

WOMEN IN ADLAND: HOW GENDERED LANGUAGE IN CREATIVE AWARDS ACTS AS A COVERT INSTITUTIONAL PRACTICE

The lack of creative women in senior creative roles within advertising agencies remains problematic. This study examines the role of language in maintaining gendered institutional arrangements within advertising agencies. Using a content analysis of the words used in 183 award entries to the Glass: The Lion for Change we identify that the majority of award-winning entries are strongly masculine or masculine-coded and within the shortlisted entries many feminine-coded entries contained masculine-coded words. We highlight the gendered linguistic styles used in advertising award entries which we identify as covert institutional practice. The findings highlight the gendered nature of language that is used within the advertising industry which acts to maintain existing gendered institutional arrangements. These findings have important implications for the industry, advertising agencies and advertising award bodies.

Keywords: Advertising; advertising agencies; creative, gender, awards, Cannes Lions.