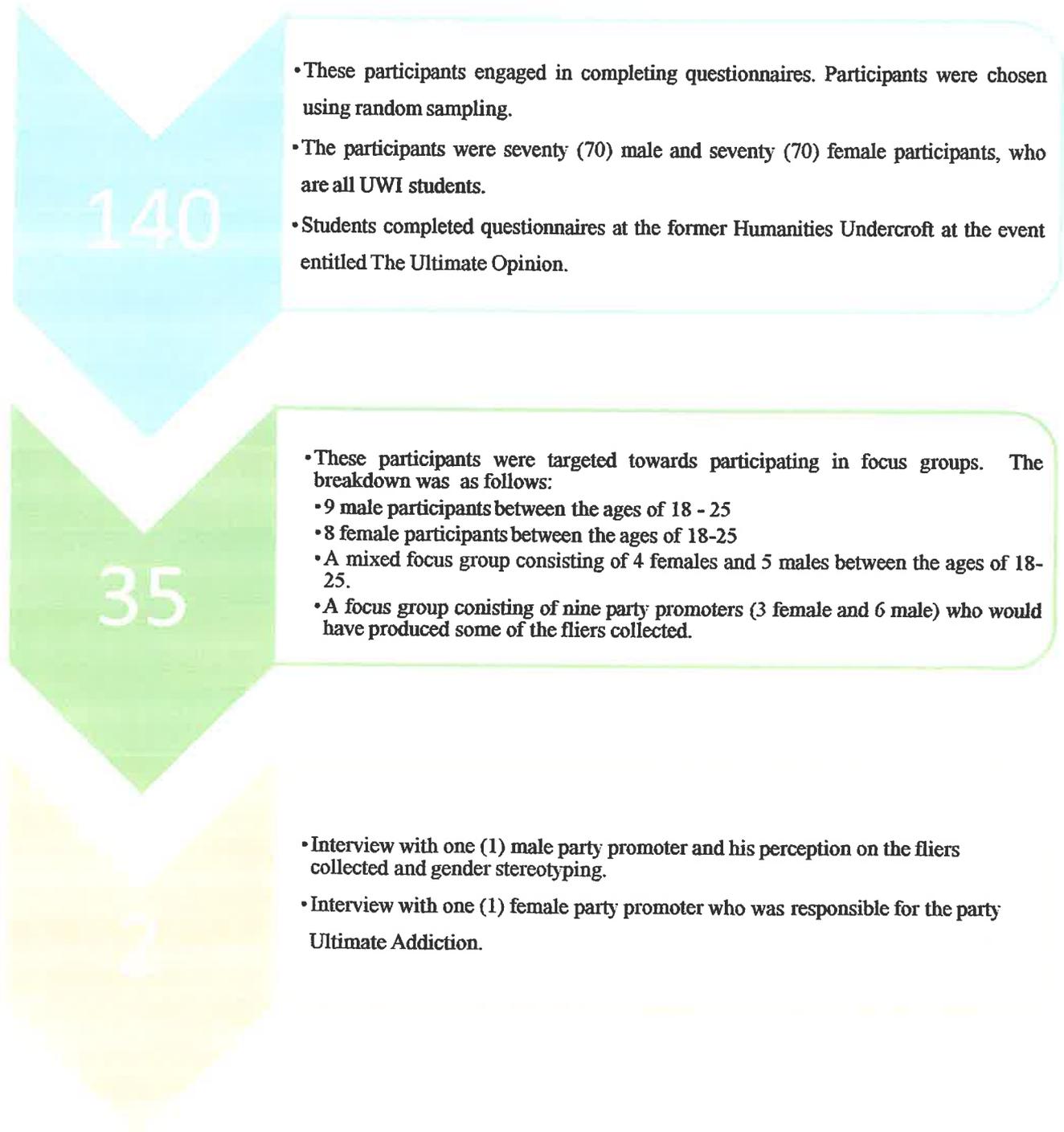
In research, “the words research participant refers to a living person taking part in a research study” (University of Capetown 2009). Memphis University defines participants as subjects and interchangeably “subjects as participants in a research project drawn from a larger group of

people or animals that have the same characteristics” (2011). However, for the Humanities, the term participant is preferred as subjects speak to a more objective school of thought. The target population sample was one hundred and seventy-seven (177) University students between the ages of eighteen (18) to twenty – five (25). Members of this population sample comprised party promoters of the event who are the producers of the text. The sample selected encompassed both males and females. A breakdown of the population sample is given in Figure 3.1.

For the Focus Groups, purposive sampling was administered. Rubin et al (1986) defines this type of sampling selected to represent either a wide variety of respondents or respondents who possess a certain trait. These traits must be that the students were UWI students, between the ages of 18 – 25, and valid identification must be supplied, that is showing the identification Card with the UWI logo.

The participants for the questionnaires were selected using random sampling. Once all one hundred and forty (140) questionnaires were completed, the quota was attained. “Random samples are designed to select representative samples for surveys and questionnaires” (Berger 2011).

Figure 3.1 Sample Selection Breakdown (A total of 177 students from the University of the West Indies participated in this study)



3.6 SELECTION OF COMMUNICATION TEXT / STIMULI (COLLECTION OF FLIERS)

Over fifteen party fliers were collected during the period September 30th 2012 to December 23rd 2012. These communication texts were collected randomly along the corridors, walls and noticeboards from Rituals to the Guild Office. These fliers were found to consist of various textures of paper and sizes. At the end of the collection period, researchers along with three independent coders determined which seven (7) fliers (see Appendix A for fliers) should be utilised as the stimulus for data collection. It was finally decided that a scale from Neutral to Very Extreme be used, in relation to the sexual explicitness of the fliers (See Figure for Scale). This scale would be unknown to participants of the research. The scale was determined using an Interrater reliability is “the extent to which two or more individuals (coders or raters) agree” (CSU 2012). Two independent coders and observers agreed on this code or scale. The use of colours was recommended for easy visibility and applicability. It was found that the scale matched the one compiled by the all-male focus group, who did so on impulse, independent of any probing from the moderators. This was also an indirect way of testing the reliability of the scale.

The party fliers chosen were as follows:

1. Baywatch
2. Coco Lounge University Wednesdays
3. Jiggle It
7. Nightmare on Cipriani Boulevard
8. Pink Ocean

9. Santa's Baby

10. Ultimate Addiction



Figure 3.2 Scale Showing Moderate to Extreme of Sexual Explicitness in Fliers

3.7 DATA COLLECTION

Four focus groups were held on different dates (See Appendix G for Table Summarising Methodology).

Two interviews, one with a male and female promoter respectively. Details of the data collection methods were given on page 21

3.7.1 THE ULTIMATE OPINION (COMPLETION OF SURVEYS)

The Ultimate Opinion was the event held on 26th January, 2012 at the Humanities Undercroft from 1p.m. – 4p.m. The aim of the event was for 140 students to complete questionnaires (see Appendix F for sample of questionnaires) based on viewing the fliers. The Ultimate Opinion event was advertised through the use of a flier which was posted up in and around the parameters of the Faculty of Humanities and Education (See Appendix A for sample Ultimate Opinion flier).

The venue was chosen because it serves as a main hub where student social activities and relaxation occurs. Added to this, it was along the parameters of the site to collect fliers for the study (Rituals Coffee Shop to the Guild Office). Researchers dressed like the names of the party fliers collected which were Baywatch, Coco Lounge University Wednesdays, Jiggle It, Nightmare on Cipriani Boulevard, Pink Ocean, Santa's Baby and Ultimate Addiction (See Appendix A).

The researchers embodied the names through dress, to create awareness to respondents about the study. It was also a subtle attempt to reflect that sexy does not always have to sell. This was significant in that researchers wore masquerade coverings over the eyes and were covered and not scantily clad. Some of the images on the fliers collected conveyed women who were scantily

clad indicating the sexual gender stereotype of women which is sometimes used as the concept “sex sells.” Upon completion of the questionnaires, respondents were rewarded with refreshments as part of observing ethical considerations. Seats were also provided for respondents as they completed the questionnaires while viewing the flier(s).

3.8 DATA PROCESSING AND ANALYSIS

Data analysis is the process of putting together qualitative and/or quantitative information to derive answers to questions. Chandler & Munday (2011) defined this concept as “searching for (normally predicted) patterns or relationships in data and making pertinent inferences from this, using recognised methods and / or tools”. The focus of this analysis was to examine the data collected as it relates to the students’ perceptions of gender stereotyping in party advertisements. Based on the data collected from employing both qualitative and quantitative methods; the information was interpreted and analysed. The sample population comprised participants of the focus groups, respondents to the one hundred and forty (140) questionnaires, and interviews held. Some were older than twenty – five (25), but all were students. These persons consisted of promoters of the party, students who attend parties and students who do not attend parties. The site of study was between the parameters of Rituals Coffee Shop to the Guild Office at the St. Augustine campus to acquire the relevant information in terms of print invitations and fliers; and respondents to questionnaires.

From the pre-tests executed we were able to decide which was the most appropriate method to execute this research was.

To effectively analyse the four focus groups, transcriptions of all verbal and non-verbal communication were done from the video recordings of the session. Close attention was also be

placed on participant's responses facial expressions, body posture, sighs, murmurs and gestures in all four focus groups to determine patterns and differences in responses. The aforementioned indicated whether or not students were aware of gender stereotyping in fliers and how they perceived it.

“The information gathered in any research project, including all types of survey research, is called data” (Leslie 2010). Upon collecting data from the qualitative and quantitative methods and techniques, researchers utilised the data by attaching various labels which will ensure that the facts are easily able to be gauged as well as quantifiable. Databases and statistical programming in the form of Microsoft Excel (a program that can be used to insert formulae) were used to analyse quantitative and qualitative data and the effective data management provided the opportunity to encode and decode the information into categories and statistical evidence, which made generalization and the existence of various themes and ideals easy to pinpoint. (See Figure 3.3). Importance (as it relates to the qualitative data) was placed on pre-determined categories, which were determined before the data was received. This system was implemented to highlight the importance of gender stereotyping to this research that was included in the question generating responses. The data collected revealed to the researchers various emergent categories, which bordered along the lines of the respondent's general knowledge of gender stereotyping on print invitations as well as their views and concerns with regard to this phenomenon.

These coding systems allowed for the highlighting of various themes and issues that were seen as vital and significant by the respondents in the research. Based on the information gathered, the unanimous responses encircled the view of women as ultimately a sexual and sensual one that evokes a strong sense of pleasure and gratification from their male and female counterparts.

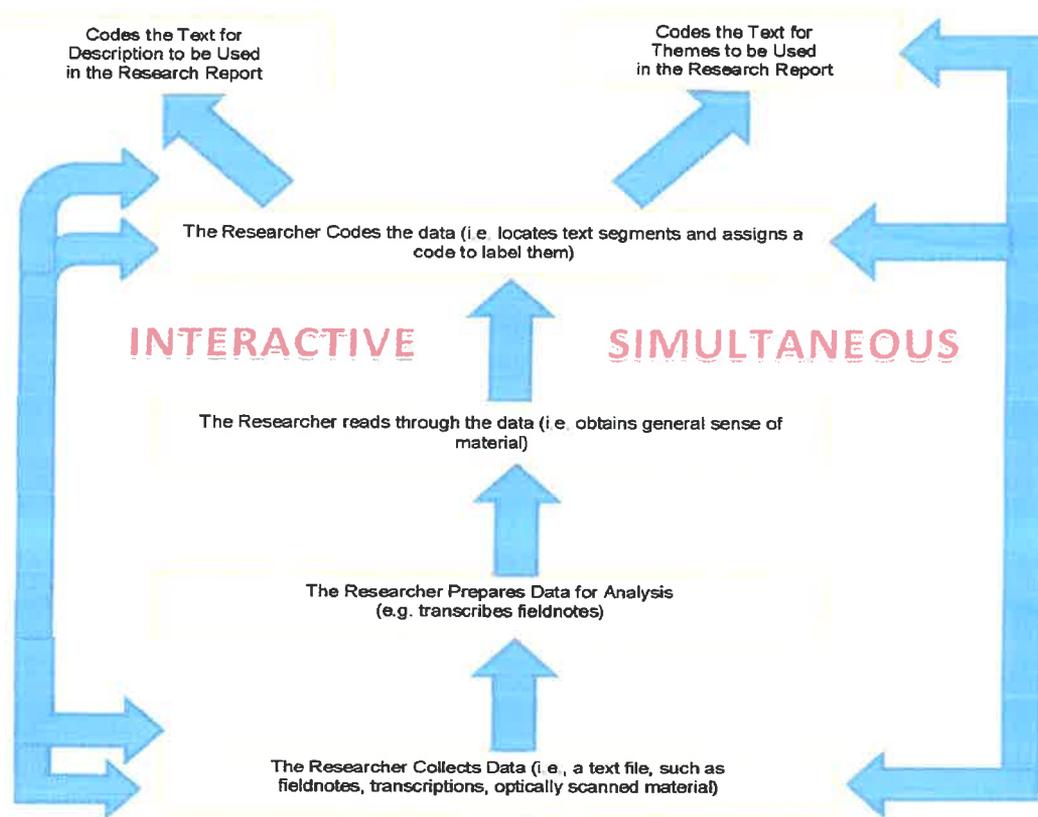


Figure 3.3 Adapted From Principles of Qualitative Research: Designing A Research Study (2007)

3.8.1 CONTENT ANALYSIS AND CODING MANUAL

Bernard Berelson defined Content Analysis as "a research technique for the objective, systematic, and quantitative description of manifest content of communications" (Berelson 1952). Content analysis is a research tool focused on the actual content and internal features of media. It is used to determine the presence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an objective manner. The media focused on in this study was the fliers and how students conveyed meaning to it.

To conduct a content analysis on a text, the text is coded or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis. The results are then used to make inferences about the messages within the text(s), the writer(s), the audience, and even the culture and time of which these are a part. For example, Content Analysis can indicate pertinent features such as comprehensiveness of coverage or the intentions, biases, prejudices, and oversights of authors, publishers, as well as all other persons responsible for the content of materials.

In the focus groups, participants were asked to write down what three words came to mind upon immediately viewing the flier. From the 36 participants, the number of responses (words) were supposed to be 756. However, the actual number was 663. Some no responses accounted for the difference of 93 words. Based on the focus groups with promoters and literature, a flier aims to get attention and provide information. The colours, fonts, design and imagery assists in this. The words were coded where words that denoted colours, image and theme were categorised as getting attention. Words that denoted price, venue, location and theme were also categorised as

providing party information. Some overlap was evident as it was very difficult to place theme into one category. Theme may denote location or concept. The tables of categorising and coding were shown in Appendix D.

The questions were designed in such a way to achieve easy responses that would allow for easy categorisation. Additionally, quotes were taken directly from the Focus Groups pertaining to the Research Questions. This did not require major content analysis as the sessions were videotaped and transcribed. Interviews were also transcribed. (See Appendix H for Transcription of Focus Group 1 and Interview 1 with Male Promoter).

3.9 LIMITATIONS

Pajares (2007) in his article entitled “The Elements of a Proposal” stated that “a limitation identifies potential weaknesses of a study.” He then went on to ask: to think about analysis, the nature of self-report instruments and sample. In doing this, guidance is further given on threats that are impossible to avoid or minimize and to explain them. Limitations experienced in studies can affect plans and the ability to produce the outcome hoped for. In dealing with this, focus we stayed focused and kept in mind that they were unavoidable elements of the research that would occur throughout. It took a level of patience, creativity and knowledge to deal with every issue as it arose. The limitations stated here are unique to our topic and expectations of the research.

3.9.1 SOURCING SECONDARY RESEARCH TO GROUND THE CHOICE OF STUDY:

In seeking information that would guide research on “party advertisements” it was a challenge, as there was no documentation on this specific topic. Thus far, studies have been located on gender stereotyping in advertisements on television or in magazines. This has guided researchers

to an extent, but it is clear that more research needs to be done in the area of fliers for event advertising. This could make comparison of findings with other studies difficult. In an effort to deal with this the research done during our study, discussions, interviews and focus groups became the basis for our study.

3.9.2 SAMPLE SIZE:

Sample size may not be representative of the entire population of U.W.I as 177 students out of 17,000 cannot accurately account for the perceptions of the university.

3.9.3 TIME AND SCHEDULING:

Time and scheduling was an issue as field research was concluded due to assigned deadline. If a longer research period was available, more data would have been gathered.

Scheduling participants and moderators for focus groups was difficult due to conflicting schedules. Punctuality and cancellation was also an issue as some focus groups started almost an hour late.

3.9.4 CONTRIBUTIONS:

The dominant opinions of some Focus Group participants served as a deterrent to other participants contributions.

3.9.5 FIELD RESEARCH:

Party Attendance proved to be a difficult environment to conduct research as noise; sexual advances and alcohol consumption hampered the quality of data received and willingness to contribute of attendees.

3.9.6 FUNDING:

Sourcing funding to conduct research for transportation, purchasing refreshments and attending events was costly.

3.9.7 FOCUS GROUP VENUE:

The videographer informed us that FHE 314A was not conducive for videotaping after completion of one focus group. He advised that researchers have participants utilise another room. Researchers adhered to this as the Guild Conference Room was also booked as a back-up should any difficulties arise; this room was utilised for the remaining focus groups.

3.10 ETHICAL CONSIDERATIONS

1. Researchers remained objective as possible when embarking on the study.
2. Prior to the start of the focus groups the code of ethics (See Appendix B) was read. An additional consent form was handed out to be completed by participants. It was ensured that all persons in the room had a copy of the Code of Ethics. The contract also contained the researchers contact information so that participants may contact the researchers in the event of any queries.
3. Appropriate channels were sought to gain access to focus group venues according to university regulations i.e. receiving permission in writing after submitting letters of request and schedule times (all letters sent by the group were endorsed by Dr. Cooper).
4. Videographer was sent official request for services to video-record the focus group sessions. It was ensured that participants agreed to allow video-recording before the sessions, at least two days in advance

5. Prior to the focus groups, participants' permission were received through e-mail and signatures as agreeing to the terms and conditions on their consent form.
6. Incentives were provided to participants and moderators for engaging in the sessions.

Chapter 4 FINDINGS

Over a three week period, four focus groups were conducted, with a total of thirty-six (36) persons participated in the focus groups. Focus Group 1 consisted of party promoters who would have produced some of the fliers being utilised in the sample. Those fliers were Santa Baby, Jiggle It, Nightmare on Cipriani Boulevard, Baywatch, and Ultimate Addiction(Appendix A). The producers of Pink Ocean were interviewed informally. The other three focus groups comprised students of the University of the West Indies between the ages of 18 – 25. The second focus group was made up of both male and female students, while the last two were male and female respectively. Their demographics varied, as well as ethnicities as shown in Appendix C. A total of 53% accounted for male participation, while 47% accounted for female participation. This represented a slightly higher proportion of males of 6%.

4.1 FINDINGS FOR SECONDARY RESEARCH QUESTION WHAT MAKES AN EFFECTIVE FLIER?

During Focus Group 1, the promoters informed us that effective fliers are eye catching, colourful, attractive, present detailed information such as venue, date, time, contact information and theme. It was noted that fliers attracting UWI students should display benefits to the students such as cheap entry fee, “free drinks” or free entry on presenting valid UWI identification cards.

Quotes to support these elements that make an effective flier are

“De flier suppose to constitute different characteristics of the party you are throwin’ so basically from Blaque Phoenix point of view, when we doin Insurance we use de Gecko cause that is a line to sell insurance so yuh put that on the flier to ketch dat appeal and to do a cooler cause is a cooler party so yuh mesh two in one (participants chuckle). So basically it constitutes characteristics of what you want de party to actually be about Tropical Luau had a tropical setting so you already know in yuh head that they coming along that line. It also suppose to have de venue, information, time, contact information, if yuh want to know about de event to get tickets.”

Karen Saunders (2006) in 10 Easy Ways to Make Your Flyer Stand Out in the Crowd included the use of colour, striking graphics and benefits of the product or service. Based on previously stated the responses from the promoters, it can be inferred that they adhere to the elements of an effective flier.

Throughout the focus groups, persons were also asked to write down what three (3) words immediately came to mind on viewing the flier. Figure 4.1 illustrates the person's responses categorised according to flier objectives of Getting Attention (colour, picture, theme etc) and Providing Party Information etc. Negative responses were taken as the flier objective being Not Achieved. It was determined that the main aim of the flier was to get attention which the graph reflected that the fliers that got the most attention were Ultimate Addiction, Santa Baby and Jiggle It. The other fliers had lower levels of getting attention. The flier that appeared to be the most effective in presenting party information to the males was Coco Lounge which 30 responses were categorised as presenting party information. There appeared to be a link in getting the attention with the use of women and explicit imagery in the fliers.

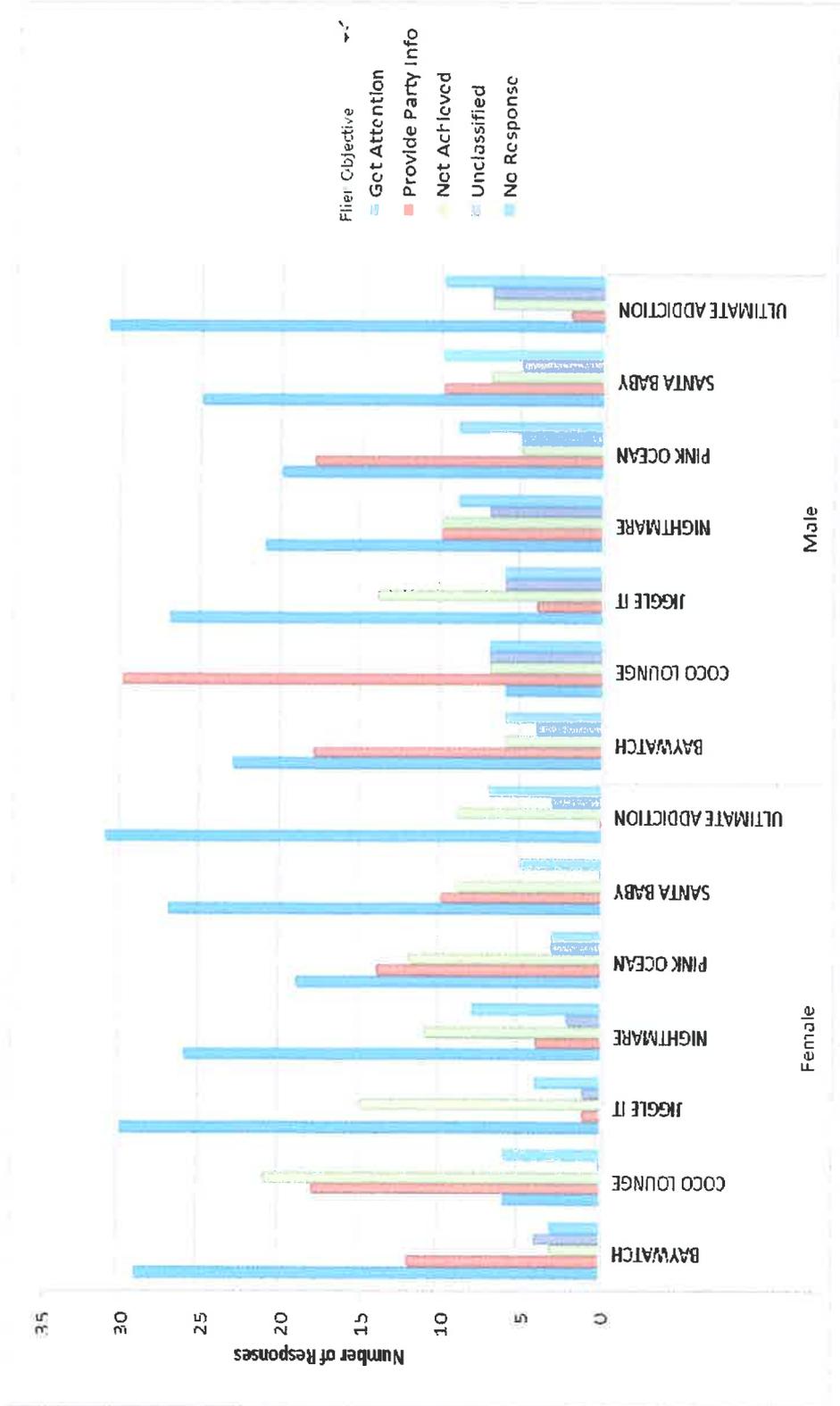


Figure 4.1 Graph Showing Flier Aim according to Gender

4.2 FINDINGS ON WHAT EFFECT DO THE FLIERS HAVE ON PARTY ATTENDANCE AND ATTIRE ON THE PARTIES?

4.2.1 PARTY ATTENDANCE

One significant finding was that the flier alone is not effective, rather it acts as a reinforcement of the message. The flier acting as a reinforcement indicates that there are additional factors that would persuade or influence one to attend a party. This was indicated from the response to the questionnaire “What Influences you to attend parties advertised on campus?” 103 of the respondents claimed that it was friends, 40 of the respondents claimed that it was Facebook, while only 16 respondents recorded fliers as being influential (Figure 4.2). Inferring from these results, one may conclude that there is no major link between the flier and influencing students to attend the parties. Seven out of the nine promoters indicated that word of mouth and Facebook were the more effective ways to attract people to parties. Due to time constraints, the use of virtual fliers to promote parties could not be investigated, but it is an avenue for further research to be done.

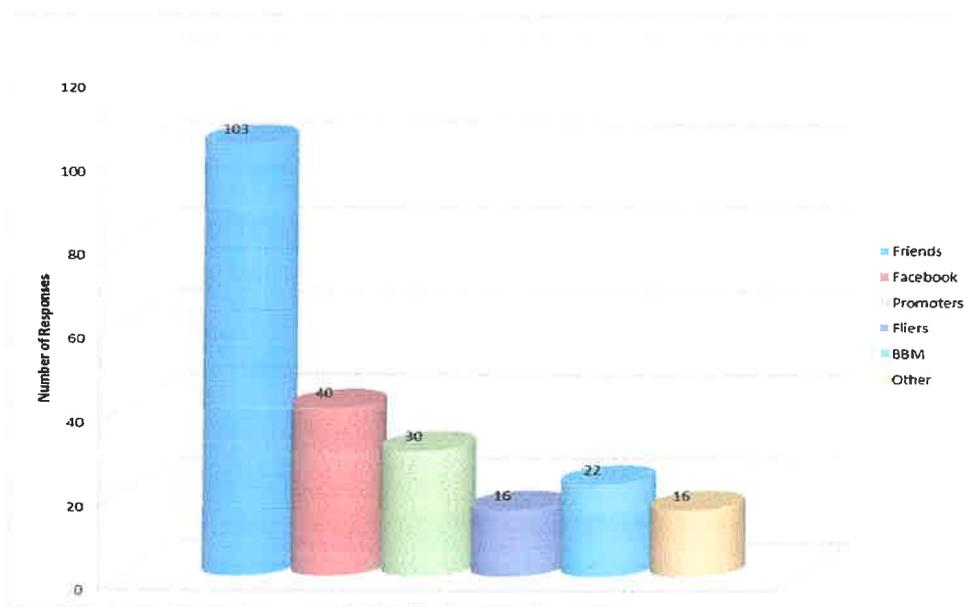


Figure 4.2 Columnar Graph showing responses to What influences you to attend parties?

(Total Number of Respondents = 140 male and female)

Measuring the success of one's parties based on a flier was seen by one male promoter as:

"I don't think that a flier could determine the success of a party. If yuh say, you go out as a group and put on promotional tees, and give out invis in different parties during that time to promote your event and you talking to person via word of mouth, and you also do broadcasts and facebook that is some of the groundwork people on your committee that you have to do to promote your event. The flier is just to reinforce. Somebody tell me bout Insurance, I see an insurance flier up, is just to reinforce the information or to refresh your memory that the party is comin or that it have a party."

Another promoter looked at it as:

"I think though, that in the end, you can never really tell what aspect of marketin' was majorly successful in sellin your party. All you know is that yuh market, everything together. You cannot really single out. Unless you really gonna sit down and ask people if they came because yuh know."

4.2.2 PARTY ATTIRE

The effect that the fliers have on attire was measured using the question 'Would you dress similar to the image(s) seen on this flier to go to the party? From the 140 respondents, 72% said no, while 14% said yes and 14% were no response(Figure 4.3). These records were both male and female respondents. These findings indicated that the fliers had little or no effect on dress at the parties. Due to financial and time constraints, researchers were unable to go to the seven parties advertised on the fliers. During the pre-tests though the attire for Baywatch was mainly swim wear and the ladies were seen with make – up and accessories. Ultimate Addiction, patrons were not seen dressing in lingerie or the manner in which the ladies on the flier were dressed. There were photos placed by various photographers of attendees of the event on facebook. However, researchers were not granted permission to reproduce the photos in our study. To view the photos for Ultimate Addiction, the following link can be accessed via [facebook](#)

<https://www.facebook.com/media/set/?set=a.295077020527048.75656.219726678062083&type=3>. This link is a public Facebook page. From some of the photos, the females were dressed to fit the theme of the event being classy. There was one individual who was dressed in a black and white corsette which was somewhat similar to the one worn by the woman on the flier.

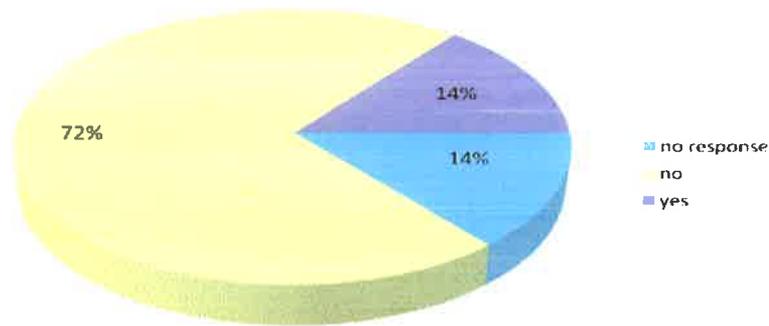


Figure 4.3 Pie Chart illustrating findings to **Would you dress similar to the image on the flier?**

4.3 FINDINGS ON THE PROMOTERS' VIEW OF WOMEN IN ADVERTISING

The male promoters appeared to be contradictory when questioned about the use of women in advertising. For example, one male promoter scoffed at the imagery when giving his opinion on Jiggle It:

*“Use your imagination for once instead of just putting up a young lady that yuh know”
“Why not put jello (throws his hands in the air) yuh know jiggle it some how!”*

He was admonishing the need for creativity. Contrary to this, at one other point he was responding to a question of what would attract male students to a party, to which he responded:

“Well, one thing works that’s better than a naked woman is alcohol. If yuh have more alcohol, fellas maybe more into it. (Male participant said yes). (There was some laughter).”

The contradiction continued when that said promoter was asked to rate the importance of alcohol and a woman on the flier he commented:

“I doh think. Ok times have changed. Probably in the late 90’s, early 2000’s, a naked woman used to sell., people used to say yeah ok this is cool. But now, is a lil different, people may not be so attracted to that (he shakes his head as if to disapprove).”

Another male promoter notably said that the use of the woman as imagery depends on the type of crowd being targeted:

“If you havin a party, you not goin for a skinny girl for that party flier, you want a thick girl with a big bumper (emphasizes and throws hands in the air) and yuh go probably put a license plate (extended laughter)”

He was referring to an arbitrary party to the theme say Bumper. Additionally:

“So if you lookin for a stush crowd you not gonna put a half naked woman on it you go find some other means some other type of image that would appeal to them if u havin a ghetto party you gowan look for some model with de biggest bottom and de biggest breast and putting she in de skimpiest outfit and there putting she in de weirdest pose (participant

says gunta fete) and put she as the major thing on the flier and put all de information on de back and daiz all you watchinn de front."

This promoter associated nakedness with being ghetto, this was also the consensus of one female promoter who reiterated:

"...ah mean those fliers would catch my eye on campus de more fliers I pass with a woman and all her bottom exposed or her breast hangin out I would just I wouldn't even bother to look at that cause as far as I'm concerned they are attracting a crowd that probably gonna look to dress like that and I not gonna go to no party lookin like that (scoffs)."

On the contraire, this same female promoter said that one can have a woman in a bikini looking classy. To affirm this, she said:

"I feel is so much more complicated than just a woman with almost nothing on I think it has a lot to do with who's having de party whose logo whatever is on de thing yuh know what is the name of the party is more than just a woman in a bikini on the cause you could have a woman in a bikini lookin classy and yuh know yuh might say well they could pull it off they could pull it off they could pull off a woman in a bikini and it could look good."

From the above quotes and findings, the promoters concluded that the use of women in advertising parties on fliers is dependent on the theme and the target audience. Although one promoter said that it was outdated to use a naked woman, he contradicted himself by stating the use of a woman is just as good as alcohol to attract a male crowd. It was revealed that women are positioned to attract attention, their positioning and attire is dependent on multiple factors. Some of the promoters admitted to using the women to attract men. Evidence to support this as stated by one male promoter is:

"Amm I have more of a comment than an answer to dah question. Yuh would see plenty fliers that yuh have a picture of a woman in it some kinda nude and provocative pose right but in promoters' minds you use women to bring guys but the flier or the invi always have a woman on it so the flier attracting the men but you really trying to attract women to attract men so since yuh have a controversy as our idea yuh know because the flier always have some woman in some kinda skimpy ting and you always actually promote word of mouth to women to get guys to come so that I doh know why or I doh understand how we fell into that but it also seems very contradictory."

This stemmed from the asking what is the motivation behind creating fliers. This response indicated that women are used to attract men to come.

One female promoter rebutted by stating that they want everyone to come, but the men bring in the money or profit. Promoters generally avoided the profit aspect, by changing the subject or not really stating how they measured the success of their parties. One promoter put it nicely by stating:

“Daiz also why you put women tickets always cheapest cause you want them come buy tickets like crazyYour target is to make a profit, maybe from men buh” and the contradiction was “I understand what he was sayin bout profit yuh know cuz. But not for parties, if is an event say a cook-out, yeah, you gonna use only fliers, not so much Facebook or anything. Let’s say you getting as much people watching the flier, you say ok, cool. Not much competition, dey would bring their food and you could say ok. Our flier works because so many people came.”

The two individual interviews conducted with the male and female promoters also revealed that the use of women appeared to be the status quo of the advertising industry. Quotes that support this were:

Male Promoter:

“Amm, ok, different things I mean you could never please everyone. You will put up a flier and different people would critique it differently. Within recent times you saw a lot of promoters utilize images of young ladies on the fliers itself to promote different things and a lot of the times you would get a question like; so that girl going and be there or wah? So you find that, lets say you use a Caucasian young lady and you put it as an image, they will be like but she, she not going and be in that party, so you know what I mean, so it’s like you use people who people can identify with. You know so sometimes as well as sometimes depending on the image you put, it portrays what type of party it is, you know you put a passa passa looking image, and you know what kinda fete it is, you know what I mean you put a certain upscale, sometimes you want to look classy, you need a bowtie you need a black cap, I mean, I mean a black velvet some kinda thing like that na.”

Researcher:

“You mentioned, you mentioned a lot about using the images of young ladies, how do you determine what they wear or what, what concept that particular young lady would portray on you flier?”

Male Promoter:

“Well I personally don't really utilize images of just, I mean I wouldn't say, I wouldn't just say, I mean it depends on what you doing. But a young lady just like that, but you have people who would take a young lady just like that and put her licking, licking a lollipop, which is a suggestive picture you know wah I mean na, it speaks to, it is I guess the whole notion behind it is that sex sells, sex gains people's attention, I mean we sitting here, I mean if you go on twitter right now, and look at or listen to random messages, its sex, sex, sex, sex, sex, know that I get you attention, I am doing such and such because its seeks people's interest, I mean worse yet just like you said where looking at university students, you have people here who are at their sexual prime, people who now discovering (researcher: curious) sexual activity, people are very curious, looking to find out stuff, you know what I mean I mean they want to know (laughs from both the interviewers and the interviewee) you know what I mean, so is like so they willing to experiment as well, so I guess it is that much more appealing.”

The female promoter that was interviewed was the only Female President of her own entertainment company, Pretty Tempting Entertainment. She said that she faced challenges since the field was a male dominated one, but she never gave up. This promoter was responsible for the flier for the party Ultimate Addiction. From the findings Ultimate Addiction and Jiggle It were the most talked about fliers during the data collection. On the scale, they were rated as the two most explicit fliers (Ultimate Addiction – Extreme, Jiggle It – Very Extreme). She said that her concept for Ultimate Addiction was:

“Ok well basically um (coughing) when we had our event we did not put down any, we came up with the concept and theme we in order to put together a flier is more a graphic designer work. Where we would give him our ideas we would pitch our ideas as for example our event was Ultimate Addiction and we were thinking of all the addictions in society chocolate as in what people like in terms of taste. For women cravings for men, cravings (slight chuckling) right so that we capture the guys to come cause we know girls going to come to our event we know the women will come at our event but what would capture more of a male figure eyes to come out to the event.”

This could have indicated that the graphics designer was male and that the promoter was catering for a predominantly male audience. The imagery of what would appeal to the heterosexual male fantasy would persuade males to come. She reported that they did not receive any negative feedback about the fliers and that most persons saw it as tying back to the

name of her company Pretty Tempting Entertainment. Most of the promoters have admitted to the use of stereotypes but they said it is how they are used. From the fliers collected, only two (2) of the fliers display an image of a man, that is Coco Lounge University Wednesdays and Nightmare on Cipriani Boulevard.

4.4 STUDENT PARTICIPANT VIEWS ON THE USE OF WOMEN IN ADVERTISING ON PARTY FLIERS

The general consensus from the males in the mixed focus groups and all male focus groups were that “eye-catching” to them apart from the colours and the fonts was the picture of a young lady. This is supported by the following quotes:

“Girls in front..... Yeah cause they always semi-nude and you expecting some hot girls at the party.”

“Everybody know the thing that catches my eye is seein a young lady on the ah mean..... I mean you will look and see ah mean a lot ah people well we young people like to look and see if is a fete they'd like to look and see am the girls exposin whatever they have and these kina things we would look I mean I would look and say wow this lady looks nice but that wouldn't appeal to me and influence me to go to whatever the function is.....”

4.5 FINDINGS ON GENDER STEREOTYPES PRESENT IN THE FLIERS

From surveying 140 students (approximately 20 students for each of the 7 fliers), the following stereotypes were found based on the question What stereotypes of men and women do you see if any? The stereotypes were categorised according to groups. For example, if an individual used the word objectified, object or hot women, it was placed under the category women are sex objects. The categories are as follows:

1. Class
2. Commodification of Women

3. Girls like pink
4. Light skinned women are perfect
5. Men are powerful (violent)
6. One man with many women
7. Race/colour
8. Women are assertive and empowered
9. Women are passive and subservient
10. Women are sex objects
11. Women in parties dress scantily
12. The other categories were no response, don't know and none

The female presence in the fliers dominated as compared to the male. Stereotypes of men and women, as stated in the Literature Review include women as sex objects and commodification of women. The following graph reflect how students perceived the images and what gender stereotypes were present in the fliers (Figure 4.4). This graph was plotted based on approximately 20 students (half male half female as far as possible) responding to each flier. From the above categories stated, only one of the categories may be stated as a positive stereotype, which is women are assertive and empowered. This was found to be only 11.11% among the males for the Coco Lounge flier. The stereotypes that were most common were, women are sex objects and in some instances none. Women are sex objects were present in comparing all the fliers except Pink Ocean. For the male responses, only 10.00% found that the stereotype women are sex objects existed in the Pink Ocean. Women are passive and

subservient was significantly 22.22% of the female respondents in the flier Nightmare on Cipriani Boulevard. The highest percentages of women are sex objects were found in Ultimate Addiction (77.78%), Coco Lounge and Santa Baby (60.00%) and Jiggle It, surprisingly 55.56% among the female respondents. The findings for the male respondents revealed that Santa Baby had the highest percentage that women are sex objects (60.00%), while Jiggle It reflected 55.56%. This was the same percentage as the females' response. 70% of the males found no stereotype in Pink Ocean, while 40.00% of the females saw the stereotype girls like pink, 50.00% of the females also that there was no stereotype present in this flier.

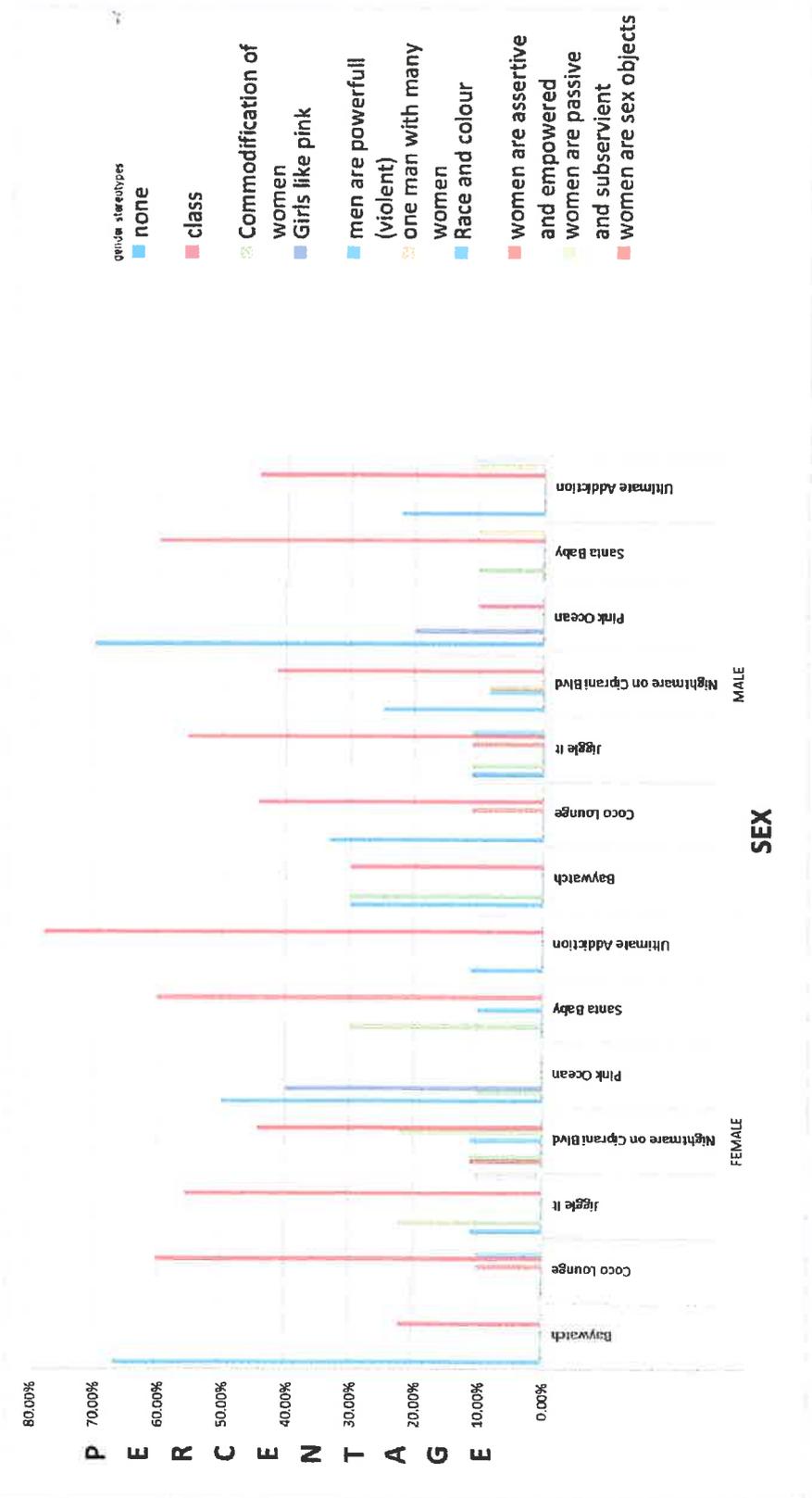


Figure 4.4 Columnar Graph Illustrating Gender Stereotypes

4.6 FINDINGS ON EXPECTATIONS FOR THE PARTY UPON VIEWING THE FLIER

The fliers containing the highest percentage of sexual expectations for female respondents were Ultimate Addiction at 66.67% and the males were Santa Baby at 50%. The non-sexual expectations were found among Pink Ocean, Nightmare on Cipriami Boulevard, Baywatch and Santa Baby to a lesser extent. The interesting finding for Jiggle It was that the females had more of an expectancy to see scantily clad women and a ghetto party (33.33%) rather than the males who expected to see many women there. A small percentage of female respondents expected Nightmare on Cipriani Boulevard to be a classy party 11.11%. 22.22% of female respondents expected the party Nightmare to be unsafe. This was interesting as the location, aura nightclub was considered to be somewhat upscale by some respondents through informal conversation. Pink Ocean, 20% of the respondents reported that they had no expectations while the males only reflected 10% as having no expectations. Scantily clad women category were more frequented in the female responses for the parties Jiggle It, Santa Baby and Ultimate Addiction. For the males, scantily clad women expectation were found only for the flier Baywatch. No responses and none accounted for 17.77% of the respondents (Figure 4.5).

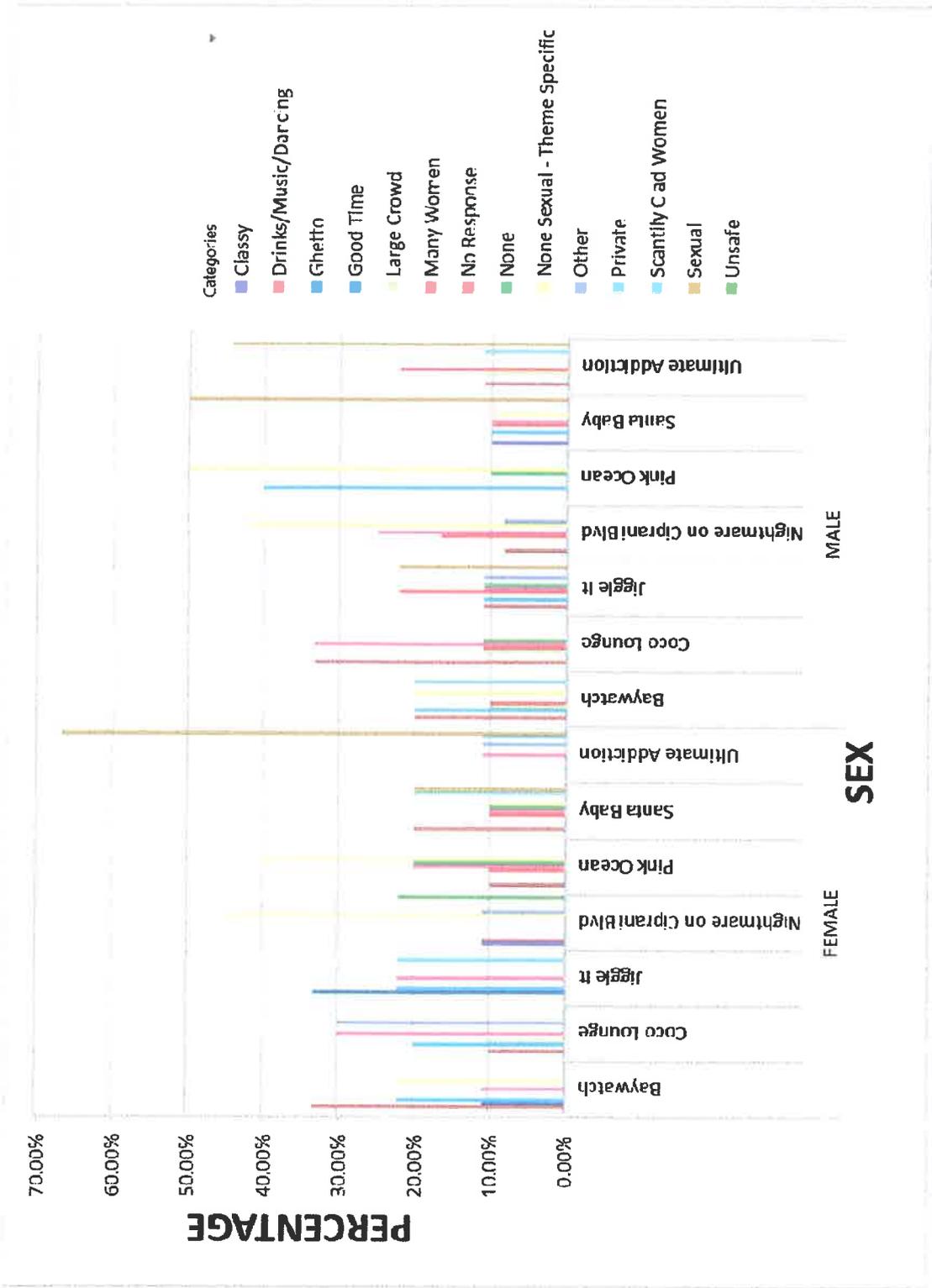


Figure 4.5 Columnar Graph Showing Respondents Expectations of the Party upon viewing the Flier

4.7 FINDINGS ON THEMES THAT WERE PRESENT IN THE FLIERS

From the graphs constructed throughout the findings, themes that were present included sex, alcohol, lesbianism, stereotypes, fun, classy, good time, women and associating women being the centre attraction at the parties. Themes of class and ethnicity also emerged in the description of the “stush vs Ghetto” in the focus groups. Themes also surrounded the main concept of the party. For example, Baywatch centred on swimwear, the beach and a good time. These words based on the responses were categorised into flier aim achieved or if the flier was effective. For a sexual or stereotype, participants and respondents were asked the appropriate questions. The main theme that emerged was Sex and issues surrounding sexuality, objectification and the woman being used to sell the party.

4.8 FINDINGS FROM THE FOCUS GROUPS WITH PROMOTERS ON “STUSH” VS. “GHETTO” STEREOTYPE

It was also found that the feminine physique is commonly utilized to illustrate the theme of a party. Amongst the sample fliers presented in the focus groups, what stood out on the Baywatch flier was the colours, font size some saw the entertainment company logo which shows that persons look for a certain promoters with whom they can identify with. Persons in the focus groups tended to associate a “ghetto” party with the image of an Afro Trinidadian woman. This highlights the association of the portrayal of brown and black bodies with “ghetto” or being of a lower class. The issues of race, class, ethnicity are closely associated with gender stereotypes. This may be evidenced from Focus Group 1 where participants saw the flier Jiggle It as being a type of party that would have a ghetto theme as opposed to Ultimate Addiction which participants looked at as being classy. The moderator noticed the immediate change in response when participants looked at Jiggle It.

Q5 "I notice an immediate change in response."

The non-verbal cues of laughter and raised eyebrows and stares may have indicated the raised interest in this particular flier. Other evidence that rates the flier as ghetto may be inferred from the words that came to mind when participants viewed the flier Jiggle It

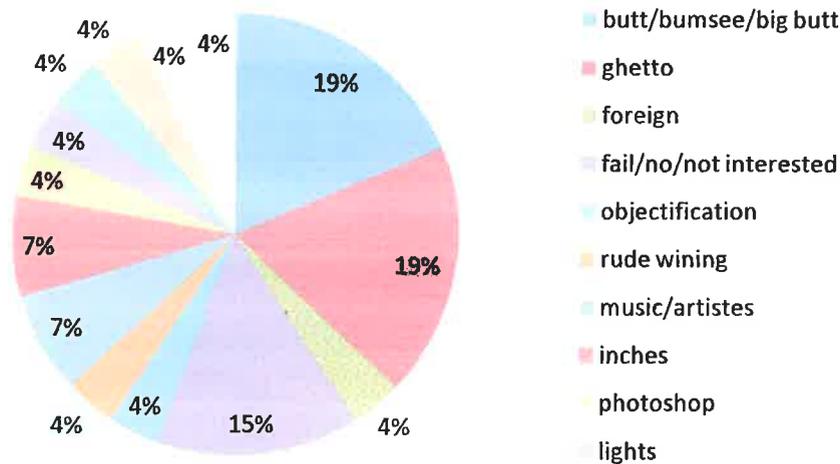


Figure 4.6Perceptions of Jiggle It

The above pie chart reflects the varied responses persons wrote down on viewing the flier. A total of 42% associated some sexual connotation by their responses in the categories of big bumsee, ghetto and rude wining combined. When asked What Stood out to you most? the findings revealed that persons associated the portrayal of the woman with ghetto. It may also be inferred that the image was an unrealistic one suggesting the gender stereotype that only women who are dark skinned and a particular body size would be seen at a party like that.

Quotes that reflect this are:

Q6 "De woman photoshop."

Q7 "De woman it doh have anything else really but that."

Q8 "The event is in Trinidad right? I find dat's real tacky because it doh even have a Trini background ting jus real."

Q9 "First of all its objectification."

Q10 "She is wearing nothing they are selling her. They are using her to sell the party."

In this flier themes that emerged were hypersexuality, issues of class, and definition of the party. From prior responses, participants said that the location of the party will determine what type of crowd you will attract. The "stush" vs "ghetto" class is highlighted in Ultimate Addiction. One male participant indicated that he got a "stushness vibe" from the flier

Q11 "Ah saw sex, ah saw real girls ah saw ah kinda stushness vibes....."

Themes of sexiness, lesbianism and "*girls gowan dress in heels*" indicates some of the expectations that persons have when they view a flier. Because of the way in which the two women were positioned on the flier this would also serve to attract men since it is presumed that a lot of women would be present. One female participant found that the image was not "*whorish*" but "*hot*". This was a significant finding which may suggest the view of ideals of womanhood from a colonial perspective. The Caribbean diaspora as it relates to history has been engineered to view the Eurocentric ideal as perfection. For example women of fair complexion or light skin colour may be the preferred images chosen by advertisers. This is not a true representation of how all Caribbean women look. It represents only a small percentage of the society. The preferred body type for a classy party from the responses indicates an association of class with girls of lighter colour.

Most participants described Pink Ocean as having no definite concept and also as being "ghetto". Some even saw it as having a homosexual concept. The overuse of pink here may have lead to this thought. Jiggle It was the flier that most participants saw as degrading to women and having no class. The women's features were enhanced using Photoshop this along with the venue gave the party a stereotype of being ghetto. Ultimate Addiction was seen as

being more artistic and creative, whereas Jiggle It was more explicit and was viewed as the flier that lacked creativity. The conclusion that was drawn is that sex does sell but an image that is degrading to women does not have to be used.

4.9 FINDINGS ON THE LEVEL OF ACCEPTANCE OF GENDER BASED THEMES (HOW STUDENTS PERCEIVE THESE GENDER STEREOTYPES?)

Figure 4.7 shows respondents' perception of the various fliers according to gender. The categories for responses were appealing, empowering, sexist, neutral or other. The most appealing flier for the males from the responses was Ultimate Addiction where 66.67% of the respondents found it appealing as compared to the female respondents where the most appealing flier was Pink Ocean, 40.00%. Pink Ocean on our scale was rated as the neutral flier regarding sexual explicitness, having the least amount. What was interesting to note is that the highest percentages of sexist perceptions were seen among the female sex. Table 4.1 below shows the percentages of the sexist category based on sex:

Sex	Flier	Sexist
Female		
	Baywatch	22.22%
	Coco Lounge	0.00%
	Jiggle It	33.33%
	Nightmare on Ciprani Blvd	22.22%
	Pink Ocean	20.00%
	Santa Baby	40.00%
	Ultimate Addiction	33.33%
Male		
	Baywatch	10.00%
	Coco Lounge	0.00%
	Jiggle It	11.11%
	Nightmare on Ciprani Blvd	8.33%
	Pink Ocean	10.00%
	Santa Baby	10.00%
	Ultimate Addiction	0.00%

Table 4.1 Percentage of Male & Female Respondents that indicated Flier as Sexist

The negative perception of the fliers are reflected when respondents chose sexist as their response. Females reported more negative attitudes towards the fliers using more explicit images (Santa Baby, Ultimate Addiction and Jiggle It). The behaviour towards these fliers may be seen as negative. Females dominated as it relates to negative perceptions of the sexual images used in the fliers. This finding also matched those in the study by Jones and Reid (see Literature Review). These findings reflect that the females displayed a somewhat negative perception towards the portrayal of women's bodies in party fliers.

The responses for the stereotypes were categorised into gender stereotypes, based on the objectification theory and list of stereotypes as put forward from the 1998 Media Watch A Gender Sensitive Analysis. The categories were listed as shown in the graph in Figure 4. Jiggle It and Ultimate Addiction reflected the highest percentage of the stereotype that women are sex objects. These results were the combined responses of both male and female

respondents. Respondents recognised Pink Ocean as having the least amount of negative stereotypes. The most noted stereotype found was that all girls like pink. This was found to be associated with the name and colour scheme of the party that was Pink Ocean. Santa's Baby showed the commodification of women as the most prevalent stereotype. The negative stereotypes seemed to be the ones that respondents identified based on the coding of responses.

Throughout the focus groups, persons identified the fliers Ultimate and Jiggle It as being associated with classy and ghetto respectively, predominantly on the type of women placed in the photos. This was not reflected from the questionnaire significantly, which shows that possibly that some students are not sensitive to the ideal of the fair skinned woman being associated with class. The promoters in the first focus group identified the association of these type of bodies with issues of class.

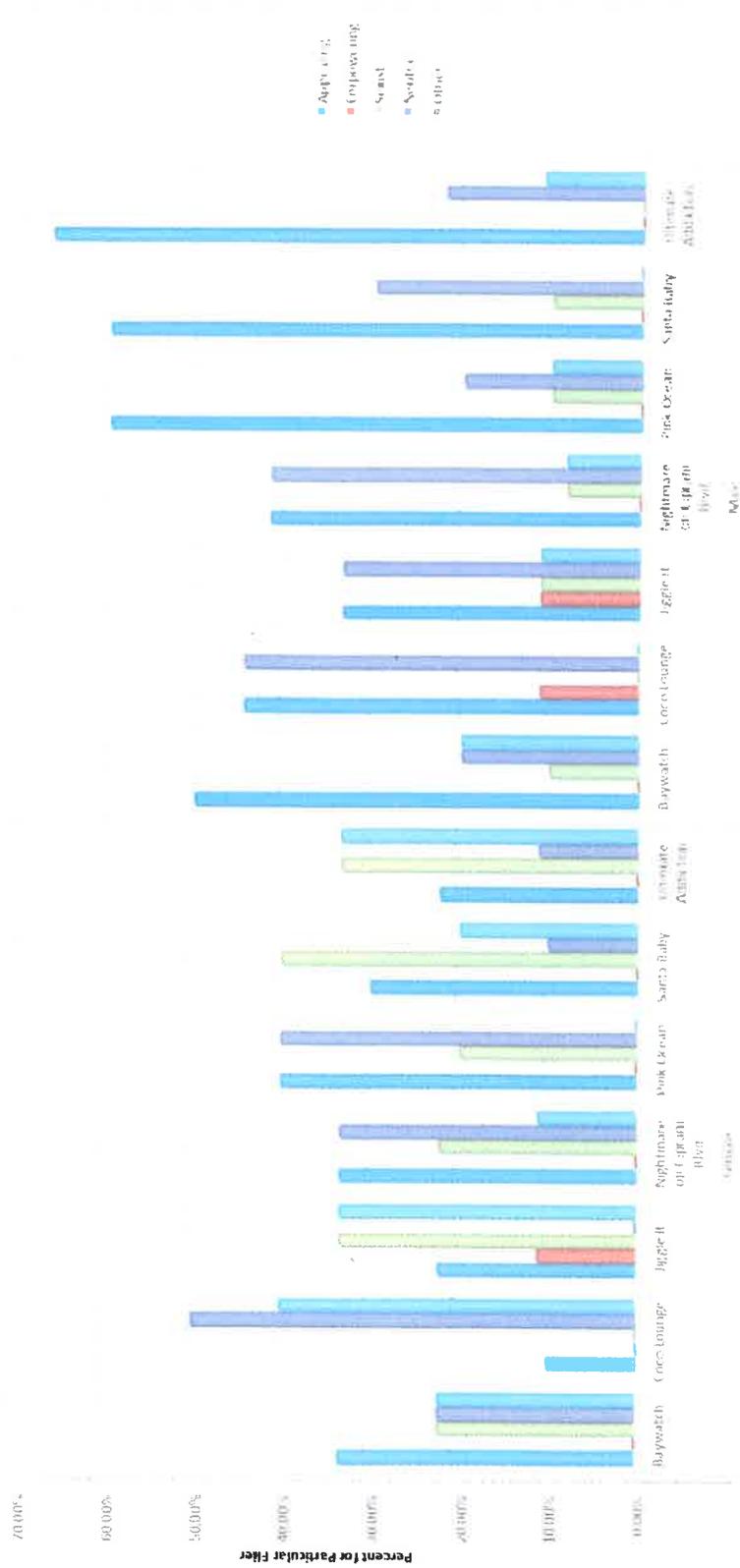


Figure 4.7 Columnar Graph for How Do You Find this Flier?

Chapter 5 DISCUSSION AND ANALYSIS OF FINDINGS

5.1 NEED FOR OBJECTIFICATION

The first objective of the research is to question the value/need for objectification and gender stereotypes associated with the use of women in event advertising. Factors under consideration were what makes an effective flier, the relationship between a flier and attendance at parties; and the promoters' view on women in advertising. The aforementioned elements were helpful in questioning the value and need for objectification and gender stereotyping. In response to the effective flier, the elements reflected in the findings were colour, themes, date, time, venue, information and price. They matched with Saunders (2006) elements of an effective flier. Further to this the functioning of flier is to promote a product or service which is the aim of most advertisements. The products that were advertised in the sample fliers collected were parties. From the findings, a relationship between getting attention and the use of women in the fliers was revealed. This apparent link was displayed where the fliers that sought to get the most attention were Ultimate Addiction, Santa Baby and Jiggle It. From Figure 4.1, one may infer that the need for objectification and / or stereotyping was evident in getting attention.

These images of women were also significant in that participants in the male focus groups found the picture of a young lady to be eye-catching. Promoters were contradictory when questioning the need for objectification. In some instances, they were found to state that creativity was lacking, while other places, they said that the way the woman is used depends on the theme of the party. Even one female promoter said that one can have a woman in a bikini looking very classy depending on how she is positioned. The effective party flier

appears to cater mostly to appease the eyes of the male consumer. Most of the parties with the exception of Pink Ocean appeared to have the male at the centre of their target. Promoters did not appear to be gender sensitive to the way in which the women were portrayed. In some instances, promoters even commented that the women were “photoshopped” and that they were unreal.

Nowosenetz remarked that more women than men are portrayed in advertisements and that these women are often objectified and commodified. From the findings, this statement holds true especially to the male audience that find the woman’s body eye-catching. Advertisers play on the need to appease the fantasy of the heterosexual male of being attracted to a female. The evidence for this may be interpreted from the interview with the female promoter who said that they wished to “capture more of a male figure eyes to come out to the event.” The male gaze was developed by John Berger and later on Dyer. Mulvey (2009) defines the Gaze as one that deals with how an audience views the people presented. She coined the term in 1975 where she believed that characters must be viewed from the eyes of a heterosexual male. The gaze relegates women to the status of objects. Mulvey further purports that the female viewer experience the narrative by identification with the male. The sexualising of the female body based on the findings is associated with the party being advertised.

In this case, the graphics designers of the fliers are all male, and even the female promoter admitted to wanting to attract “the male figure eyes”.It appears to be the status quo of advertising which further supported by the view of the promoter when he said that he was not aware how they began using women in advertisements, they just fell into it. This clearly indicates a lack of gender sensitivity and how the media has defined the notions of masculinity

and femininity. The women on the party fliers are used to catch attention, and their work is not valued as a person but rather for their biological make-up.

The interview with the male promoter revealed that depending on the type of woman used, potential patrons may ask if that girl or girls will be dressed like that will be there. This comment also shows the false consciousness that Marx spoke of. There are certain expectations associated with the imagery on the flier. Objectification goes beyond just being looked at or admired. Schroeder (1998) signifies the gaze a psychological relationship in which the gazer is superior to the object of the gaze. Indications of this can be found where males saw Ultimate Addiction as being the most appealing flier. The male viewers found the more explicit fliers appealing as opposed to the females who saw it as sexist. This imbalance of power relations is not seen at a first glance, because that is the aim of subliminal messaging. Nugent (2009) referred to using such messages to sell your product. It is through devices such as these and the gaze that inform our society about gender. Here is no fixed definition of the concept, but fliers set the agenda. As stated in the findings, they act as a reinforcement of the message, which could indicate reinforcing the way we perceive women also.

From the findings, only 16 of the 140 respondents claimed that fliers were influential in their attending a party. The strongest influences were friends and Blackberry messenger. The traditional definition of fliers are also called a circular, handbill or leaflet, is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place (MACS 2011). However, with the advent of social media, virtual fliers are frequenting as promotions for parties. This is room for further research as it relates to the definition of fliers at the University of the West Indies. Promoters also admitted to fliers being ineffective

as an independent unit. They emphasised that it was “word of mouth” and association that determined the success of the party.

The promoters seemed to be unclear as to how they came to use women to advertise parties. They just “fell into it” indicates that it may be part of the status quo or that they just do it for profit. These two assumptions have their roots in the objectification and political economy theory which will be applied in the analysis. It would also appear from the focus groups that their main target audience is mainly male, although the women receive benefits. These findings also may indicate how the media, that is the flier sets the agenda.

These findings indicate that sex does sell. The promoter indicates some of the stereotypes regarding women also. His mention of the use of Caucasian women maybe assumed that a high-end party or “classy” is defined by this type of imagery. This promoter said that one has to consider that promoters will target mostly Full Time UWI students who are “fresh” out of high school and curious about their sexuality.

Sexuality and the significance placed on sex and the ideal body image of women and men are seen as two of the leading themes or issues emanating out of this research. More predominantly the party flier samples displayed revealed that more women’s bodies were used than men’s. However, the participants in this research aimed at expressing varying concerns in their responses to gender stereotyping in party advertisements. They view the images on the party invitation as the sensationalism to encourage profit and high levels of participation in these events, as the majority of the responses gravitated toward the use of women and men as sex symbols to entice perspective patrons. The objectification theory and political economy theory become relevant here as two key stereotypes were found “women are sex objects and commodification of women.” The responses from the focus groups also specifically stated that

the women in the images were being used to sell the party. Political economy stems from the Marxist school of thought which purports that to understand society is to understand who owns the means of production. In this case, the owners of the means of production are the party promoters.

One party promoter commented that “Most promoters when they do fliers they are not focussed on gender issues. They don’t really look at the intricacies. We look at profit.” This quote suggests that the sole aim of the promoters is to make profit by persuading the students to come to the party. A party is associated with an experience and the content of the flier should send a message about the type of experience that one should expect. For example, the “Jiggle It” flier, participants in the focus group immediately associated with the song. However, the underlying message that appeared to be unmasked is the gender stereotype of associating the “black” body with being ghetto.

This gender stereotype is a controversial one. In *A Gender Sensitive Analysis of the Media* (Women’s Media Watch Jamaica 1998) they were of the opinion that dark-skinned women were associated with lower end products. The association of the race/colour stereotype was more evident within the focus group, however, the promoters did not seem to be gender sensitive to this aspect. Most of the images reported by the promoters were “photoshopped” (altered by the computer programme Adobe Photoshop). This reveals a false consciousness about the expectations for the party. The beauty ideal of being fair skinned and slim appeared to be the preferred as *Ultimate Addiction* was the most appealing to men. Van Zoonen referred to the reinforcing of gender stereotypes within advertisements. Additionally, Frederickson speaks to the othering of women’s bodies through the male gaze which is the underlying premise of objectification.

Here at the University of the West Indies, one can infer from the findings that there is a lack of sensitivity by promoters, as it relates to the subliminal messages portrayed utilising women's bodies as being gendered. While a minority of students may see the women as embracing their sexuality, the findings show that status quo from the female respondent's view see the placement of their bodies and nudity as sexist. The othering of brown and black bodies may be traced back to the modernist era, where the European civilization regarded themselves as the centre. The Europeans saw themselves as the leaders in art, literature, science, while other nations were viewed as insignificant or othered. The National Gender Policy – what does it mean for the people of T & T (2012) stated:

“Our history has been one of struggle against various forms of prejudice and discrimination. We protest unfairness, inequality and injustice for ourselves and for others without apology. We fought slavery and indentureship, systems of oppression based on racial inequality. We fought for the rights of workers against exploitative economic systems based on class inequality.”

The representations on such fliers are not representative of all women at the University of the West Indies. These downloaded images suggest a lack of creativity and a struggle for resistance. From the findings, it shows that persons' consciousness have been raised regarding gender issues. Three promoters claimed that prior to participating in the research, they never looked at the implications of such portrayals on their party fliers.

The construction of masculinity in the Caribbean has been affected by the Eurocentric ideal. “Colonial processes and discourse therefore served to construct ‘race’ and ‘racism’ as central organising principles of Caribbean life, traditions and ideology, manifest in the economy, society, culture and social, sexual and gender relations. Thus constructs of race and colour became the bases of social and economic disparities, as well as of cultural diversity and

creativity. So entrenched were these racialised structures of inequality in the region, first between Europeans and indigenous people and later Europeans and Africans, that they were able to incorporate new groups as they entered Caribbean societies” (Reddock 2007). Considering this, we see the effects even in the construction of fliers which reinforce the gender stereotype of being light skinned as the ideal. These constructs also form the perceptions in the minds of students as reflected by the findings. The findings of the stush versus ghetto in the focus groups support this.

The findings of the research clearly show that sexual images and sexuality in general are a part of the socio-cultural as well as the socio-psychological cognitive and internal workings of the individuals. Sexuality is a major issue among the respondents as well as the individuals who attend parties. The university students’ responses as it relates to sexuality borders along the lines of general appreciation in a few instances, and as for the individuals who attend parties their main concerns is structured along the lines of excitement, recreation, liberation and sexual prowess.

The findings suggest that some of the participants are not flustered by the issue of gender stereotyping as it relates to the context of the party advertisements, rather, they see these images as a medium through which both males and females can express their physical superiority and prowess as a means of making money to gain power in promoting these events. The findings suggested that the exploration of various themes including; sexuality, sensuality, male and female dominance and gender stereotyping. From the data gathered, it was stated that the issue of gender stereotyping in party advertising was present in terms of the students’ awareness. However, there seems to be a lack of emphasis on the circumstances and consequences surrounding the issue of gender stereotyping from a holistic standpoint.

The data collected through research clearly determines the various ideals, themes and patterns that emerged out of the study. Themes of sex and sexuality, stereotypes, objectification and sensationalism of body images emerged as a result of the methods of data collection and persistence of researchers. There was some contention which bordered along the line of the complete awareness of the participants as it relates to gender stereotyping. However, some of the findings strongly suggests that the majority were unconcerned about the issue of gender stereotyping, but were more focused on the body images portrayed on these fliers. They did not see this as having a major impact on the image(s) that was projected at social events and parties.

Many saw the advertising of these events and the projection of the images of sensuality and sexuality as means of persuading people to attend these parties. It was also to examine or provide an ideological framework for the level of awareness amongst participants as well as their general overview of this phenomenon (gender stereotyping).

Producers of the fliers appeared to have adhered to the requirements of producing an effective flier as stated by Nugent (2009). He mentioned the use of hypnotic graphics. From the graphs it was seen that Ultimate Addiction was the most appealing among the male and Pink Ocean among the female. Among all the fliers, the promoters reported that the fliers were all designed by males. It may be inferred that the theme of the party; images were selected to suit the theme of the party. From the Literature Review, Foucault stated that sexuality is a social construct that is affected by institutions that eventually makes up culture.

From the findings the need for objectification and stereotypes was found to be profit-driven, and that it seemed “natural” to the culture to objectify and commodify women’s bodies to sell parties. This revealed the lack of creativity among producers of the text. The extent to which

promoters perception of using women in the fliers reflected more of a neutral stance as it relates to a negative or positive stereotype. Fliers are used as reinforcement, which subtly suggests that the stereotypes perceived by the sample student body are also reinforced. Most of the stereotypes found, reflected a negative stereotype and to a minimal, a positive stereotype which was assertive and empowering. Using sexuality to emphasise one's value is debatable, but for persons such as Josephine Baker, the resistance and strength came through the performance. This is just one example of what an individual can do to raise consciousness about an issue and promote gender equality within their domain.

The gender based themes were seen as more unacceptable among the female students than the males, as more females found some of the fliers sexist or otherwise offensive. It was significantly noted that this research pricked the mind of some promoters to think twice about the images that they use on party fliers. Additionally, UWI being 65% female student body, should lobby for accurate and diverse portrayals of women in party fliers. The policy for fliers and noticeboards from the Marketing and Communications states that "Anything explicit" should be removed from the notice board. However, explicit is not specifically defined on the document. Critical Thinkers through this research study hopes to lobby for a policy to be established that promotes the mainstreaming of gender sensitivity and diversity as it relates to the portrayals of men and women in party fliers. If these are established, the agenda setting theory states the media not only tells us what to think but what to think about (Griffin 2012). The theory postulates that that if people are exposed to the same media, they will place importance on the same issues (Mc Combs and Shaw 1973). All theoretical debates have pros and cons. However, with Gender on the Agenda, the relations of men and women can be improved as seen in the Relevance of this study (see page).

Chapter 6 CONCLUSION

This study was aimed at creating gender sensitivity and gender awareness within the UWI St. Augustine Campus. Through the awareness of gender stereotypes and making known the constructed roles of gender set by society as opposed to what students choose to create for them. The research has been carried out and analysed through the exploration of student's perception of gender stereotypes present in party fliers and the group was able to gather the necessary findings to build the study.

Through the use of triangulation as methods, the researchers were able to obtain the data necessary to answer the questions that directed the flow of the study. Each method assisted the next, as ethnography assisted in developing the survey, while the findings from the survey helped the researchers pinpoint the key themes explored in the interviews. Also they all complimented each other as they made up for each other's weaknesses. These methods were namely questionnaires, interviews, focus groups and the analysis of research documents. Through these research methods themes were brought to the forefront and made to direct the research findings. Each method fed into the other which added to its validity.

Regardless of the solid support each method had, limitations existed. However, the knowledge was substantial enough to reveal the perceptions of gender stereotyping in party advertising. Themes such as objectification, race, class, ethnicity, commodification of the body, women seen as sex objects, the body as art, and profit surfaced in the study and can now be identified as key perceptions and gender stereotyping in party fliers and advertising.

This research has not only donated to gender stereotyping in party advertising but has also shown how people's perception help shape and affect society within the realm of gender. Also,

it has the potential to be explored gender sensitivity, gender equality and to encourage more creativity among promoters when producing fliers and not reinforcing the stereotype.

Further to this research, avenues for new research were found. The perceptions of the “class and ethnicity” stereotypes in party fliers may be investigated as well. Another point from the findings were that with the advent of social media, the use of party fliers are now virtual and promotions are done widely through social media. Promoters commented that fliers are cheap but facebook is free. Thus, there is the site for research in the realm of social media such as Black Berry Messenger and facebook as it relates to circulation of party fliers among University students.

This study explored the need for and real purpose behind the use of sexual themes in fliers used to promote parties on campus, and offers clear direction for more meaningful design of these fliers that does not engender expectations and behaviour towards women based on stereotypes. It is hoped that the findings will give meaningful insights into gender sensitivity, and promote gender awareness as an initial basis upon which to pursue more empowering gender roles for women. Towards a direction of gender sensitivity and gender mainstreaming, it is hoped that Critical Thinkers can propose to the Deputy Principal of the University of the West Indies, Professor Rhoda Reddock to strategise a plan for a campaign regarding gender stereotyping on party fliers. Further to this, the group hopes to lobby for a policy to be established specifically relating to gender diversity in displaying party fliers on noticeboards, thereby creating direction for more meaningful design by party promoters. As a University, Critical Thinkers continues to uplift as Principal of the University of the West Indies St Augustine, ProVice-Chancellor Professor Clement Sankat (2012) stated “the core values of

The University of the West Indies – stimulating self-awareness and social awareness, as well as nurturing a keen sense of individual and social responsibility.”

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and+scheme+of+things&source=bl&ots=FKwHvuH6m7&sig=jP0Omy9duWU9X
Jd6DL0wwchJOc&hl=en&ei=rnLUTseyCYS3tweJkqD4Aw&sa=X&oi=book_res
ult&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=As%20Kellner
%20%281994%29%20wrote%20the%20power%20of%20the%20mass%20media
%20cannot%20be%20underestimated%20when%20it%20comes%20to%20defin
e%20where%20we%20as%20individuals%20fit%20within%20the%20grand%20
scheme%20of%20things&f=false

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OPINION**

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**Thursday
26th January,
2012**

1pm - 4pm

**Humanities
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University Fest

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WEDNESDAYS

FREE DRINKS

ALL NIGHT LONG

(RUM, BEER, VODKA)

LADIES FREE BEFORE 10:30PM

(ALL LADIES TERTIARY & NON-TERTIARY)



SPECIAL PERFORMANCE

BY

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ADDICTION

POOL PARTY EDITION

WHAT'S IS YOUR ADDICTION?

.....



PIVOT POINT
TEMPERATURE

.....
AQUARIUS Night Club . Nov 19TH 2011 . 11PM- 4AM

PINK OCEAN



semester
@ Sea

Full Juggling for the Ladies by:
Redymix DMT • Shomari KRL & Mikey
Trevlyn The Voice, Wall to Wall

Boarding Time: 6:30pm

Sailing: 7:30pm Sharp

Tickets: \$160.00

Limited advance ladies tickets \$150

Two ladies on one ticket

NOVEMBER 19
2011

TREASURE QUEEN



Contact: Kester 731-1344; Shomari KRL 367-1439; Aki 782-0221; Nydra 496-1101; Brent 769-0200, and other members of The Whitehouse Crew Facebook WhiteHouse University Fraternity & Katalyst promotions

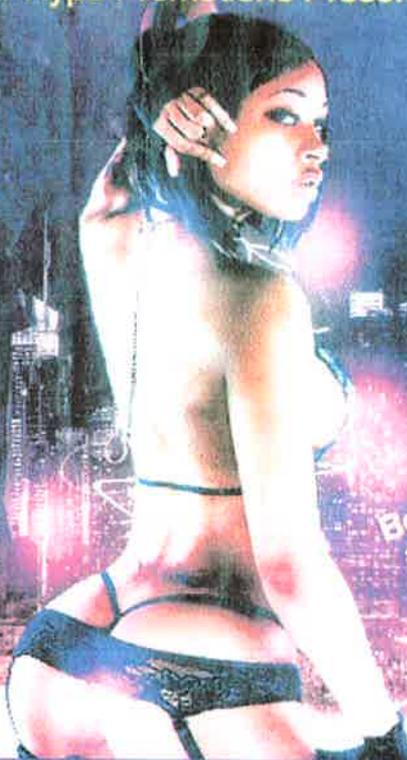
Star Hype Promotions Presents

SHORT PANTS!
EDITION

Tickets only \$60

2:00pm to 9:00pm

Bottles for the best Jiggler
and the best 6:30 position



Jiggle it

SUN 30TH OCTOBER 2011

Prison Sports Club Rooftop, Arouca

WITH THE JIGGLERS DJ'S

Kevin Baker (The Voice of the people) 94.1Fm, Devon (96.7fm), Dangerous Robin
Dj Shotta 3.0, Dj Kerron, Jahmoun, Bass Kickers, Eze & Spanish

Sponsors:

Committee: Jamiel 748-4818, Kishon 385-0646, Teeths 348-0693,
Spanish 468-2018, Mimi 762-1846, Matterhorn 306-7397



For more info Star Hype Promotions

Halloween
celebrate the most
Frightful Nights

**A NIGHTMARE
ON CIPRANI BLVD**
Para To Be Arraid!

Time 4pm to 9pm Contact info: 739-8064, 682-7733, 487-117

Hosted by
**DEHYDROSALUS
STUDIO CLUBS
DUKERON**

- FREE SPOOT ZONE!
- FREE SIGNATURE JESS PINK SPOOT ON ENTRY!
- FREE GIVEAWAYS FOR THE SNIPEST COSTUMES!
- LOOK OUT FOR THE PAPAZZI

\$130 Advance Tickets

**29th October
@ Auro Night Club**

BAYWATCH

UWI CREW

ALL ISLANDS REPRESENT

COME ON A FUN DAY WITH
GAMES AND MUSIC AND
MEETING THE TROOPAS
NORTH COAST OF TROOPAS

SUNDAY 30TH 2011

OCTOBER 9:30 AM - TILL 5:30 PM

INFO: Shomari KRL (Redymik) 257-1439 • Aidi-782-0221 •
Nadra 596-1101 (Whitehouse) • Keeron 4740747
(Uely Duckling Ent)

Admission: FREE

Walk with
your coolers
(FOOD & DRINKS)

come party alongside the

The Baywatch

Appendix B Code of Ethics

Code of Ethics for Focus Groups

1. We are kindly asking that you place all cell phones on silent.
2. Please note that the sessions will be audio and / or video recorded.
3. The researchers will keep records of this study and it will be kept confidential.
4. We ask everyone to respect the privacy and opinion of the other participants in the study.
5. If you do not feel comfortable answering any questions you need not answer them.
6. None of the video footage will be forwarded to anyone except the researchers for reviewing and research purposes. The information gathered will not be used for any terrorist activity, public consumption or airing through any media house or used by any political parties.
7. All participants will remain anonymous in the study. Generic names or letters will be used to refer to any information used in the research. E.g. Person A felt etc.
8. Transcriptions of the sessions will be done and a participant(s) may feel free to request a copy at any time.
9. Please feel free during the session to indicate that you do not wish a particular response to be recorded. Also none of the information gathered will be used for any purposes other than research.
10. Your participation is voluntary. If at any time you feel uncomfortable, you are free to leave.

11. You are free to withdraw from this study at any time, for whatever reason. To end your participation you may simply indicate departure and exit the room.

Appendix C Demographics

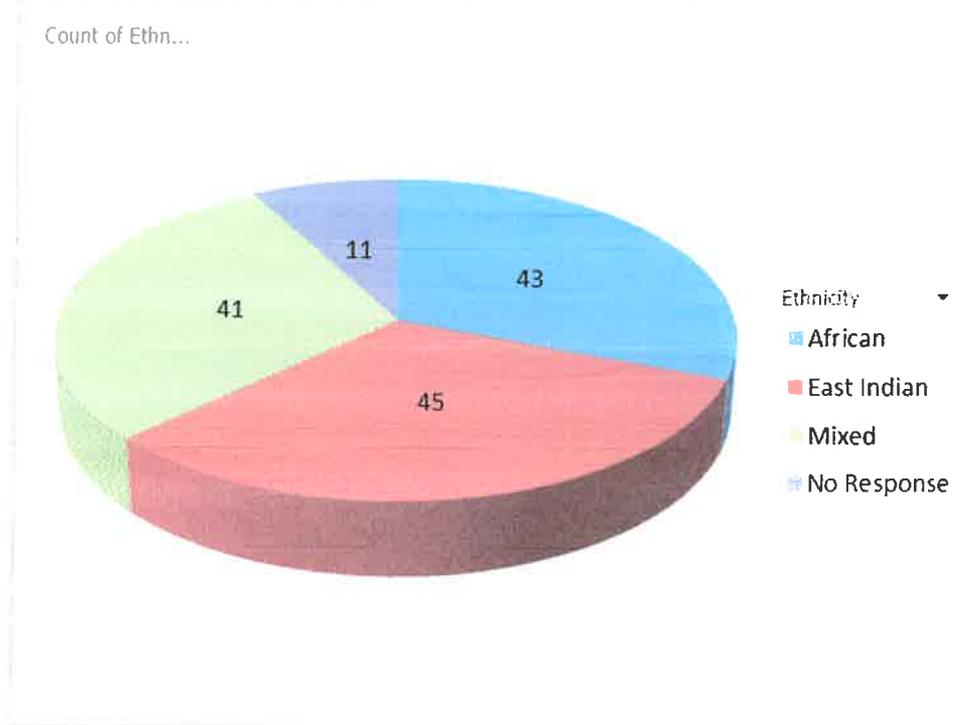


Figure 8 Percentage showing ethnicities percentage of respondents to Questionnaires

Appendix D Tables

D.1 Flier Objective

Flier Objective	Response	Count of Response
Get Attention	sun	1
	(nice use of colours) blend	1
	addressed to males	1
	anchor	1
	appealing	1
	apple	1
	appropriate	1
	artistic	2
	Austin Powers	1
	bam bam	1
	bare	1
	batty	1
	beach	6
	beach lime	1
	beach vybes	1
	beachwear	1
	big city event (NY club like)	1
	big lip woman	1
	bigg butt	1
	bikini	2
	bikinis	2
	bikinis (mostly red)	1
	blindfold	1
	bloody marys	1
	bootie	1
	bottom	1
	brightly coloured	1
	bumper	1
	bumsee	2
	butt	1
	buttom for so	1
	candy	1
caribbean	1	
carnival	1	

catchy name	1
celebrity	1
chocolate	1
christmas	7
Christmas colours	1
christmas party	3
christmas song	1
christmas theme	1
Christmas vibes	1
christmas wear	1
Christmas= sexy	1
Christmasy	1
cinematic	1
classy event	1
clothing people wearing	1
cold	1
colour	2
colour-bright	1
colourful	2
colourful poster	1
cool graphics	1
cooler	3
cooler party	1
coolers	1
copious women	1
costume	4
costumes	1
cotton candy	1
could be fun	1
creative	1
cruise	1
curious	1
cute	1
dancer girls	1
daring	1
dark	1
darkness	2
darknesss	1
debauchery	1
demonic	1
effective	1

erotic	1
evil	1
excellent layout	1
exposure	1
female body as a gift	1
female orgasm	1
fliers catching	1
focus on oral sex	1
foreign	1
freak party	1
freaky/very sexual	1
freddy	1
Freddy	1
Freddy Kreuger	3
freddy kurger	1
fun-by name	1
genuine poster due to colours	1
girl/beachwear	1
girls	5
girls in pink	1
good girls gone bad	1
good image	1
good layout	2
good theme	1
grapes	1
great concept	1
great get away	1
halloween	7
Halloween (best costume male +female	1
Halloween event, so Oct	1
Halloween in T + T	1
horring	1
horror house	1
horror theme	1
hot	1
house party	1
I would go	1
inches	2
interesting	1
interesting	1
interesting concept	4

interesting flyer	1
interesting logo	1
interesting themes	1
intersting flier	1
inviting	1
Jiggle It	1
Jiggle It "song"	1
jiggle it competition	1
jiggle it song	1
kill	1
ladies again like mad	1
ladies for so !	1
ladies ladies	1
ladies like wow!	1
lesbians	1
lesbians smiley face	1
lights	1
like it a lot (may go)	1
like the picture	1
lips	1
logo	1
look sexy for school.	1
lots of girls	1
loud	2
lounge - setting	1
lust	1
masks	1
Megan Fox	1
might go	1
naked woman	1
naughty	1
naughty	1
nice	1
nice artwork	1
nice colour scheme	1
nice colour scheme/theme	1
nice colours	2
nice concept	1
nice idea	1
nice logo	1
nice poster	1

nice theme	1
nicki minaj/ladies	1
nightmare	1
not too bad	1
objectification	1
omg	1
Pamela Anderson	2
party	1
photo on lefty captures eye	1
photoshop	1
picture	3
picture of attractive women	1
pink	2
pink colours	1
PINK OCEAN	1
pink??really	1
plenty ladies	1
plenty pink	1
plenty women	1
porn	1
porn star mouth	1
pornography	1
presents concept nicely	1
pretty	1
pretty	1
pretty girls	1
promoter logos add to attractiveness	1
pumpkins	1
purple	1
purple	1
red	3
rihanna	1
role playing sex and thrills	1
rude girls	1
rude wining	1
s + m	1
s+m	2
sailing	1
sand	1
santa	1
santa's mistress? Lol	1

scary	6
school	1
sea	1
sea breeze	1
sea, sailing, fun	1
seductive	1
sensible	1
sex	5
sex	2
sex (gouti look back)	1
sex addict	1
sex!!! Women jiggling their bootie	1
sexual	1
sexual thrill for men only	1
sexually charged	1
sexy	1
sexy	1
sexy girls	1
sexy imagery	1
sexy ladies	1
sexy santa	1
she not local	1
short clothes	1
short pants	1
short pants + hats	1
skimpy clothes	1
skins (tv show)	1
soca	1
song	1
song Jiggle It	1
sparkly	1
strong sexual appearance	1
summer	1
sunny beaches	1
swim suites	1
swim suits	1
swim wear	1
temptaions	1
temptations	1
tempting	2
that girl's ass is outside	1

erotic	1
evil	1
excellent layout	1
exposure	1
female body as a gift	1
female orgasm	1
fliers catching	1
focus on oral sex	1
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Jiggle It "song"	1
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kill	1
ladies again like mad	1
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lesbians	1
lesbians smiley face	1
lights	1
like it a lot (may go)	1
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loud	2
lounge - setting	1
lust	1
masks	1
Megan Fox	1
might go	1
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naughty	1
naughty	1
nice	1
nice artwork	1
nice colour scheme	1
nice colour scheme/theme	1
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pretty	1
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purple	1
red	3
rihanna	1
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rude wining	1
s + m	1
s+m	2
sailing	1
sand	1
santa	1
santa's mistress? Lol	1

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sea	1
sea breeze	1
sea, sailing, fun	1
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sensible	1
sex	5
sex	2
sex (gouti look back)	1
sex addict	1
sex!!! Women jiggling their bootie	1
sexual	1
sexual thrill for men only	1
sexually charged	1
sexy	1
sexy	1
sexy girls	1
sexy imagery	1
sexy ladies	1
sexy santa	1
she not local	1
short clothes	1
short pants	1
short pants + hats	1
skimpy clothes	1
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soca	1
song	1
song Jiggle It	1
sparkly	1
strong sexual appearance	1
summer	1
sunny beaches	1
swim suites	1
swim suits	1
swim wear	1
temptaions	1
temptations	1
tempting	2
that girl's ass is outside	1

	the song'jiggle it'	1
	theme party	1
	think luscious woman	1
	treats	1
	TV	1
	TV Show	2
	uwi	1
	vacation	1
	very creative	1
	very different	1
	vice	1
	warm	1
	water	1
	well thought out design	1
	well, it pink	1
	wine	1
	women	1
	women in bikini running down the beach	1
	wtf?	1
No Response	No Response	93
Not Achieved	Aristocratic ghetto party	1
	bad crowd	1
	bland	2
	bleh	1
	boring	4
	boring	1
	bright-too bright	1
	cluttered	1
	confused	2
	confusing	1
	contact info lost on flyer	1
	contradiction - Aristocrats vs price of tix	1
	crude imagery	1
	difficult location	1
	difficult to read	1
	disgusting	1
	disorganised	1
	distasteful	1
	don't like the flyer	1
	don't go	1
	dull colours	1

eww	1
fail	2
flyer needs work	1
fonts too small	1
gender discrimination in pricing	1
ghetto	7
ghetto party	1
girly/psychedelic vomit	1
grime	1
hard to read	1
Hate aura	1
hell to f**k no!	1
huh? Confused	1
ignore	1
immoral	1
instant headache !	1
insulting to women	1
irrelevant symbolism	1
lack info	1
lacks information	1
lame	1
Lame Party name	1
location scary HELL NO!	1
misogyny	1
mono-coloured	1
no	1
no concept	1
no price advertised	1
no way	1
not attracted	1
not enough info	1
not going	4
not interested	4
not interesting	1
not much of a reaction	1
not my crowd	1
not well designed	1
not-well designed	1
off colour scheme	1
orange-dislike	1
overly bright	1

plain flyer	1
plain/not concept	1
police going to arrest people	1
pool-disgusting	1
poor execution of concept	1
pretty confusing	1
pretty tempting? NO!	1
purpose of girls	1
random woman (why?)	1
raunchy	1
really lame	1
sexist and disgusting	1
sleaze	2
slutty	3
stereotypical	1
stereotypical image of women	1
stupid	2
symbolism unclear	1
tacky	2
the naked woman for Halloween takes away ALL interest	1
token	1
too cluttered	1
too crowded	1
too many words	1
too much	1
too much to read	1
too much words	1
too much writing	1
too pink	1
too sexual	1
trashy	1
treasure queen crowd is ghetto	1
unappealing	1
undesirable	1
unsafe	1
uptight Halloween party	1
walk straight ahead	1
weird	2
what is a pink ocean?	1
what is the picture	1
what kind of party	1

fun and vibes	1
fun, exciting	1
games and music as well as fun. The North Coast must be beautiful	1
good party but rainbow gay party	1
good party, interesting	1
my expectations are a fun time with my friends	1
that am going to have a good time	1
that it should be a good party	1
that lwer s gonna be there and it'll be cool because he's there	1
to be fun	1
wild, crazy	1
Large Crowd	
a good reception and excellent turnout of attendants	1
dark ridiculous overcrowded	1
overcrowded	1
social event	1
Many Women	
a lot of women	1
drunk people, a lot of women and music	1
girls and alcohol	1
good music and sexy girls	1
halloween party lot of women	1
lots of women. Excellent view of the ocean.	1
plenty girls	1
plenty women	1
there should be a lot of young, sexy girls to lime with	1
to have a good time alongside elegantly dressed woman	1
women on the beach and alcohol vibes	1
no response	19
honestly none	1
nil	1
No Response	
None	

	mysterious . There may be some surprises and mysterious events and shapenings at the party	1
	no/little limits there mostly likely will be drugs present	1
	not much only lwer who is lwer come better nah	1
	Seems to be a whole lot of free stuff	1
	that it will not have many people	1
Private	calm slow private	1
	small private secluded event at night	1
Scantily Clad Women	a lot of provocative dancing girls who will attend the party looking 'skimpy'	1
	drinks girls fun bikinis	1
	girls with little clothes, drinking 'wining'	1
	lots of alcohol and female body parts on display	1
	lots of drinks half naked women plenty vibes and plenty action	1
	sexy ladies attract a large no. of men a lot of men will be present	1
	to have hot people and lots of scantily clad girls	1
Sexual	a sexual theme	1
	a wild party more or less	1
	gazaments, dutty vibes, fun, fun, fun :D	1
	get to unwrap a gift if you know what I mean	1
	it will be dirty	1
	meet a sexy women who would be interested in possibly having sexual intercourse with	1
	normal wotlessness including serious sexual poses when dancing	1
	scandalous behaviour	1
	seeing lesbians in the party	1
	sex	1
	sex and people	1
	sexy gifts, giveaways	1
	sexy people fun a lot	1
	short pants and nuff skin and nice asses and jiggling	1
	somewhat seductive environment/theme	1

	that people would be dressed in lingerie/revealing outfits	1
	there will be a lot of women interested in sex	1
	to go and get a girl	1
	to have sexy women at the party	1
	wild sexy and christmas fete	1
Unsafe	nothing safe	1
	to get rape	1
Grand Total		140

D.3 Expectation

BQ6: categories	BQ6: expectation	Total
Classy	Not to be bad but West people are going to be there and it wouldn't be ghetto	1
	the quality and production] must be first class	1
Drinks/Music/Dancing	A lot of alcohol so loss of inhibition therefore people will think they having fun	1
	a lot of dancing/ wining	1
	dancing , drinking	1
	drinks available	1
	free alcohol inebriated patrons	1
	hot boys, drinks, pumping music	1
	I don't have any particular expectations just people dancing and drinking at a party in santa hats	1
	lower George will be there to perform. Free drinks	1
	lots of alcohol	1
	lots of drinks and fun music	1
	loud music drinks	1
	performances and drinks	1
plenty alcohol	1	
rum	1	

	<p>that they will have lots of dancing and alcohol wining and drinking</p>	1
Ghetto	<p>ghetto!</p>	1
	<p>I think it would be ghetto with a lot of thirsty men</p>	1
	<p>it might be ghetto because it is free entry and you can walk with coolers</p>	1
	<p>very ghetto (thirst men)</p>	1
Good Time	<p>a good party, good music(based on name</p>	1
	<p>an opportunity to leave school life behind and enjoy myself</p>	1
	<p>bess</p>	1
	<p>expectations are people having a good time but party goes drinking and maybe having too much of a good time</p>	1
	<p>fun and vibes</p>	1
	<p>fun, exciting</p>	1
	<p>games and music as well as fun. The North Coast must be beautiful</p>	1
	<p>good party but rainbow gay party</p>	1
	<p>good party, interesting</p>	1
	<p>my expectations are a fun time with my friends</p>	1
	<p>that am going to have a good time</p>	1
	<p>that it should be a good party</p>	1
	<p>that lwer s gonna be there and it'll be cool because he's there</p>	1
	<p>to be fun</p>	1
	<p>wild, crazy</p>	1
Large Crowd	<p>a good reception and excellent turnout of attendants</p>	1
	<p>dark ridiculous overcrowded</p>	1
	<p>overcrowded</p>	1
	<p>social event</p>	1
Many Women	<p>a lot of women</p>	1
	<p>drunk people, a lot of women and music</p>	1
	<p>girls and alcohol</p>	1
	<p>good music and sexy girls</p>	1

halloween party lot of women	1
lots of women. Excellent view of the ocean.	1
plenty girls	1
plenty women	1
there should be a lot of young, sexy girls to lime with	1
to have a good time alongside elegantly dressed woman	1
women on the beach and alcohol vibes	1
no response	19
honestly none	1
nil	1
no vibes	1
none	3
none, will wait to see	1
that it would be on the treasure queen	1
a beach party in the day with many islanders	1
a big comfortable boat cruise for a significant distance	1
a party on the ocean cruise	1
beach lime with people dressed for a party not the beach	1
costumes, party, night vibe/ sort of scary	1
Costumes party with a halloween theme	1
going down the islands	1
haunted house , lights, scary , costumes good vibes	1
I expect it to have something to do with water and pink foam	1
It should have a dark theme	1
it's a halloween party that is probably unsafe	1
lots of pink decorations	1
normal party at sea	1
party on the beach	1
people wearing red santa costumes and lots of food and drinks	1

No Response

None

None Sexual - Theme Specific

	<p>scary movie party</p> <p>Seems to be a halloween themed party</p> <p>something scary</p> <p>sun sea and sand</p> <p>that it would be casual beach wear, sweet</p> <p>to be afraid</p> <p>to see santa</p> <p>water oriented party</p>	1
Other	<p>boring</p> <p>it would be a next uwi party</p> <p>mysterious . There may be some supprises and mysterious events and shappenings at the party</p> <p>no/little limits there mostly likely will be drugs present</p> <p>not much only lwer who is lwer come better nah</p> <p>Seems to be a whole lot of free stuff</p> <p>that it will not have many people</p> <p>calm slow private</p> <p>small private secluded event at night</p>	1
Private	<p>a lot of provopcative dancing girls who will attend the party looking 'skimpy'</p> <p>drinks girls fun bikinis</p> <p>girls with little clothes, drinking 'wining'</p> <p>lots of alcohol and female body parts on display</p> <p>lots of drinks half naked women plenty vibes and plenty action</p> <p>sexy ladies attract a large no. of men a lot of men will be present</p> <p>to have hot people and lots of scantily clad girls</p>	1
Sexual	<p>a sexual theme</p> <p>a wild party more or less</p> <p>gazaments, dutty vibes, fun, fun, fun :D</p> <p>get to unwrap a gift if you know what I mean</p> <p>it will be dirty</p>	1

meet a sexy women who would be interested in possibly having sexual intercourse with	1
normal wotlessness including serious sexual poses when dancing	1
scandalous behaviour	1
seeing lesbians in the party	1
sex	1
sex and people	1
sexy gifts, giveaways	1
sexy people fun a lot	1
short pants and nuff skin and nice asses and jigling	1
somewhat seductive environment/theme	1
that people would be dressed in lingerie/revealing outfits	1
there will be a lot of women interested in sex	1
to go and get a girl	1
to have sexy women at the party	1
wild sexy and christmas fete	1
nothing safe	1
to get rape	1
Unsafe	
Grand Total	140

Appendix E Consent Forms



UWI St. Augustine
e-mail: fananelson@hotmail.com /
caroljaggernauth@gmail.com
Tel. No: 720 – 1607 / 389 – 8988

DATE: 27th January, 2012.
FOCUS GROUP: 2
VENUE: FHE ROOM 314 A
TIME: 11.00a.m.

Interview Consent/Contact Form

You are being invited to participate in an interview as part of a research studying the perceptions of students on party advertising. You were selected as a participant due to fitting the description of being either a promoter or student or both.

Please read this form and ask any questions that you may have about the study. Your participation is voluntary and you may ask questions at any time.

Please tick the appropriate box Promoter

General Student Participant

Purpose of the study:

To investigate U.W.I students' and party promoters' perceptions of party advertisements with reference to fliers displayed on campus to aid in the answering of questions of the research.

Description of Study Procedures:

If you agree to participate in this study you are simply asked to meet at the desired location (to be announced) on time for an hour and a half (90 minutes). Further details will be forwarded to you.

If you agree to be in this study we would ask you to observe the following:

- Kindly attend alone since we would be unable to facilitate any guests

- Adhere to the code of ethics which will be read at the start of the session
- Full participation, answering simple questions and contribute in discussion
- Answer truthfully
- Partake in refreshments that will be provided at the end of the focus group

Benefits for being in this study:

1. A chance to voice your opinion with regard to the topic
2. The opportunity to contribute new knowledge and build a better society.
3. Variety of Refreshments and one (1) ticket to a selected movie theatre.

Confidentiality and Privacy of Data:

The researchers will keep records of this study and it will be kept confidential. We ask everyone to respect the privacy of the other participants in the study. If you do not feel comfortable answering any questions you need not answer them. Access to the records will be limited to the researchers and supervisors. In any sort of report we may publish we will not include any information that will make it possible to identify any participant. Please note that the sessions will be audio and / or video recorded. However, the footage taken will not be replicated in any way to publicise or derail you the participant in any way. We will not be referring to any participant by their real name. Please feel free during the session to indicate that you do not wish a particular response to be recorded. Also none of the information gathered will be used for any purposes other than research.

Voluntary Participation/Withdrawal:

- Your participation is voluntary. If you choose not to participate, it will not affect your current or future relations with the university.
- You are free to withdraw from this study at any time, for whatever reason. To end your participation you may simply indicate departure and exit the room.

Contact and Questions:

- The researchers involved are:

1. Anaikha Straker 775-2831
2. Carol Jaggernauth 476-6622
3. Craig Douglas 736-1513
4. Keia M Beard 783-5563
5. Fana Nelson 720-1607

For questions or more information concerning this research you may contact anyone of the above at any reasonable hour.

- If you have any questions about your rights as a research participant, the study itself or any research-related concerns you may contact the aforementioned numbers.

Consent, Signature and date:

You will be given a copy of this consent form and one will be kept in our records file for future reference.

Please ensure you have read all the details regarding this form before decision is made:

Participant's name (block letters): _____ Sig: _____ Date _____

CRITICAL THINKERS REP

(block letters): _____ Sig _____ Date _____

Appendix F Questionnaires

Dear Student,

We are conducting a study on *Students' Perceptions of Fliers in Party Advertising*. You are kindly being requested to complete this questionnaire as honestly as possible. If there is anything that is unclear to you, feel free to ask the person administering the questionnaire.

Please note that the information collected will not be publicised or used for any unethical purposes and is solely for the researchers' use. Your identity will remain anonymous.

An incentive will also be given upon completion of this questionnaire.

Thank you for your participation.

Respectfully,

Fawn Nelson

CRITICAL THINKERS

1. How often do you attend parties?
Weekly Bi-weekly Monthly Never Other
If other please state _____

2. Do you look at fliers posted on the walls, pillars or notice boards along Rituals to the Guild Office?
Yes No

Please give a reason for your answer

3. How often do you look at the fliers posted on the walls, pillars or notice boards along Rituals to the Guild Office?

Everyday Weekly Monthly
Never Other

If other, please state _____

4. Who or what influences you to go to campus parties or parties advertised on campus? You may tick more than one

Friends Promoters Fliers on campus
Facebook BBM Other

If other, please state _____

5. How do you determine what to wear at a party?

Do you

- a. Look at the flier / invite to see if there is a dress code
- b. Ask a promoter what to wear
- c. Ask a friend who is going
- d. Do your own thing
- e. Other

If other please state _____

UWI STUDENT: YES NO FACULTY

AGE: 18 - 21 22 - 24 25 AND OVER

SEX: MALE FEMALE OTHER

ETHNICITY _____

RELIGION _____

PLEASE TICK THE APPROPRIATE FLIER

- BAYWATCH COCO LOUNGE JIGGLE IT
- UNIVERSITY WEDNESDAYS
- NIGHTMARE PINK SANTA
- ON OCEAN BABY
- CIPRANI BLVD
- ULTIMATE
- ADDITION

1. What three (3) words come to mind when you view this flier?

2. Do you find this flier

- Appealing Empowering Sexist
- Neutral Other

If other, please state

3. What do you understand by the word perception?

4. What do you understand by the word STEREOFOTYPE?

5. What stereotypes of men and women do you see present in this flier. if any?

6. What are your expectations for the party when you view this flier?

7. What is your perception of the male/ female image on the flier?

8. Would you dress similar to the image(s) seen on this party flier to go to the party?

- YES NO

State WHY or WHY NOT

9. Would this flier persuade you to attend the party?

- YES NO

State WHY or WHY NOT

10. Do you think the images on these fliers are culturally acceptable?

- YES NO

State WHY or WHY NOT

THANK YOU FOR YOUR PARTICIPATION



Appendix G Table Summarising Methodology

METHOD	Methodology	Tool / Approach	DATE	EVENT NAME	VENUE	TIME	PARTICIPANTS (ages 18 – 25)
Pilot Test	Ethnography	Participant – observation / observation - participant	30 th October, 2011 19 th November, 2011	Baywatch Ultimate Addiction	Maracas Beach UWI Social Club	12.00noon – 6.00p.m. 11.00p.m. – 3.45a.m.	
	Interviews	Informal, Open – ended & close-ended questions	30 th October, 2011 19 th November, 2011	Baywatch Ultimate Addiction	Maracas Beach UWI Social Club	12.00noon – 6.00p.m. 11.00p.m. – 3.45a.m.	22 Students
Qualitative	Interviews	Focus Groups	19 th January, 2012	Focus Group 1	Guild Conference Room	5.20p.m. – 6.50p.m.	9 Party promoters (6male and 3 female)
			27 th January, 2012	Focus Group 2	FHE Room 314 A	11.30a.m. – 1.00p.m.	Both male and female students (5males and 4 females)
			2 nd February, 2012	Focus Group 3	Guild Conference Room	5.45p.m. – 7.20p.m.	8 female students
			3 rd February, 2012	Focus Group 4	Guild Conference Room	12.00noon – 1.35p.m.	9 male students
		Semi – structured	31 st January, 2012	Personal Interview 1	Upstairs FHE	2.00p.m. – 2.28p.m.	Male Promoter of parties (formerly a UWI student) – 28 years old
			1 st February, 2012	Personal Interview 2	FHE SB outside Room 3	1.30p.m. – 2.34p.m.	1 Female party promoter President of Party Promotions and UWI student
Quantitative	Surveys	Questionnaires	26 th January, 2012	The Ultimate Opinion	Humanities Undercroft	1.30p.m. – 4.00p.m.	140 UWI Students both male and female

Appendix H Transcriptions of Focus Groups and Interviews

FOCUS GROUP 1 TRANSCRIPTION

Party Promoters

19th January, 2012

Guild Conference Room

Moderator: Moderator 1 Theophille & Moderator 2 Zephyrine

Time: 5.45p.m. – 7.20p.m. (1 hour 29 minutes 08 seconds)

6 males & 3 females

Camera picks up Promoter 5F smiling

Take 2 Take 2 Moderator 1 enters and walks around the table to begin the session.

Moderator 1 - Good afternoon everyone

Participants Good afternoon

Thank you very much for your time and your patience in being here this evening. (everyone focuses on him as he speaks). My name is Moderator 1 Theophille. I am an independent, arbitrary individual that these people pick up on the road somewhere (laughter) that they (Moderator 1 scratches the top of his head) and asked to do this session. Right so that it won't be biased in any way and not or no kinda incriminating in any way or otherwise negative contributions in any way. Because most of this discussion this afternoon (uses hand gestures to

indicate) and I really want you to think of it as a discussion is really just to hear from you about your experiences as promoters, as persons involved in promoting events that we can get an idea of or from you what goes into this flier, what goes into designing the promotional material that you use, and also to get also an idea of how the persons attending the events that you promote, how they respond and how they've related to this promotional material that you've developed, ok. Now for the persons who came in late, in the packages that are in front of you, in the manila folder, you will see they require you to fill out a consent form and the purpose, primarily of this is to have a means to contact you should there be any issues that were raised here that the researchers would want to further elaborate on, a primary reason. The other reason of course is to ensure that you don't sue any of us (chuckles heard in the background). But primarily, basically what the consent form covers is the normal aspects of maintaining confidentiality of the responses that we make, and to let you know that the researchers will be the only ones making use of the things that come out of this discussion this afternoon. So feel free (intonation goes up to ensure that participants feel comfortable) to share as liberally as you would please because I think it would be one of the main things that the researchers are hoping for, to hear from your experiences (points to himself as if to personalise and help participants to feel inclusive) and hear freely on those accounts.

Uhhh, lemme just ask as we go that you place the cell phones on silent please so that it minimises the disturbance of the session as we go. Also know that if you have any reasons for or any reason to feel uncomfortable, or do not wish to respond to any of the questions or that have been brought up in the session, you are free to do so. We want this to be as free (paces the room a bit) and as comfortable as possible, to just hear from your experiences and that you could be comfortable to talk to us (places right hand outwards) and to answer our questions. I

would like that maybe you even throw out a few questions to give to the group here that would be discussed even further. The material, including the video and the transcribing of the discussion are available to you should you request copies of those. You can contact any person from the group. You have their contact information, feel free to do so after the session.

In addition, know that you are free to leave the session at any time, it's not something that you are constrained and that you have to perhaps live up to expectations of anyone or anything like that. It's a free speaking session, it's a session where we want you to, want you to ammm liberally give your contributions, it's the basis of the session. So focus on this focus group. It's to talk about the promotions, to talk about the fliers that you use particularly, so lemme just ask initially why, why use fliers given the range of options that are available? Why are fliers so important to promotions of these events? Any any(participants raise eyebrows, prop their chin, as if to think about the response). Moderator 1 points towards Promoter 1 who shows interest in answering.

Promoter 1

Fliers boy. Because to me is like colours to attract nah (Moderator 1 mmmhmm and nods). And if is a message that yuh wanna send, yuh want something that will catch yuh eye (points and makes hand gestures as if to explain). Then puts hand to mouth). Dat happen to me already yuh know. Watch something on facebook and invite somebody aand they might just bypass it then. You will pass a flier in general life and it might pick up yuh eye, (points to eye) and and yuh might read it. You need fliers to help confirm, confirm nah.

Moderator 1

So even in this modern age of facebook and email you are saying

Promoter 1

That you could still use it, yeah (nods head in agreement).

Moderator 1

You are saying it's very important and useful, the flier very important for its use?

Promoter 1

Mighn't be very, but it useful.

Moderator 1

Not very, but useful still.(nods in agreement with Promoter 1).

Promoter 1

Yeah

Moderator 1

Any other thoughts.

Promoter 2

It's also cheap compared to using radio as a (short pause) as well as uh television, (Promoter 1 sips on his Bailey's). It's cheaper to use print something, stick it up somewhere on campus or where people will see it, in general, day to day life (Promoter 1 props his chin and listens intently as he sits next to Promoter 2).

Moderator 1

Right. Any other

Promoter 3

A next reason too is that fliers, with fliers you can reach a larger number of people within a confined area. If yuh do another practical way where yuh hand out hundreds of invites in an open party, and yuh spread de word.

Moderator 1

I could just imagine the efficiency point there. Any other ? From your experience, why use the fliers still?

Promoter 4

Well basically, (this part was a bit muffled due to disturbance from the air-condition) it common still. Basically the use of the three of them in commend the use of fliers.

Moderator 1

Any other, from the young ladies.

Promoter 5F

(smiles) Well I guess that everything that they said was true ammm. A lot of the time we jus kinda say that we assume that everyone has facebook, everyone uses facebook and just to see what events they are invited to but that's not so (pauses) So in the event like those people have to yuh know go out into the real world so they would you know so they would see the fliers when you walking past or something like that.

Promoter 6F

Yeahhh or I suppose you could say it's sort of a reinforcement.

Moderator 1

Or a reinforcement. I like that, I like that. Pause. So it's a cheap, convenient, relatively quite effective means of reinforcing the message that you want persons to know that this event is going on and that you want them to attend? (nods head affirmatively)

Participants agree, more than one yes is heard.

Very nice, very nice.

So feel free folks, My role in, in this session from here (Promoter 1 is seen swirling the glass of Baileys), from this point forward is really to jump in and pick your brains a little, make you produce some light research in the area, so I like to ask questions and I like to find out things. In my own country, we sometimes use a word called metveei, which we refer to, I think the Trinidadian version is "macco". That's not what I come to do (points with paper as if to warn against this).

Participants chuckle in response.

I come here just to ask a few questions to interject here and there, for you to elaborate and to ask you to perhaps go a little deeper so that we can understand the points that you are making.

So, at this time lemme hand over to my colleague Moderator 2, who will take you through the main course of the session. (Moderator 1 walks to the side and Moderator 2 enters the focal point).

Moderator 2

Good evening everyone. My name is Moderator 2 Zephyrine and am we're going to have a good time here this afternoon, this evening. Is really just a conversation, that's the approach we'd like to take yuh know. Ammm (short pause) on what you do best, promotion, marketing and so on. And Moderator 1 also filled you in on the nature of the amm project research that

we trying to create here. Amm, this entire discussion is really based on, the focus is really on um, use of fliers in terms of promotion and marketing and so on. Aite amm, before we even get into that (Promoter 8F frowns eyebrows as if confused), yuh know what type of flier of course, you must have some kind of event you'd like to promote. Would anyone like to share on some of the things that ammm, you use fliers to promote or generally some of the events or pauses (purses lips) or anything of that nature.

Promoter 3

Parties (other participants chuckle)

Moderator 2

Parties, also chuckles. Parties, that's it?

Promoter 2

Tournaments, football tournaments, that kinda thing.

Promoter 7

(with folded arms) Sales

Moderator 2

Sales, care to elaborate Sales as in (probes Promoter 7)

Promoter 7

Different sales as in having 50% off, random.

Moderator 2

Anybody else?

Promoter 2

Food fairs

Moderator 2

Food fairs. Yeah Ah like that one. Food is (shakes head affirmatively) important. (A chuckle is heard).

Promoter 8F

Depends on the type of event, like the type of event they want people to come to, any event.

Moderator 2

(nods in agreement). Any event, or social gathering (as reiterated by a female participant). Fliers are particularly useful in promoting social events, parties, sales.

Promoter 6F

Not necessarily.

Promoter 8F

Could be a deterrent. Because if I am walking through and I see too many fliers, I wouldn't really I would immediately just click (snaps her fingers) I wouldn't even bother to look at them.

Promoter 2

It becomes messy like litter then, it wouldn't necessarily attract.

Moderator 2

Awwwwwwwwww

Promoter 2

Like my cousin did something, Beautiful Boutique (pause) New York City. Is like a silhouette of a young lady from paper like fliers that he cut out after it became wet , dead whaever, and dat was like his art then it shows how much different events you could use fliers for. It would attract people but if is too much people will get turned off vvery easily.

Promoter 7

I think generally the distribution method for fliers are poor. Is like amm like yuh know when yuh walk into Trincity and then a woman does always come and say would you like to sponsor a child (sound of laughter from participants) and shove some retarded token in yuh face and it immediately turns you off. So when someone is handing you something like that yuh not gonna pick it up, and then when they have it on top a counter or something, yuh might glance at it, pick it up look it over and say right, but then you will just put it back down.

Promoter 8F

I have a good example (pause) I went out last week Thursday and when I came back to my car I had two fliers under my both my windscreen wipers and then I had by all four windows chook between the window and the door. It was ridiculous. (scoffed). I'm driving off and these two papers jus between it was horrible. I still have one of de fliers I still (raises pitch) have one of the fliers between one of the car seats and the door and I don't know (waves hands) what de party is cause I haven't even looked at it just yet.

Moderator 1

Wo. Interesting.

Moderator 2

So you just took it off and jus

Promoter 8F

I jus take it off (and shakes head and hand in disapproval), it there right now.

Moderator 2

Anbody else

Promoter 8F

Points with her index to the female participant next to her and says in my car.

Laughter follows

Moderator 2

So as we raise the issues, is there a difference in terms of let's say if you passed a flier on a noticeboard as opposed to say like on a wind screen or if somebody else come and stick a piece of ting in yuh face right, is there a difference in terms of you all attitude towards your reception of that flier?

Participants

Yeah

Moderator 2

How so?

Promoter 3

Well the method of distribution is very important. I would say a flier on a wind screen , I would say pull it off and throw it away cuz I doh really care. Am (pauses) If you comne and hand me a flier and you jus handin out fliers crazy I doh want dat.

Moderator 2

Or yuh wouldn't pay attention to it.

Promoter 3

But strategically if yuh look at de group and yuh could point out who is like head ah de group, cause ah go talk to dat person ah know (points with finger) dat person and de others would be like whas dat dey yuh have in yuh hand and dey....Basically is how you set de target on handing de fliers.

Moderator 1

Lemme ask a question on dat same ting there. Is that normally the tactic that you use right here on the campus?

Promoter 3

Generally, yeah no matter wha yuh do

Promoter 4 and Moderator 2 shake their heads in agreement.

Moderator 1

Alright, ok.

Moderator 2

Wow, ok. Fliers. Do you consider fliers generally an effective means of promotion (pauses) in terms of and you could specify de as opposed to let's say umm (pauses) well probably a radio

announcement or anything do you think fliers what is unique about fliers besides the fact that it's cheap yuh know?

Promoter 7

It's a hard copy it's a copy in yuh hand, so if yuh really have a flier in yuh hand and yuh stick it up on your mirror or yuh like Promoter 6F said, is a reinforcement so yuh almost feel obligated to do something simply because yuh have a flier.

Promoter 2 and Promoter 1 give each other questioning looks

If it's an effective form of promotions not by itself (shakes his head disapprovingly) I don't think by itself. It is not has to be something with it.

Moderator 2

Anyone else?

Promoter 8F

I think it depends because I don't particularly like fliers for parties so (muffled comments from Promoter 8F and Promoter 6F which ensues in laughter). The laughter was too loud to comprehend what was being said.

Promoter 6F

No honestly, I don't think that I have attended an event because of a flier. I would usually say, Oh that's a lot of ads and I walk past. I've never read an event on a flier and said Yes I'm going to go. I just look at it and go straight on my way.

Moderator 2

Wo. Any particular reason for that? Or just

Promoter 6F

No I just don't go. I doh know I just prefer other methods of conveyance.

Promoter 5F

Like what

Promoter 6F

Radio and tv .

Promoter 5F

Radio I jus

Promoter 2

Fliers and invis would it be the same thing? He was seeking clarification. One of the researchers said that they were similar. Because ah doh think that much people would use fliers anymore unless uthey just stickin it up. More like invis, walking around and handing it out (makes motion with his both hands as if to give out something).

Promoter 8F

I have a question (threw her hands in the air). Do we generally just call the things that we hand out invitations or are they like seasoned because I don't think that an invitation allows you to come to the party mostly to reduce cost or to inform. (Promoter 2 and Promoter 8F were exchanging ideas on this but the noise from the air condition made it difficult to hear).

Promoter 3 and Promoter 4

So we already come back is according to the name

Promoter 4

So say the song is bumper song and this bumper theme and dey give out real jerseys and ting.

J'ouvert band

Promoter 3

If you havin a party, you not goin for a skinny girl for that party flier, you want a thick girl with a big bumper (emphasizes and throws hands in the air) and yuh go probably put a license plate (extended laughter)

Moderator 2

Laughs and repeats a license plate (chuckles) Anyonme else

Promoter 7

Do you all honestly believe as promoters that there's a difference in every fete you all do or is it same fete, different venue kinda thing?

Promoter 3

Haa!

Promoter 1 put up his hand

Promoter 7

Ok alright, if yuh have a fete that already has that brand, yuh know what yuh gonna expect. For Army fete for example and you do a flier with a whole camouflage on it and yuh jus write army on it, everyone will know that fete one time. It gonna be real soldiers real safe. But every fete that you all do, does that is it same fete different venue (looks questioningly) kinda thing.

Promoter 1 (pushes up his chair closer to the table) (Promoter 2 nods in agreement)

Well it change eh because amm, because it doesn't always be the same events or the same ideas. Yuh can't just have come from 10 to 4, music and d4inks, yuh have to have a concept.

Promoter 7 (scratches his forehead)

There is a concept yeah, but is it

Promoter 1 interjects

No it won't be the same concept (in the background Promoter 5F says Yes emphatically).

Promoter 5F

Shakes her head. Well it depends on the promoters, you know you have to be running with the time Promoter 1 puts down his head and smiles). Yuh know, you need to know what yuh need to do for the concept to show during the event.

Promoter 4

Yeah. Like Insurance everybody know yuh comin with de cooler. Dey know yuh geahin de Gecko. (Promoter 3 yeah buh). But de thging about yuh words yuh know yuh getting a certain thing. (Promoter 9 is seen staring down)

Promoter 3

Yeah but from what he trying to say is that generally a party is bout

Promoter 5F

Yuh come yuh dance, yuh leave yeah

Promoter 3

Continues..... music, alcohol, yuh vibes (pause)

Promoter 9

So you referring to the experience then. (Promoter 7 nods in agreement)

Promoter 7

Ah mean for example

Promoter 9

Yuh cant get away from that generally

Promoter 7

I always wanted to go to a party Like a child's party where yuh allowed to drink and like you real drunk and you playin pin de tail on de donkey and all kina shit (laughter from participants)

Promoter 5F

Aweeeeeeeeeeeeee

Promoter 7

That is what I am talking about it's not (Promoter 2 nods repeatedly in agreement) a concept, it's a theme. There's a difference between a concept and a theme, a concept is a focus group (Promoter 3 yuh takin ideas) the theme is fliers in UWI, yuh understand wha ah saying so while yuh go say yeah yeah is a concept yeah we have addiction, escape, yeah is wrong (laughter from the ladies) the theme of the party will always be the same (places hands in front of him) from under the trees, if yuh go from under de trees to Machel Fete it go still be the same (props chin with left hand).

Promoter 2 and Promoter 1 nod in agreement

Promoter 6F

Is just basically a party

Promoter 8F

No but I personally find the experience is very important. I wouldn't get on, I mean I would get on for under de trees I have before but not de same way ah would get on for Machel party cause yuh would get ah guess yuh wit like a different crowd who would more likely jump up and roll on de floor and all kinda madness compared to if yuh under de trees most people would some people jus there middle age, older some jus rockin back kinda side side they might jump up lil bit if yuh know

Promoter 7

(scratching his head). Daiz ah different mentality.

Promoter 8F

The ambience is different cause they under the trees which is lit whereas when yuh in Machel yuh in d Stadium yuh know. (Promoter 8F looks at Promoter 6F who nods in agreement) Is different. Different (Promoter 2 nods). I feel de difference.

Promoter 7

Maybe

Promoter 8F

Cause I feel the experience how I see it.

Promoter 5F

It depends on how

Researcher

I understand where he is coming from. He's coming from adding more to that than just the stand up listen bubble yuh know. What more is there what more creativity? (makes lines with her hands on the desk to emphasise)

Promoter 2

Well is all up to the promoter (looks at Promoter 1) (female participants chuckle). Like take for example right when we did Tropical Luau they have whole scene, they set up a pig house whaeva ammm Hawaiian type drinks or whaeva. So is a concept you feel like you are at a Luau.

Promoter 7

Was it a short pants party?

Promoter 2

It was a cooler fete kinda vibes (Promoter 8F points to say something)

Promoter 8F

A next good example I remember I went to one with sahara and I felt like like if I was in a beach party it just didn't feel the same (points to herself) thing . cause everybody was just like in swim suits they had this like beach ball jumping around in the party. I felt like I was walkin on sand so yuh know wha ah mean bits and pieces of bringing the whole thing together. Yeah (looks up) I feel like that one, the concept there played out (Promoter 5F yeah) because they had it like in the ideal location. I mean the party was Sahara and yuh know yuh walking on sand wha more yuh want

Extended pause and smirks.

Moderator 2

So my friend here Moderator 1 has a couple images am and if yuh look in yuh packages you will see what we have on the last page looks something like this (holds up the sheet of paper). There's an activity that we gonna be doin yeah. It's not gonna take very long so I would say it would finish in about (pauses) less than five minutes ok so what Moderator 1 is going to do now he's going to pass around some am flieeers some invites and so on and as the flier says youre gonnma look at the the flier and immediately place the first thrlee words that come to mind that come to your minds

Moderator 1

Giving instructions to researchers on how to hand them out

Moderator 2

So here's what I'll do as when he shows the flier or invi right I'm going to count to 10 15 seconds cause we want an immediateok... what is yuh (Moderator 1 the three words that come to mind).

Researcher

You can use the pencil if you want

Moderator 2

Spellin is not really a factor inside here so do worry to take dat tool serious right are we ready? Right everybody has pencil in hand right.

BAYWATCH

Promoter 2 looks at the flier in deep thought.

Promoter 3 smirks.

Promoter 8F's eyebrow frowns

Promoter 1 thinks (rests the index finger at the side of his right cheek)

Promoter 5F looks at the other participants and smiles

Promoter 8F asks about using phrases, the feedback was anything

(she covers her writing with her hand)

Moderator 2

I like how she's covering (laughter from participants)

And picture this like if you're just walking say on campus and you say ooh whaz that yuh know

Yeah they really taking this thing serious boy

(Promoter 9 takes a longer period to write his responses)

Moderator 2 motions to move on to the next flier

FLIER 2

COCO LOUNGE

Promoter 4

Iwerr

Promoter 8F

What is this

I never see this

Promoter 5F

No where was this

Moderator 1

Coco Lounge

Promoter 4

I just find de writin Some of it tacky

Promoter 5F

(scratches her eyebrow)

Daiz not a font

Moderator 2

So you sayin d font is kinda cluttered

Promoter 2 smirks while writing

Promoter 7 folds his arms

Moderator 2

Next one and we have for this an event what we call an advert for Jiggle It

(immediate reaction was laughter, raised eyebrows, two male participants smiled)

Moderator 1

I see an immediate change in response

Promoter 4

Nah nah nah

Promoter 8F stares at the flier in shock

Moderator 2

So you walking from here to Rituals and you see this flier an BOOP boop

We have a lot to write for this one wow Careful consideration (chuckles) Can we move on?

Next image we have Nightmare on Cipriani Boulevard (it was an invitation)

Promoter 5F

What is that ting in it?

Moderator 1

Freddy Crougar and a young lady over his shoulder

Two copies were passed around as it was small. (Promoter 7 raises his eyebrow when he looking at it)

Moderator 2

And we have here Pink Ocean

(Promoter 7 stares in amazement and surprise) (Promoter 8F frowns with her forehead)

Moderator 2

So yuh walkin down to Rituals and you see this pink picture in front of yuh face Boom.

A female participant could not make out the words "semester at sea". She squints a lot

Promoter 5F

Whaz d ting in d bottom Oh My god

Moderator 1

White House

Promoter 5F

Notting comin to mind

Moderator 2

You wanna just slide it down

Promoter 6F shakes her head in disapproval of the flier

And the next one is Santa Baby (persons were heard singing the song)

SANTA BABY

Promoter 3 and Promoter 4 laugh

Promoter 3

Ahhhhhhhhh

As the copy was being slid down

Promoter 6F

It's horrible

Promoter 3

I cyah ansa thios on dis day. Ah cyah answer this (smiles)

Moderator 1

Conflict of interest

Promoter 3

Yes tells Promoter 4. Is only 3 yuh know.

(Promoter 4 appears to be writing a lot)

Promoter 9 is on his black berry, while Promoter 3 check his own as well

Moderator 1

Are you almost done so we can move on to the next one

Moderator 2

Yeah and for this one, this last image we have ULTIMATE ADDICTION

Promoter 3 and Promoter 4 smiling

Promoter 2 looked intently at the flier. The varied expressions were Promoter 6F shaking her head, smiles and mutters around the table.

Promoter 5F

Talking with Promoter 8F

I wouldn't go to this because.....

Moderator 2

Alright is it possible to get all the fliers passed down on the table freely and ammmm I really I really want to have and want to know what stands out to you most on these fliers

Promoter 8F

Uhh the colours

Promoter 2

The fonts that they use as well

Promoter 9 leaves the room

Moderator 2

What about the fonts

Promoter 6F

Bold

Promoter 4

Santa Baby look the best I wasn't just flat it look sophisticated, not tacky

Promoter 1

You must say that it was your party

Promoter 4

Take yuh time eh it wasn't my party (sarcastic laugh) it was Aristocrats Entertainment Party

Promoter 7

What I liked was the company's entertainment logo it was real cool

Promoter 2

The entertainment logo was cool but yuh see yuh havin an invi on an ad no

Promoter 6F

I was wondering the same thing no

Moderator 2

And what we said about Baywatch was

Promoter 7

I like that one

Promoter 8F

I find it was kinda cool

Promoter 7

I find it was cool because of the artistic in that the words

Promoter 3

From a graphics point of view it just looks clustered ah doh know (Promoter 4 repeats in agreement yeah clustered) if they wanted to put a woman featured

Promoter 4

This is the only time that

Promoter 3

The woman's face almost pick up half the flier

Promoter 5F

Yeah but that's not selling the party

Moderator 2

Do you think that this picture am has any right being there or makes any sense to put that picture there?

Promoter 7

I think it made sense

Moderator 2

It made sense to have her there

Promoter 5F (looks confused)

She is not really a Baywatch yuh know it doesn't make sense it doesn't really fit in with the theme if yuh callin it Baywatch

Promoter 3

Every Baywatch has a beach but yuh would expect to see a lifeguard or sumthin like dah

Promoter 8F

But this lifeguard have on some very big earrings one and two I feel like if she is on the beach in the night (female participant echoes lipstick!) I doh understand wha goin on What time de party is? 9 am time and look how dark de picture is (some participants were laughing)

The critique was that there were too many night effects like stars.

Promoter 5F

Wooww

Promoter 8F

It look like de moon, daiz not dde moon (raised eyebrows) between the y and the w

Moderator 2

Ok so ah wanna look at Ultimate Addiction what stands out to you most ?

Promoter 2

De lesbian ting most (oooooooooooooh gouuuuuuuuuuuud echoes) Promoter 5F laughs

Moderator 2

Ah like dat no ah mean d response

Promoter 4

Ah saw sex, ah saw real girls ah saw ah kinda stushness vibes daiz de three things that come to mind when yuh see it

Promoter 5F

Stush (sarcastic tone) You..... get a stushness vibe

Moderator 2 to Promoter 4

Explain wha yuh mean by stushness vibes

Promoter 4

Because Ultimate Addiction and the word Pretty Tempting it kinda ha dese girls gowan dress girls in heels (Promoter 8F says she disagrees and is disgusted) or girls in cancan dress or de girls go look

Pool party girls

Some comments were rude girls and Promoter 4 reiterates to a researcher (You know we had stush vibes chocolate and ting)

Promoter 2

You see the thing with this flier is that you doh have any information on it other than where it is

Moderator 2

It wasn't a teaser wasn't it that?

Promoter 3

Nah it wasn't a teaser

Researcher

It was actually advertising because it was Aquarios and then it was UWI Social Club because this flier was printed before and they change de venue.

Promoter 6F

And I see grammatical errors oohhhhhhhhhh

Moderator 2

So what about the image itself just am the the what are we getting from that

(Promoter 7 smirks)

Promoter 7

Pretty gay

Promoter 6F

I think it's hot

Moderator 2

Oh you think it's hot

Promoter 6F

Yeah I think it's appealing it's not whorish

Promoter 8F

Yeah I agree

Promoter 6F

But then I saw the grammatical errors and where it was located and that just turned me off

Promoter 4

Honestly at first I didn't like the colours cause if you walkin the colours wouldn't really glare at yuh

Promoter 7

I like the blend though cause when yuh look at it de second time

Promoter 6F

I don't think it's so bad thing cause when you look at the one like this (picks up Pink ocean) this is bright and garish I wouldn't pay attention to it

Promoter 7

I thought that was a gay cruise seriously horse I really thought so and all this rainbowish (participants uproar and laughter, raised eyebrows)

Promoter 3 and Promoter 4

It was very ghetto de cruise

Promoter 8F

I am suffering to understand what the concept is

Pink ah mean de colours all over

Promoter 6F

Austin Powers

Promoter 7

I think they were trying to book de Treasure Queen for a long time and they finally got it

Researcher

You all see anything sexual about this pink colour

Male participants No No No

Promoter 8F

If daiz what they were attempting to do it fail bad

Promoter 3

Dat look like a lifesaver

Ah think they put too much for you to think about what they were trying to conceptualise

Promoter 4

And you wouldn't believe how ghetto that party was it was really grimey. De music was mainly Dancehall de people was smelling horrible everybody had on earring in dey ears ... gold cap in they mouth I doh know whey dey get dat crowd from

Promoter 8F

Oh my

Moderator 2

So ah wanna bring this last flierwhat stands out to you most?

JIGGLE IT

Promoter 3

De woman photoshop

Moderator 2

So what stands out to you most on this flier?

Promoter 9

De woman it doh have anything else really but that

Promoter 5F

I doh why people will think that

The male participants seem amused

Promoter 5F

And people goin to be like This girl goin to be in the party

Promoter 3

Naaaahhhh

Long time (Promoter 2 agrees)

Promoter 8F

The event is in Trinidad right? I find dats real tacky because it doh even have a Trini background ting jus real (shake her head and rubs her forehead)

Moderator 2

So when you see this do you think this is am whorish?

Promoter 8F and Promoter 6F

Yeah

Promoter 9

No

Promoter 6F

First of all it is objectification

Moderator 2

How so

Promoter 6F

She is wearing nothing they are selling her. They are using her to sell the party

Promoter 4

I sold ten tickets for the party but I didn't go to the party.....you look at the venue, you lookl
at the venue

Promoter 8F

Arouca

Promoter 4

I know de promoter who was in charge of this partywhen yuh look at someone who was going dis party

Promoter 8F

But you say you sold tickets for this party you went

Promoter 4

No

Moderator 2

Ah wanna bring it back to the visual

Promoter 8F

I wanna know wha kinda people was in it

Promoter 4

They say it was mixed it had ghetto and youths.

Moderator 2

Ah wanna ah wanna focus a lil bit more on the image right because most of us said we saw the image before we saw the message not so with the name and all the details on it so no one is of the view that this woman is sort of embracing her body in any way

Promoter 8F

No... yeah

Promoter 6F

Yeah she posed for the picture so she knew what she was doing (scoffs)

Promoter 8F

Yeah and dey probably get her off de internet

Moderator 2

So why would any promoter would you put any thing like this on your flier?

Promoter 8F

No

Promoter 6F

No

Promoter 3

No

Moderator 2

Why

Promoter 8F

Cause I would want my party

Promoter 5F

To be setting a standard because the same thing that Promoter 6F said it is a bit of objectification too so am personally this is necessary to sell their party so why would I do it?

Moderator 2

Guys what you all have to say to that?

Promoter 9

Personally for me the reason why I watch it twice is because of de woman

Moderator 2

So that is what caught your attention guys would you place anything like this on your flier

Promoter 3

Honestly if I had to design a flier like this I would put I wouldn't put dat woman with no clothes on I mean yeah yuh woulda focus on she bumper yeah buh daiz like

Moderator 2

So you wouldn't put a license a number plate on dat

Promoter 2

Why would you put a woman on a (closes his eyes and shakes his head in disapproval) I doh even think you should use de woman in de first place, clothes no clothes it doesn't matter

Promoter 4

Cause yuh see at de point in time de song was a big ting so Jiggle It de song dat was de momentum

Promoter 2

But you will have a party name Jiggle It because of a song well dah was I would never do som,ething like that cause in de long run pshhhhhhhhhhhht

Promoter 1

But that was the premise of the song yuh no

Promoter 2

Why not put jello (throws his hands in the air) yuh know jiggle it some how

Promoter 8F

That's what I think jello

Moderator 2

That's what you think

Promoter 9

You see dey was tryin to sell the party off the hype ah de song

Promoter 2

Use your imagination for once instead of just putting up a young lady that yuh know

Promoter 5F

But you see daiz the thing yuh need something that will pop out

Everyone agreed to put something other than the woman

Promoter 8F

But to be honest if I look at that picture too I would look at myself and be like I doh have all dat bottom so I not gonna go to d party and jiggle it yuh no

Promoter 5F

Sing de note

Promoter 2

That type of advertisement is so 1990 something

Promoter 4

But is de venue

Promoter 5F

Yeah de venue, yeah dat will turn yuh off yeah

Moderator 2

Would you put amm like now ah not saying whether you're for or against it this particular flier
but would you put this on your flier

Promoter 9

Ammm no

Moderator 2

No why not ?

Promoter 9

I just find it kinda degrading, it kinda cheap it low

Promoter 4

It very cheap

Promoter 9

It rrreal cheap..... It shows lack of creativity for one

Promoter 3

She ass basically out exposed

Moderator 2

So is that what it means when you see an image out like this does it mean that ok perhaps the person not really trying hard to

Promoter 9

But den again according to de location and it actually works eh

Promoter 8F

Yuh understand?

Promoter 6F

Sometimes they specify that

Promoter 8F

I could be wrong eh I just askin a question.

(Promoter 1 and Promoter 2 laugh)

Promoter 3

It general it general

Promoter 5F

Yeah we jus kina refer to it as invis

Promoter 1

So if is a card yuh jus call it an invitation

Moderator 2

So as it pertains to like on campus cause we all have events on campus do you think fliers are particularly useful? Useful in the means of promoting

Promoter 8F

Yeah I think it's useful once is not too much. As you said once (points to Promoter 2) is not
litter I think it's useful because you mentioned before that not everybody would check all the
events on facebook so if yuh passing and you see an event on a flier once they not all over de
place then ah might look at it and say yuh know this looks like a nice event.

Long silence

Moderator 2

Anybody else

Promoter 8F

Softly reiterates once is not too much

Moderator 2

Anybody else

Moderator 2

Aite so what do you expect when people view a flier? Ok let's say im passing across from
Rituals to here and I see on the notice board and I see a flier or ok where you have X Y and Z
events and I'm reading the details ok and what do you expect me people to really view (pause)
the flier right what do you expect when people view the flier?

Participants are silent

Moderator 2

Do you expect them to get excited do you expect them to

Promoter 1

To me having someone see that flier they suppose to associate that with an event they heard about first. I think a flier suppose to come after yuh hear about it first or and be like or dat is what dey was talkin about

Moderator 2

Aite anybody else

Promoter 5F

Also like in de case dat yuh haven't heard it before you would am am when yuh designing a flier you would try to do something that would stand out that would yuh walkin past and they would be like wait waz dat (turns her head as if she was looking at a flier) and yuh have to stop and look at it yuh know (her eyes get brighter) that kinda thing so

Promoter 2

Also on the flier you need to have the kind of information that people would need so you could have the social media so that people could follow the event whether is on facebook or twitter or whatever so it kinda leads you to what the party is really about

Moderator 2

Right k (long pause) what is the motivation behind creating a flier on campus ? I mean obviously yes you'd like people to go to your event but anything in particular?

Short pause

Promoter 1

Well yuh see campus facilitates fliers as yuh have so many noticeboards so you have the medium to put the flier on so you (clasps his hands together) make the flier to put it on because it's there

Moderator 2

Or ok

Promoter 5F

When yuh when yuh havin an event yuh cant just yuh jus kinda sit down and figure out how many ways to get the message out there and yuh having something and yuh people to come just like as many things as yuh could do am to get de word out you would do it so

Promoter 7

Campus is the essential target market for any social event though, so you would want young people that could fete and whaeva so daiz why. You could get in one block immediately in one area that is yuh target market because yu could full up yuh fete with UWI students and it could be a decent fete girls and whaeva.

Moderator 2

And this is to put together the partier flier right and we talked about the social event....One of us said just now that you like fliers where something should stand out yuh know that yuh would like to stand out to really catch the attention of anyone passing on campus. Um how do you decide what to put on a flier ?

Promoter 4

De flier suppose to constitute different characteristics of the party you are throwin' so basically from Blaque Phoenix point of view, when we doin Insurance we use de Gecko cause that is a line to sell insurance so yuh put that on the flier to ketch dat appeal and to do a cooler cause is a cooler party so yuh mesh two in one (participants chuckle). So basically it constitutes characteristics of what you want de party to actually be about Tropical Luau had a tropical setting so you already know in yuh head that they coming along that line. It also suppose to have de venue, information, time, contact information, if yuh want to know about de event to get tickets (Promoter 1 mutters Transfoam and participants laugh)

It appeared as though they were subtly trying to promote an upcoming event because Promoter 4 touched Promoter 1 hand which is denoted as a male form of contact in Trinidad (bounce)

Moderator 2

Anybody else

Promoter 3

Basically what yuh puh on de flier, whaever de name ah de party is yuh need ah image for de flier. If yuh image doh sell yuh name it go make it difficult to sell de party.

Promoter 2

Yuh not gonna have a Tropical Luau party and yuh have a futuristic people go be like (huh?) yeah.

Moderator 2

So they wouldn't like ketch d link.

Promoter 3

For instance I sold a party Back to d future. I not gonna look for de Dolorian (laughter) and some flagship somewhere. Dah was my ticket right there and de exact exact how de Back to the Future sign is and they write whatever the theme of de party is or whaeva dat savin time.

Researcher

Wit respect to parties, what parties you all have comin up for the Carnival season? What fetes or parties you all promotin?

Promoter 2

Well we are promoting Glowvert which is this weekend which I have tickets fr if anyone is interested (laughter). You see for this event we use facebook to promote the event.....light discussion around this.....persons were talking at the same time so it made it difficult to hear.

Basically from the events we have done in the past we have one thousand five hundred people say they're gonna be coming to the event you're gonna get about 900.

Promoter 1

About 300

Laughter

Promoter 2

Nah yuh gonna get more than that about 900

Promoter 8F

I have something to add to that. You said that you all use facebook right I found out about the event through bbm cause almost everybody on my contact list has the am pic up.

Moderator 2

Is there a particular reason that you decided to use or go to Facebook to promote the event as opposed to like a flier?

Promoter 2

Yes because ah think in recen times yuh doh really get de kinda response from a flier as compared to Facebook. Facebook is also free

Promoter 5F

Yeah facebook is free

Moderator 2

Facebook is free

Fliers are cheap but facebook is cheaper (Promoter 5F says this)

Moderator 1

Lemme ask a question on that though.... You were saying just now that sometimes you might find 1500 people say on facebook say that they are going to attend when in actuality it might be a 900 or 800... in a situation like that as you draw closer to the event would you be inclined to use fliers then as a means to

Promoter 2

I would use word of mouth more, talk to people

Moderator 1

Or word of mouth

Extended pause

Moderator 2

Am in terms of.....and I kopw we just spoke about what motivates you to put certain things on your flier amm what are the kind of things that you put on your flier I mean there's the information on the amm about the event, the date time place etc ammm beyond just ok details of the event umm what are some of the other things

Promoter 1

Amm I have more of a comment than an answer to dah question. Yuh would see plenty fliers that yuh have a picture of a woman in it some kinda nude and provocative pose right but in promoters' minds you use women to bring guys but the flier or the invi always have a woman on it so the flier attracting the men but you really trying to attract women to attract men so since yuh have a controversy as our idea yuh know because the flier always have some woman in some kinda skimpy ting and you always actually promote word of mouth to women to get guys to come so that I doh know why or I doh understand how we fell into that but it also seems very contradictory. (Promoter 8F raises her hand)

Promoter 8F

I also have a sorry

Promoter 3

Daiz also why you put women tickets always cheapest cause you want them come buy tickets like crazyYour target is to make a profit, maybe from men buh

Promoter 5F

To add to that right let's say that am you let the women in at a cheaper price right so they comin already because they doh have any set ah money to pay to go to this party then yuh put the woman on the flier because the men would want to come because of the women on the flier because of the fact that the girls getting in cheaper and when the men come they have to pay their money so yuh want all of them to come anyway regardless of whether yuh just want a set of girls in de party yuh have to bring de men cause de men bring in de money right (Promoter 1, Promoter 2 and Promoter 3 nod in agreement) so yuh kinda works out in the end.

Promoter 8F

Am I doh know like the same thing yuh was describing cause if I the reason earlier why I said I don't particularly like party fliers I wasn't talkin bout overall I wasn't talkin bout all parties. I like when the halls have their fliers ... usually I've never seen a nude woman or almost nude on any of their events and I find that there are very effective in that they always have the venue especially if is Milner Hall Canada hall

Moderator 1

Especially Canada Hall

Promoter 8F

Yeah is straight to the point and I like that whereas ah mean those fliers would catch my eye on campus de more fliers I pass with a woman and all her bottom exposed or her breast hangin out I would just I wouldn't even bother to look at that cause as far as I'm concerned they are attracting a crowd that probably gonna look to dress like that and I not gonna go to no party lookin like that (scoffs)

Moderator 1

Very interesting

Promoter 8F

I will jus pass dat straight and most fliers tend to have women very much under dressed (tone softens) That's why I don't particularly like fliers

Moderator 2

Anybody else? This is a sorta interesting psychology thing there. Anybody else I find that this side kinda quiet

Promoter 9

No well Promoter 1 amm I a lil curious so if yuh put a sexy man it wouldn't attract women

Promoter 1

If I put wha

Promoter 9

or sumthn if yuh put a sexy man as opposed to the sexy woman (laughter)

Promoter 1

Nah doh be encouraging dat nah boy

Hilarious laughter

Promoter 4 laughs heartily

Promoter 6F

Actually the first thing that comes to mind when I see a flier with some half naked person whether it's male or female is why (facial expression is one indicating disgust) why is that

there.... That is not attractive to me at this very moment that is not appealing to me to go to a partyi find to me it sends the wrong message I want to go to the party and have good time and still have my eyes insulted

Promoter 3

The main thing with a flier is that how the flier looks defines what crowd yuh get

Moderator 1

Ok then

Promoter 8F

Yeah dat real important

Promoter 3

De type of flier defines de crowd yuh get (Promoter 2 nods in agreement)

Promoter 8F

Dat's why half naked fliers jus don't attract us right (females nod in agreement)

Promoter 9

I guess some fliers are designed according to the target market too (Promoter 8F yeah)

Promoter 3

So if you lookin for a stush crowd you not gonna put a half naked woman on it you go find some other means some other type of image that would appeal to them if u havin a ghetto party you gowan look for some model with de biggest bottom and de biggest breast and putting she in de skimpiest outfit and there putting she in de weirdest pose (Promoter 7 gunta

fete) and put she as the major thing on the flier and put all de information on de back and daiz all you watchinn de front

Moderator 2

So yuh saying that the image of the skimpy woman would attract a certain crowd (participant heard saying Yes)

Promoter 3

Generally

Promoter 8F

Yeah

Moderator 1

Is that generally the type of crowd that you find on the campus when you go to the party

Promoter 6F

The campus has all types so I guess you would find lots of different people.

Promoter 5F

Nahhhhh

Moderator 2

What are some of the ... so we just spoke about our reaction to certain type of fliers party fliers but what about the responses that you get when you put your fliers..... on campus?

Silence from participants

Moderator 1

Ok what about they would have seen a poster or flier that you would have put out and let's say you met that person at the event or even after, and they would have seen that thing, and would have commented on it, what kind of responses or comments would you get

(Promoter 5F and Promoter 9 seem fixated on this question. Their focus appeared to be intense.)

Promoter 4

Well The only response I get was from one of your focus group members who came th event Ultimate Addiction. When she saw the strawberry in the woman's mouth (he pointed to Keia who was walking out the doors and all persons turned towards her, as she was walking towards the door). He was making hand gestures also (this is a cultural way that Trinis talk.....She said but that other woman feeding the other lady a strawberry in her mouth. She was like what type of message is that are you trying to send out? (Moderator 2 responds right). Basically, I was promoting for a friend, so (pauses and smirks) to explain this whole concept of Ultimate Addiction, What's your addiction? Appeals to men, but it appeals to ladies too, so that's what the flier was trying to do. (Laughter and jokes were being made in the background by other participants).

A comment was made but it sounded muffled and the camera was not able to pick it up. (and I'm hearing some reactions here – Moderator 2) Promoter 4's response to the comment was Nah doh worry..... He waved his hand in a horizontal manner.

Moderator 1

Have you ever found yourself in a situation where a person says you have me coming to this event as a result of the flier that you put out.

Instantaneous Yes from Promoter 1 and Promoter 2 (one of them snapped their fingers)
TRANSFOAM.

Promoter 4 also agreed.

Promoter 1 smiles and Promoter 2

Promoter 2

Yes that is true.

Promoter 4, Promoter 1 and Promoter 2 got really excited as this was one of their events.

Promoter 1

It was a 3D invitation and yuh had to put on 3D glasses to view it. (Moderator 1 says ok). And people see dat and they was like wow gone! Ah comin. Promoter 4 interjected, It was the shape of Optimus Prime's head (transformer character). Promoter 1 supported Very Bad, Very Very Bad. Promoter 2 smiled also. They were proud of this party. Promoter 5F: That would have meant that the invitations were pretty expensive to do too right. Promoter 1: It was a lil pricy yeah.

Moderator 1

but what was it rewarding. Promoter 1, yes it was rewarding is transfoam. It evry bad, ah will say dat again it was ve---ry bad. (Promoter 8F scoffed).

Promoter 6F raised her hand I have never gone to that. Promoter 5F said Really questioningly.

She said it probably wasn't _____ and laughed

Promoter 4

With regards to some clubs and some events they would put Dress code in effect. They will put that just to show you that they lookin for a certain standard (Moderator 2 – Right). Some cooler fetes request no vests, not hats. Is up to you if you wanna put that in the invitation to show that you lookin for a certain market. Is up to the promoters themselves to know what they want to actually put that in the flier or invitation , jus communicate that to the audience.

Promoter 5F

At the end of the day anybody can put on a shirt yuh know soooo Promoter 5F pauses while rubbing her temple) it doh really matter. Promoter 4 I know Blaque Phoenix doh promote no vest or no hats or nothing like that. Promoter 5F The thing is That a lot of the people in here too (draws a cirle with her index finger), everybody's been having parties for a long time so I feel like no matter what kina ammm (uses her hand gestures a lot) you come up with, yuh already have yuh crowd and yuh already have yuh following, so people goin to come to these parties regardless of, yuh know, cause is these people havin this party.

Moderator 1

So you are saying to some extent the fliers, the people dem doing the thing, they respond then to who they know as the promoter as opposed to any other means. Promoter 5F Yeah, I think a lot of the time yeah, I go to parties cuz well I know the people who promoting it (flicks pencil in hand), or to support my friends yuh know, so yeah it kinda (short pause) does have some effect.

Promoter 3

¾ time I have a party this year, people see it. Nobody does wanna go a new party. A new party yuh go take a chance and go hopin that it turn out good. It was epic. Next year we go come

again. Everybody wanna come my party, they wudn;t wanna go go (stutters a bit). If somebody else wanna throw a party dat same night, they go miss. Participants look around and chuckle especially Promoter 2 and Promoter 1. Promoter 4 interjects.

Promoter 4

For example on that same note, it does have a series of events. It has happened before. Insurance 1, Insurance 2, Insurance 2.5 (intonation indicates excitement). Insurance 3.0 cause it always sells, it always sells. It bess. (Laughter heard in the background). Oh gosh Promoter 1 ah tryin to get out ah dah (waves his hands all over). Carol I find yuh real ratin Blaque Phoenix, something special we should know. Light comic moment.

Fana

Insurance the party is comin up? Later this year. Is there a flier for the party as yet? Promoter 4: We done have we market already.

Moderator 2

I like some of the points that we raised in terms of am, yuh know de de pictures that we put on facebook, yuh know, am, am having sitting scantily clad or dressed women, and then he said the promotion company and headliners as always to attract a certain crowd. But specifically for you, who are the people that you attract, to most of your events, well parties?

Promoter 2

Well some of the events, if I am doing an event on campus or all around , we will attract UWI Campus or we will make the event cheaper so that they can afford to go. Or if yuh wanna have a more upscale event (quotes upscale with fingers), halls. There was a lot of laughter here as

one of the female participants thought he said “whores” and he emphasised Halls not whores.
We will try to attract more young working class like twenties, 23, 26.

Promoter 1

All like Promoter 8F yuh no, nice young lady.

Moderator 2

More specifically to campus. Ammm what kind of students are you trying to attract to your event?

Promoter 2

All. (Moderator 2 all) Moderator 2 – It doesn’t matter.

Promoter 5F

No the vest wearing hat wearing. All. Promoter 4 interjects – If is a UWI event, is all part – time, evening, is just all students. Moderator 1 asks further questions.

Moderator 1

Lemme ask a further question. When you targeting a UWI crowd, as opposed to the young working class crowd, what are some of the elements that go into the flier for the UWI crowd?

Moderator 2 – that was actually going to be my next question.

Promoter 1

Yuh have to put UWI students getting so and so. If yuh don’t put dat, dey don’t wanna look at it (some participants both mae and female shook their head and said yes in agreement). Now UWI students \$50, anybody else. All they wanna see is it cheaper and it affordable. That is the major thing.

Promoter 3

Something inclusive towards them alone. Or else it will just be like any other party outside.

Moderator 2 wanted to move on but Promoter 5F wanted to ask a question.

Promoter 5F

Everybody said when yuh attract UWI students yuh lookin to attract all UWI students right. A lil' while before, we said that we would put things on the invis, like Dress Code in Effect and No hats, no vest, right (Moderator 1 agrees mmmm, mmm), are you saying that UWI students all would respond to that dress code in effect no vests no hats or when yuh put dat.

Promoter 1 & Promoter 3

It depends on who the target is, and remember it may not only be limited to UWI students alone. Yuh wanna make sure that whoever comin outside de gate, that they fall into the bracket that you catred for.

Promoter 5F

What we saying is that we doh mind if we get the UWI students to come to de parties then.

Promoter 1

Not if is a UWI based party no. Promoter 5F – not a UWI based party, if you having a party off campus.

Promoter 1

Emphatic tone – I doh wah dem dey. (sarcastic tone).

Promoter 2

But sometimes yuh wud conform, whatever rules that we have, whioever come come.

Researcher

What do you mean by UWI based.

Promoter 1

Campus, social club, around the area. Come have fun, if is here, stay here and go by villas. But if is off – campus doh come.

Promoter 5F

ok alright.

Moderator 1

So you cool. You get a clear and differentiate.

Promoter 1

Uses hand as an indication of dividing location or boundaries. Promoter 2 softly commented to him but raised his pencil as if to jokingly warn him.

Moderator 2

Is there, I know we mentioned earlier in terms of if we are trying to attract a UWI crowd, we put things like UWI students get in free, UWI students get in at a special price, is there any other way that we can attract UWI students?

Give away something, but let's say like your flier, in particular, long silence by participants

What else might attract UWI students?

Promoter 1

I would say this because of what I'm involved in, when it comes to UWI students, when it comes to an event, if perhaps u put a UWI insignia and attach the Guild logo attached to the event, like yuh have Freshers Fete, Campus Carnival, those kinda things. That holds a kind of fraternity within them. From the minute you see a guild logo, you know that is for you, and that is for you so yuh feel more welcome. So That go attract somebody on campus, rather than somebody off campus.

Moderator 2

Do you think, that you can say put an image like pauses, say somebody studying with a book, I don't know jus askin.

Promoter 5F

Ah mean, if yuh havin' a study group party, yeah by all means (raises her eyebrow at Moderator 2 questioningly). Participants laugh heartily.

Promoter 3

Some lecturer as a Guest artiste.

Promoter 8F

Nobody eh wanna go to a party with a book.

Promoter 2

It's been done before, where we had a party called Daiz It. There was a book which signified that it was the end of the semester. Final Chapter was also books.

Promoter 8F

But then you see, I think it's a lil more complicated than just the image of somebody with a book because if is a party that I know that will usually be real good, no matter what they put on that flier I will probably go, unless is something real extreme and just instantly turn me off. If is a party that I know will be real good, I will go year after year after year, and they put this picture of a man or a woman with a book, I doh matter. I would go. Dey cud put a dragon on de thing an I go go. (short smirks and laughter)

Promoter 4

From that too, you hadda look at too, not only (uses hand gestures and appears very relaxed) UWI based parties too, but outside. Zen would have tertiary students or all UWI students that by 10 o'clock, with your UWI ID, you get in free, so they have a bunch of incentives for the UWI students to come. They will send a shuttle for you, yuh will get in free at a certain time) (Moderator 2 mmmhmmm) so people actually make incentives to capture the UWI market. That is one market that a lot of persons actually trying to capture. Cuz las year, when I did am Ms. UWIVERSE, de fella who did de Ms. Universe pageant stuff and ting, does do Miss World T and T and ting, he tellin mih "You know how long ah tryin to find a way to capture the UWI market." They actually getting headway. UWI is like a big market, (Moderator 2 right) target market. Everybody it have a lot of students, a party so is jus to put incentives out there to attract us as Uwi students to come in.

Moderator 2

You seem to be very strategic in (Moderator 2 shakes his head and smiles encouraging Promoter 4).

Moderator 1

Lemme just ask mih friend a ticklish question still that following up to what you just say If you putting something on campus for the for the UWI male student right, at some time early in the semester before the pressure of the exams them A participant asked for who) and Moderator 1 repeated a male student, you said earlier right that you putting ladies on the poster dem cuz they attracting the males persons right. So I saying a situation on (perks interest of participants as chatter is heard across the room) campus that you want to design something that you want the man dem to reach for because early in the semester, they have the cash within reach, they doh really start to spend anything yet, you need to put a woman in some skimpy thing, something to get the men them to go to that event?

Silence lasting about 11 seconds

Promoter 2

Well, one thing works that's better than a naked woman is alcohol. If yuh have more alcohol, fellas maybe more into it. (Male participant said yes).

There was some laughter.

Promoter 4

If you free tequila shots, then am special. The female participants jokingly jeered at Promoter 2.

Moderator 2 asked Promoter 5F what she was saying and said "Oh nothing and smirked."

Promoter 8F

Wait I have a question, are we talking about literal fliers that appear on campus only?

Moderator 2

Yeah

Researcher

And some of the fliers, you also see them on bbm kinda like a virtual flier. You said what's better than a naked woman is alcohol. Do you see the two associated in any way, (Promoter 2 Im sorry say again)

You said that what is better than a naked woman is alcohol.

Promoter 2

Yeah, when he sees one on an invitation, well I'll use the example from Insurance yuh know the cooler. Is a cooler event, he knows he can walk with his own alcohol and he knows he will be interested in going to that event because the alcohol will be flowing.

Researcher

How will you rate the like, well what you're saying is the alcohol as the woman, how would you like say rate it on a like (Moderator 2 makes the gesture of weighing) a scale.

Promoter 2

I doh think. Ok times have changed. Probably in the late 90's, early 2000's, a naked woman used to sell., people used to say yeah ok this is cool. But now, is a lil different, people may not be so attracted to that (he shakes his head as if to disapprove).

Moderator 1

Why would you say that?

Promoter 2

I don't know. For many different reasons. (Promoter 2 scratches his head, begins twitching his hand, moving around his hands, stares at the table.) Long pause. The type of events that we have in Trinidad and Tobago kinda change now. Moderator 1 How? Um, we seein like a lot of high class event. You don't wanna have a high class event with a naked woman in front, dat doesn't equate. (Promoter 7 smiles at this point) Am a lot a different things. Kinda change the way people view things.

Promoter 4

Concepts changing, different images yuh have technology.

Pause

Anaikha points out something to Moderator 2

Moderator 2

Am .. he stops as if thrown off. His hand goes to his head as if he lost his trend of thought. How do you measure the effectiveness, the success of your event? Ok you created this flier, so what lets you know that this flier yuh know that you really succeeded in attracting a crowd because of this flier?.

Promoter 5F

I guess the feedback.

Moderator 2

Feedback.

How do you know that?

Promoter 4

You cant really say how effective that flier was.

Moderator 2

That is what I was now gonna say. What type of feedback, what do people say?

Promoter 3

If you have a really captivating effect, you will hear people talk about it, like the 3D flier. You will be like in a group here. You see Promoter 1 flier, then goin crazy or 3D glasses jus to come and see. Promoter 1 and the other promoters chuckle. Researcher interjects and indicates This gentleman here said profit, to gauge the success of the party.

Promoter 6F

How many of you came to the party because of the flier? I would say I. (participants laugh).

Promoter 4

I don't think that a flier could determine the success of a party. If yuh say, you go out as a group and put on promotional tees, and give out invis in different parties during that time to promote your event and you talking to person via word of mouth, and you also do broadcasts and facebook that is some of the groundwork people on your committee that you have to do to promote your event. The flier is just to reinforce. Somebody tell me bout Insurance, I see an insurance flier up, is just to reinforce the information or to refresh your memory that the party is comin or that it have a party (Moderator 2, right).

Promoter 3

I think though, that in the end, you can never really tell what aspect of marketin' was majorly successful in sellin your party. All you know is that yuh market, everything together. You

cannot really single out. Unless you really gonna sit down and ask people if they came because yuh know.

Promoter 2

I understand what he was sayin bout profit yuh know cuz. But not for parties, if is an event say a cook-out, yeah, you gonna use only fliers, not so much facebook or anything. Let's say you getting as much people watching the flier, you say ok, cool. Not much competition, dey would bring their food and you could say ok. Our flier works because so many people came.

Promoter 3

Right Right Right, you use this flier alone as your main and only form of marketing. (Anaikha said something here) That's the flaw in theory, but you could say that little error in your results that word of mouth doh spread you could say that ok fine. The constant and the variable.

Moderator 1

Lemme ask a question before we go on, from the comments that we've been getting is that generally the word of mouth, the promotional tops and that kind of thing. That seems to be the major type of promotion, so what is the basis upon which, well you decide in addition to those a flier should be made. What is the yes or no determination for that?

Promoter 8F

Is not just that yuh know about it yuh know about it yuh would be reminded where the party is who havin de party what time de party is, dats usually what I would use fliers for.....i wouldn't usually stand up and look at the image so much I just kinda look at ok from 10 to 4 or 10 to

Moderator 1

Ok well that raises an interesting question cause for example nuff times when for example when the Red Bull girls would reach up and they distributing Red Bull or distributing something for an event and you busy chatting down the young lady than paying attention to the event itself so you're saying that even though you have done all de groundwork of word of mouth and sending lovely young ladies to invite you and that type of thing I would still need a flier to get those particulars to get in terms of where it is and dress code and that type of stuff?

Promoter 3

Well the flier is a physical thing. Most of de time people puncture or something like that

Promoter 7

Actually that is what I was gonna ask in terms of am the advertising I doh know how you all do it I doh know if you all go hot and sweaty or emphasizing is staggered but at what levels do fliers come in I mean obviously yuh sit down and yuh decide yuh party and you call them rum till we dead or whatever right then de next step is what facebook? Then are you a facebook person

Promoter 4

It depends on your event yuh have to go all out basically

Promoter 7

Ah understand yuh have to go all out but is it staggered in the sense that facebook comes and then radio and then television and then fliers or (muffled conversation)

Promoter 3

If yuh wanna look at it like dah generally it would depend on how you sit down with your team and how you plan it that is how is gonna go. On a if yuh wanna look at structure people usually take facebook and word of mouth initially while they still planning and stuff like that when they start to get solid and yuh sure that yuh have a venue (gently stamps table for emphasis) yuh sure about everything like that you'll do the flierradio ads come closer to your event when yuh could yuh know like some people go gwan pay for half an hour on a

Promoter 7

Is that solely because of the expense of radio when it comes closer to the event

Promoter 3

Yeah yuh wanna The closer yuh comin to your event is de harder yuh go push and according to how

Promoter 8F

Radio ads expensive

Promoter 3

Radio ads expensive for instance if yuh hadda pay for a whole half an hour or something like that yuh wouldn't wanna push that early and then coming down people start forgetting about it daye why yuh wait till lower down

Promoter 5F

Yeah

Promoter 3

According to what yuh plans look like so yuh cud know what yuh cud do the radio on tv
whaeva

Promoter 5F

And sometimes if yuh push a party fuh too long and too much it gets overbearing and people
aren't gonna have any more kina thing

Promoter 8F

Unless you havin a party you used to have the year before

Promoter 7

If you havin a party on the 30th January when do you start promoting?

Promoter 3

2 months

Promoter 1 (rubbing his hands together)

Mmmmmmmmmmm start from like late October

Moderator 2

Late October

Promoter 2

Jus by word of mouth and facebook jus to make them aware

Promoter 7

So like after Christmas

Moderator 1

So the fliers would come in around de same time as de radio closer to the event?

Promoter 9

Nah

Promoter 1

Probably towards the middle

Moderator 2

I heard you say teasers could you elaborate on that

Promoter 9

Teasers are basically the first set of that would initiate this is coming we don't give yuh too much information and yuh just leave dem dey under a period of suspense to say what is this about

Moderator 2

Do just say it's coming or do you provide some sort of visual to accompany

Promoter 9

Well when ah say dis ah doh mean literally I meant for instance Critical Thinkers is coming on this date stay tuned

Promoter 3

And yuh go put they logo and whoever promoting yuh will put they logo and if yuh get an invite yuh jes leave dat like Escape I saw the Twin Towers as a part of Port – of – spain and it was in destruction ah was like wha movie is this? (laughter)

Promoter 4

Ah was actually gonna bring it up cause ah have an invi for Escape and a lot of persons found de graphics was bad. It was easy for me to sell my batch ah tickets

Moderator 2

So you sayin that de visual sort of caught your attention

Promoter 4

However yuh throwin yuh party on a night that was the same as TRIBE ICE and island people and dat is one ting yuh miss.... Well ah doh want to say it buss but

Moderator 2

Ah glad we brought out de whole Teaser concept we could call it dat right and de fact that several of us could testify to the fact that it's happening even though that two months down the line we could still see the graphics that we brought and so onand it will catch our attention and we will be like ok ... dat real bad but do you find that there's a similarity or relationship in like what you have on your flier and what de people who comin to your event in any way the way they are dressed? Is there a relationship between what you have on your flier and dresscode per say

Promoter 8F and Promoter 5F

Yeah

Promoter 5F

I guess depending on the concept

Moderator 2

Say aside from saying Dress code in effect

Promoter 8F

No because if you pushin a kinda cooler party and you make it seem kinda casual and real fancy down and ting people will tend to come in sandals or even slippers sometimes and a shorts or a vest people might wear a lil bikini top underneath cause you know is a kinda casual cooler vibe where yuh jus suppose to have fun kinda thing whereas if yuh flier lil fancy I might decide to wear a lil wedge

Promoter 4

As she sayin it depends on the event say for Jamboree band launch in Aura right which demands a certain class a certain dress code right to go dat launch but if yuh know is dis (holds up Escape invitation) yuh know yuh wearin a three quarters or a jeans and a jersey if yuh know yuh goin de one Saturday night to mih friend and dem party is ah J'ouvert vibes so yuh doh hadda dress up dress up so it depends on de type of party

Moderator 2

So let's say I wanna invite somebody to that event yuh brought up there and I place am a woman that is cladily dressed what kinda crowd do you think that will attract?

Silence

If I am trying to promote this particular event right and let's say instead of the image of what we have there I placed a woman that is am revealing

Promoter 8F and Promoter 5F

How revealing?

Promoter 3

A woman wouldn't really

Promoter 4

If yuh hadda put de woman in that theme of de party yuh hadda put an escape from de bunker and have she with army stuff and

Promoter 3

Unless yuh gonna take a GI Jane kinda look from something do some kinda graphical ting Daye wha ah say is according to your skill and your graphic artist too

Promoter 4

As you say a kinda GI Jane look with a gun smoking

Moderator 2

If I place on a flier what kinda crowd would I attract let's say im a promoter and im promoting a party right on campus and I put on de flier ok a woman with a lil bit a clothes on what kinda crowd do you think I would

Promoter 3

See yuh wouldn't just do that is according to the name of your party

Promoter 8F

I feel is so much more complicated than just a woman with almost nothing on I think it has a lot to do with who's having de party whose logo whatever is on de thing yuh know what is the name of the party is more than just a woman in a bikini on the cause you could have a woman

in a bikini lookin classy and yuh know yuh might say well they could pull it off they could pull it off they could pull off a woman in a bikini and it could look good

Promoter 3

Look for the party in Hilton poolside poolparty

Moderator 2

Right

Promoter 8F

Sitting down her legs crossed she jumpin up in the air pose up it depends on like how she is on the on the

Promoter 3

It depends on your location on de thing so is not de woman alone, is how de flier structured de location

Moderator 2

All these set ah variables

Promoter 3

Yeah

TRANSCRIPTION OF INTERVIEW WITH MALE PROMOTER On 31/01/2012 upstairs
FHE building 1p.m. – 1.35p.m.

Researcher: Seeing that you do like promoting for events and parties and whatever (“am” Male Promoter), so like do you make a flier or anything? Like if you use them why do you use them?

Male Promoter: “Ok well am”, (clears his throat) first and foremost am a flier, well once you have an event, once your most important, well your primary focus should be to disseminate information. So therefore the principal role of flier I would say is (Researcher shouts out her girl where you heading and Researcher response im good.) to communicate information towards your target audience, so therefore lewwe just say 1: your flier needs to be placed first and foremost, it will be placed in a strategic location, geared towards visibility for your target audience “ammmm”, also it lays out the necessary information in terms of what the event is, you will probably have a “call to action”, phrase, and you know to appeal to persons to engage their interest. Ammmm, also you’d have probably contact information and for like further information alright. Ammm, a flier is used to instill hype, instill interest, so your first in terms of marketing the first thing is to engage your target customers and then retain them aite. So I guess the flier is to engage as the primary focus.

Researcher: What do you expect of people’s...? (coughing occurs)

Male Promoter: Alright, amm (she tells him that he needs to speak up) a flier (coughing) will peak some level of interest from the target audience. So first and foremost they might have questions, and I guess that’s why you have the contact information. Amm, it has to speak to someone’s interest so a flier should be relevant. Relevant to some common (amm) aspect of the person’s mental psyche. So you looking at “lewwwe say”, you throwing a party, you appealing to the 18-35 age group, it has to be hip it has to be vibrant, it can’t be dull Monday, so therefore you find that the use of fliers you find that you’ll see, you rarely ever see a black and white flier, in terms of a black and white flier is more for a formal occasion in terms of that, so you try to infuse excitement. So you put color which is particular.

Researcher: What would you say you would do specifically if the target audience is a UWI crowd, well because our topic is on UWI students (Male Promoter response by saying ok?)

Male Promoter: UWI students!!!!!! (Researcher: fliers to attract them). When I think about UWI students, you think about what appeals to the average young person, so lets say a person just came out of high school that is a person now trying to experience life, now learning things, now basically spreading their wings. Ammmm, a lot of persons drink (he laughs) a major pull factor for a reason, good vibes, I mean I guess that is what Machel is said; “the vibes cyah done”. (laughs) You know what I mean, is something that also attracts people, people want to

be where it's fitting they want to be associated with something that is cool something that is new, something that is in the know. Ammm, students say you might make probably, you might see certain things endorsed by a certain ammm, person, the university crowd, I go say the look for good time, they look for an environment where well ok everybody going. I mean nobody wants to go where nobody is going so we try to encompass all those things in terms of targeting a UWI student, so I guess when I say the pull factors, the crowd, the type of event it is, ammmm, whose performing, whose featured (Researcher: alright), ammm location, how is it ammm, how is it conducive, you know wah I mean (Researcher: ok). Lewwe just say like Zen, Zen providing a shuttle service (Researcher: uh huh), you understand a lot of UWI students I mean yes it have a lot of cars on campus now but you find that a number of UWI students don't have a car (he laughs), you know what I mean. So let the shuttles take you there (Researcher: so basically to make them comfortable then?), exactly yeah man. You must do the thing safe as well.

Researcher: So comfort and security and a good time?

Male Promoter: yeah.

Researcher: ok.

Researcher: So what will you say is the motivation behind creating a flier? (Researcher and Researcher) Your flier?

Male Promoter: well first and foremost you have to get an idea; an idea is always the out spark. Now after you get an idea you have to figure out how you're going to communicate this idea to the mass population. An idea must be simple, it must not be confusing, it must able to reach a market, something that you find are like gimmicks and sometimes some of the most, ammm, the most anticipated stuff, I mean let's say because Yuma did press play this year and this is one of the most catchy addictive games right now (Researcher and Researcher: yeah), so its relevant, it's a gimmick, it's not really a strong concept it's a relative concept if you think about it (Researcher: yea), and I mean it's something to watch an interpretation and that works.

Researcher: Could you give us an example from your experience where you created a flier and what motivated a UWI party?

Male Promoter: Ammm, I would say party I would say go back to campus carnival (Researcher: ok), I remember doing triangle, the guild told us to do something based on the 50th of UWI as a university and I was like the university, that so boring what the hell I going and do really, cause you hadda engage the interest of students na (Researcher: right). And then I thought about what is relevant, Facebook was very relevant, I personally wasn't in on the act but everybody was in it, a doc was wondering for someone who wasn't into it na (Researcher: ha ha). You something like farm was relevant at that point in time (Researcher: and UWI was

founded on agriculture), the school of agriculture was one of the first faculty in UWI as a result dais where I got that ideology from and to capture interest with that people thought they were playing in the band called hamlet. You know wah I mean na so it was a fete from that point of view. You know so, so the concept.

Researcher: How do you decide what you put on your fliers?

Male promoter: Ammm,well what you put on your fliers is dependent upon your target audience, what you reach it, if you want an exclusive crowd you know what limited information you have. Ammmm!!! I mean as a pleaser you will find that some events, lewwe just say you looking at, like you have down town events, you have uptown events, and you have an event like Rama coming up. Rama will be broadcasted all over the radio, it would be on billboards whatever it is. Then you would have an event like brange, you will never hear brange all inclusive being advertise on the radio, you know so it's really more a speak easy (Researcher: yea), type of marketing so therefore these flyers would be put in specific areas, different offices, or of certain target people in terms of who you have in mind, you know and I guess those things spread via word of mouth as well so, I would say it depends on what your target is.

Researcher: One of the things that we found in talking to people is that, they said that the flier in itself cannot work independently, do you agree with statement?

Male Promoter: That's correct ammmm, in any promotion you need to support, you need to support information by some other awareness campaign. So, lewwe just say, I mean right now, I mean a lot of people utilize online media, email, Facebook, the internet, blackberry messengers (Researcher: right) amm broadcast systems I mean all those are tools and media marketing tools that people employ right now. So you can't just have just a flier, I can't I'm coming up with a party, my idea bad and I put out fliers, I am one island and that's it. (Researcher: ok) You have to utilize people you use different networks, networking is important.

Researcher: Ammm!! What type of responses do you get about the fliers that you put up on this thing?

Male Promoter: Amm, ok, different things I mean you could never please everyone. You will put up a flier and different people would critique it differently. Within recent times you saw a lot of promoters utilize images of young ladies on the fliers itself to promote different things and a lot of the times you would get a question like; so that girl going and be there or wah? So you find that, lets say you use a Caucasian young lady and you put it as an image, they will be like but she, she not going and be in that party, so you know what I mean, so it's like you use people who people can identify with. You know so sometimes as well as sometimes depending on the image you put, it portrays what type of party it is, you know you put a passa passa looking image, and you know what kinda fete it is, you know what I mean (Researcher:

ok) you put a certain upscale, sometimes you want to look classy, you need a bowtie you need a black cap, I mean, I mean a black velvet some kinda thing like that na.

Researcher: you mentioned, you mentioned a lot about using the images of young ladies, how do you determine what they wear or what, what concept that particular young lady would portray on you flier?

Male Promoter: Well I personally don't really utilize images of just, I mean I wouldn't say, I wouldn't just say, I mean it depends on what you doing. But our young lady just like that, but you have people who would take a young lady just like that and put her licking, licking a lollipop, which is a suggestive picture (Researcher: ok) you know wah I mean na, it speaks to, it is I guess the whole notion behind it is that sex sells, sex gains people's attention, I mean we sitting here, I mean if you go on twitter right now, and look at or listen to random messages, its sex, sex, sex, sex, sex, know that I get you attention (Researcher: ok) I am doing such and such because its seeks people's interest, I mean worse yet just like you said where looking at university students, you have people here who are at their sexual prime, people who now discovering (Researcher: curious) sexual activity, people are very curious, looking to find out stuff, you know what I mean I mean they want to know (laughs from both the interviewers and the interviewee) you know what I mean, so is like so they willing to experiment as well, so I guess it is that much more appealing.

Researcher: You also mentioned "amm" that sex sells, would you say or rather are there any stereotypes around that at a place in the fliers to sell your events or to sell an event per say well we're talking about parties?

Male promoter: Ammm, ok, yes, amm, let's say I saw it had an event went this weekend called "Am naked" or I'm naked, we saw well there was a lot of provocative, amm, in terms of their marketing, you saw young ladies with their breast bearded with pasty literally covering it, and I honestly watch, I mean I didn't believe that, but I watching and I was like it going and have sex in this party or wah (laughs from Male Promoter and Researcher, Researcher and Researcher) because you know what I mean na that is how it came across. Now to a lot of basic minds in terms of especially the male minds, they would gravitate towards that, you know wah I mean, you finding I mean Trinidad is a culture where for some reason we embrace skimpiness, you know wah I mean, I mean when you see carnival Monday and Tuesday is really ah ah ah, like all the built up energy and stuff people literally want to go out there like that so.

Researcher: What would you say are some of the factors that would contribute towards the trini culture of skimpiness as you just said?

Male Promoter: Ammm, well its evolution, first and foremost, ammm, evolving when I say that is like ok (laughs) amm, poison, ok I mean you have traditional mass and then you have modern day mass, you have poison (Researcher: alright), I remember poison being one of the

most hyped up bands and there were very much talked about (Researcher; uh huh) and they were the skimpy band. I remember when it had wire bands now came into place, it had this lady from ammm, legends, I can't remember her name, Glen McKenzie's wife, she was playing with wire and they went to town as young ladies, now wire via are the hottest thing in carnival right now. So as I say is a whole evolution of thinking.

Researcher: Would you class this as historical?

Male Promoter: I wouldn't say historical, its evolution in the thinking (Researcher;ok) in terms of women being more empowered and feel like they could portray themselves (Researcher;ok) like that really.

Researcher: A statement of power then?

Male Promoter: Yes, yes it is.

Researcher: Who do you want to come to your parties and wine?

Male Promoter: Ammm, fun loving people, people who come to have a good time. Amm, because they emulate a vibe, you know I mean that is something that is contagious in a party, I mean you having a party, a party could have, you could have a party with ten people, and these ten people have mad vibe and it will be the best party, and you could have a party with three thousand people and these people lame and the party just have no vibes. So you looking forward to, at the end of the day you want people to come out of your party saying that party was the bombdigidy. Understand yeah man.

Researcher: And in terms of UWI students advertising on campus (Male Promoter; uh huh) the target as your target market is it just UWI students or a particular group of people?

Male Promoter: Amm, ok campus is an interesting dynamic. You have to understand race is an issue on campus. So you find that around campus carnival time and such you'd realize you have an East Indian origin band (Researcher; monkey juice) rite and others then you would have an afro centric band which is geared specifically towards those, so, you know so and I mean, I think some bands promote themselves like that. This is this band and that is your place, so it has some you use perception in terms of patrons and stuff and then you have, I mean if you sell your products like that it will always be like that. If you sell your products like it's a vibe, it's a feeling according to the temporal it's a vibration, you know wah I mean na, that is something different as a result you negate that entire issue. So, and I mean those are things that you have to be mindful of, mindful of ok you're putting a flyer with only certain people on it, it may ward off a certain demographic.

Researcher: So depending on the target audience of the ammm, that you are catering for, based on that well the number of people that respond to your party, ammm, how would you measure the success?

Male Promoter: Amm, as they say in song success is not only money, success is, success in an event is the staying power of an event so therefore you could have one event and you have a million people in it and they wouldn't have a good time so therefore your next event will not be a success. So success is about you actually, a big part of success is the actual patrons coming up and saying aye I had real fun at your event when is the next event, you know what I mean, I mean that level of satisfaction is a mean, I mean you can't really put a dollar value to that na, you know as oppose to, one of the most hurtful things is for people to come and be like they had a horrid time at the event. You know so, as well as don't give me wrong is a business you doing so you want to at least, you want to make some sort of profit with it.

Researcher: And do you see any similarities between amm, your party attendees dress clothes, similar to that of the (Male Promoter; national). No what you see on the flier?

Male Promoter: well, actually yeah, I mean if you're having like, say you're having a water party. You wouldn't put a guy in a three piece suite (laughs). You know wah I mean in a suite na. So probably you might put, you might utilize shower caps, you might utilize water guns or whatever it is highlight your concept is. So you go with a concept and therefore your flier should be conceptual more than anything else.

Researcher: Do you think, do you think of image or words would make a better impact on the flier in terms of the dress code, how to dress?

Male Promoter: Image first, image first, second by words, amm, when you get in that people see, people notice colors first then read so let's say I went and watch at a flier over there I would see the flag so therefore I would think some level of nationalism with it and then I will read the flier.

Researcher: Alright.

Researcher: Amm, do you think that fliers revolve around stereotypes?

Male Promoter: I wouldn't want to say stereotypes, I would say the revolve around concepts, you know, going back to that same, I'm looking at this flier in front of me here, I'm just looking, I'm not reading anything, I'm seeing red, white and black and I'm thinking nationalist, some level of Trinidad, trini centric ideology, so I wouldn't suggest any stereotypes, you know what I mean, I mean but stereotypes in that ok a lot of fliers go in terms of what is relevant right now.

Researcher: That's it, ok thank you very much Male Promoter, we just have one more little exercise we would like you to participate in, we gonna show you some fliers and you will just give us like the first three words that come to mind about it just for opinion sake (Male Promoter; uh huh) right, (amm, anybody has a pen?)(Researcher; I have one).

Researcher: The first one is Baywatch.

Male Promoter: Ammm, lifeguard, beach,(Researcher; you don't have to say, give him something to press on) oh ok. So whatever is the three things, ammmm, (Researcher; it could be whatever, whatever comes to mind). Three words you say right.

Researcher: Yes, or phrases anything. (Researcher; flier).

Researcher: That is for another one.

Male Promoter: I have to continue with this?

Researcher: No, well if you finish the three, you're finished. If you wanna put more its fine but we just looking for three.

Researcher: The other one is jiggle it.

Male Promoter: Ok! This one is rather interesting, I feel with the presentation. Ammm!!

Researcher: The other one is pink ocean. (light chit chat among Researcher, Kia and Researcher) (the sound of heels knocking against the floor resonates in the silence as Male Promoter writes down his thoughts).

Male Promoter: Sorry for my handwriting.

Researcher: Small thing.

Researcher: Another one, this is the one for Ultimate addiction.(the setting seems to be flustered with noise as Male Promoter is not interviewed in a controlled setting but rather in his natural everyday working environment).

Male Promoter: Laughs, ammm, coconut branches.

Researcher: that's the first on you have there, yeah.

Male Promoter: Am I just supposed to base this on what im watching or what I must be thinking about (Researcher; everything on the flyer, whatever you see and it comes to mind at first), or ok ok.

Researcher: If there is something extra that you know about and you want to put it in brackets then ok.

Male Promoter: I want to put it.

Researcher: We specifically looking for what you think. (Researcher: about the flier). Your perception. (noise and heavy winds fill the atmosphere of the room).

Male Promoter: Pondering out loud.

Male Promoter: No you see I know about the flyer but I just confuse na. (Coughing takes place)

Researcher: That's it

Researcher: Ok, so how do you feel about the images that you just saw?

Male Promoter: Ammm, in order?

Researcher: However, you wish.

Male Promoter: Ammn, it was an attempt to be semantic, but it was very much confusing, it had too much information and the font as well as a lot of little things were, it was just, it didn't engage my interest because it was just too much and I'm not going to read all this, you suppose to have call to action basically and I didn't get that from the event. Ammm, I not getting anything from the event really, the word stanza gives it, it have a Christmas connotation so without watching it you know it's a Christmas thing, am a Christmas time event (Researcher:ok). Amm, well too much info.

Researcher: What about image on it the imagery.

Male Promoter: Well they try to a sexy lady, being a provocative lady itself na, I'm getting a candy cane here which is almost like a phallic symbol, so it's more suggestive from that point of view, but it didn't do nothing for me per say.

Researcher: Or ok ok. You want us to hold it up for you again?

Male Promoter: Ammm, kinetic party, I mean Halloween, so I mean your communication is automatically conveyed so you know, you know, I mean by just watching it you know you have to where a costume. (Researcher: ok). Amm, because of the venue as I said well it, it was fair, normal the type of venue basically give you a stigma so you look to see if they target uptown or the other.

Researcher: Stigma or stereotype?

Male Promoter: That's a stereotype.

Researcher: Ok. Another way of saying it.

Researcher: Purple on 20.

Male Promoter: Ammm, this is a very much UWI, UWI oriented event, so tertiary level of education students, so having a soca artist shows that you have a soca mix, so I guess you expressing vibes, you having free drinks, which means people will be in an intoxicated state which is again more vibes, so I mean so it's really geared towards that. As well as in the

university here, the university fete as I say that is the call to action regarding action from the students.

Researcher: Regarding imagery, is there anything that is standing out to you.

Male Promoter: As I say this is overdone having a young lady doesn't necessarily mean, does really sell to me anymore, so the biggest selling point to me would be Iwer George, because of a live performance(Researcher: ok) and a tendency to mash up the party.

Researcher: Jiggle it?

Male Promoter: Ok well jiggle it, when you think about it you think about gyrations pelvic movements, wining, but then it comes across as from the time you hear the word jiggle it, it sounds like a downtown event. So that's another stereotype. Ammm, I mean you seeing a lady hear with lingerie, ammm, you have bottle for the best jigglers, again im hearing passa passa(laughter between Male Promoter and the girls). You know what I mean, you expecting girls to go up and have a competition and wine for this bottle of amm, bottle whatever it is. The price as well is 60 dollars which again gives off a connotation of the event. So there is the stereotype of a ghetto party. HmMMM.

Researcher: Ultimate addiction.

Male Promoter: This image is honestly extremely captivating. Its fresh, its sinful, it looks insatiable(laughs) you know what I mean, and no, you know I mean this image in itself was much more provocative than the others even though it had a woman there.

Researcher: As oppose to which one?

Male Promoter: These others here they didn't do nothing to me in terms of I mean this caught my attention, ammm, as they say what's your addiction everyone has their addiction you know what I mean. I guess that's why shurwayne sang wining addict, you know. (Researcher and Kia: I didn't think about that) and if you watch the picture in the back you would notice it's a woman in the back putting a strawberry in another woman's mouth while she is blindfolded, so that is what im saying its very much fresh and that's the connotation there. Like a pool party, I now notice it's a pool party.

Researcher: Pink Ocean.

Male Promoter: Boat cruise which has very much become, everything is a boat ride now, boat ride is good vibes, and the persons I see endorsing it the campus boys, white house catalyst, ready-mix, you realize it's very much campus oriented, in terms of your target audience, way you see the use the word semester, semester adds hype that again speaks to that's a call to action phrase as well. Amm,.

Researcher: what do you think about the imagery? (Hi how you going?)

Male Promoter: Ammm, I think nuvo as well has plenty and the work pink.

Researcher: final one Baywatch.

Male Promoter: I think about David Hassilhoff, you know what I mean I'm Mitch, I'm from Baywatch (Researcher: yea). But when you watch it you think about sun, sea and sand, you think about girls in bikini, the cooler is drinks so are good vibes, and they have the word fun day as well, games and music. Ammm, yeah amm, bikinis, alcohol, a good lime more than anything else.

Researcher: how does these images appeal to you and why?

Male Promoter: Ammm,

Researcher: Which one is most appealing to you then? Which flier stood out the most?

Male Promoter: Ammm, the addiction.

Researcher: What's the reason for that?

Male Promoter: Well it provocative, I guess it depends on different minds as well (Researcher: yes). I mean because, I mean the young male (chuckles) especially if you is a mass media guy and you're seeing two young ladies there, you wouldn't see to young ladies reacting which each other in that way and that's why I say it's very much about the flesh.

Researcher: If it was two men would it appeal to you?

Male Promoter: Na na na na na! Man don't sell to man.(Researcher: so women sell to women?) no not really even to a woman it feels like homosexuality. A woman would watch this and still be captivated by this (Researcher: ok). If you watch to man (chuckles) unless you're selling underwear, briefs or something. It coscal and I won't by the coscal element in terms of the passa passa element, therefore the name jiggle it as well is a very urban phrase, it comes across as that to me, amm the pricing as well 60 dollars, don't attract me, it means that any and everybody will be there.

Researcher: Ok. Male Promoter again we would like to thank you for your agreement to do this interview, what did you think about the entire session? Did it give you, what were positives, negatives, how could we improve?

Male Promoter: No, ammm, I honestly think it was good you actually gave me some insight into what appeals, I mean sometimes, how it does look from the outside in, I mean I was watching images and as you all say which one appeals to me most, just the use of a female doesn't really do anything, again over done it over played. I mean so also watching, I mean for the negatives of a flier as well so the flier had too much writing, too much info and that is just

plain madness to me. You know so it something that I won't go true. So I mean (Researcher: alright) communication should be simple, to the point concise and effective.

Researcher: Ok. Alright thanks again, and cut (shouts of excitement by the interviewers.)