



## **CASE REPORT**

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| 1. Complaint reference number | 239/01   |
| 2. Advertiser                 | James Cook University                              |
| 3. Product                    | Education  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 9 October 2001                            |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a grungy young man (advertiser's description) superimposed over fast moving images to indicate travel along various roads. It then cuts to a young aboriginal man similarly superimposed, with a 'thought bubble' carrying the words: 'I want a world-class qualification.' The theme continues with a young woman superimposed over an underwater sequence and a thought bubble carrying the words: 'I want a choice of courses,' and a spiritual woman superimposed over a dreamy sequence and a thought bubble carrying the words: 'I want to feel at home.' Over a montage of images demonstrating the scope of disciplines on offer at James Cook University and its broad range of students, an announcer says: "First rate teachers, outstanding facilities and smaller classes mean you get the most out of uni." A concluding graphic provides contact details for James Cook University.

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*"I feel appalled and disgusted when viewing these advertisements. The message that I receive is that women are not included in science subjects. These advertisements demonstrate gender specific stereotypes which have a negative effect on me as a woman in Queensland."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not constitute discrimination or vilification as represented in the Code.

It further determined that the advertisement did not breach the Code on any other grounds. Consequently, the complaint was dismissed.