



THE PORTRAYAL OF WOMEN IN ADVERTISEMENTS WITH SPECIAL REFERENCE TO TELEVISION

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ABSTRACT This paper explores the gender stereotyping of women in the contemporary space of Indian television commercials. The paper endeavours a discourse analysis of the data obtained through survey about the women portrayal in Indian Television advertisements. The study deconstructs the discourse built by different brands through propagating a myth of women's beauty as only one kind of beauty i.e., fair skin – which becomes imperative to attain anything in life. Such a discourse mainstreams a racist version of beauty on one hand and trivializes the essence of a woman by representing her as a dependent on body image to attain success and approval. By portraying these beauties, brands through these advertisements tends to attract the attention of male audience towards them. These types of advertisements are influential in nature

KEYWORDS : Television, Advertisements, Women, Indian, Commercials

Introduction

Portrayal of women in television advertisements are important issues to look upon in society where rights for women are equal. This study gives brief look on how television advertisements are using women for their publicity from certain audience and to hold the trust of audience on their product.

Studies have demonstrated that the mass interchanges we are always presented to have an imperative impact in melding our frames of mind, convictions, recognitions what's more, desires for our general surroundings. As analysts endeavour to think about and clarify how mass correspondence influences our society, publicizing turns into a well-known hotspot for study. In spite of the fact that its messages might be short, they are regularly incredible, powerful, and persuasive in forming the frame of mind and conduct of shoppers. As women have crossed the limit from the local circle to the proficient field, desires and portrayals of women have changed also.

Advertisements are most powerful tool of society. Advertisements are the most used and common means of communication of society. This is used by every company or industry to promote or publicise their good, product or services.

In any case, the incongruity of the destiny of the status of Indian women is that many high points and low points because of winning conditions in various times; in this manner has turn into a theme of discussions.

The voyage of the Indian ladies from equal status in antiquated occasions through the mishap of the medieval period, to the advancement of equivalent rights by numerous social reformers, has been energizing. In spite of the fact that it is by and large trusted that from nineteenth century onwards the status of ladies has enhanced, however as indicated by the women's activist scholars.

The fundamental reason for promoting is making cash by pitching the pictures of flawlessness to its point of view shoppers and that ideal pictures more often than not are ladies; who accept to have great brand review esteem, to catch the eye and give "attractive" pictures for the commercials, independent of their pertinence to the promotions or items beginning from liquor to autos.

After the industrialization as women worked in expanding number, the gender role job depictions in notices have changed by the changing jobs of women in the public arena.

In a man centric culture like India, the greater part of the general population naturally they want to see the ladies in jobs of mother, sister and spouse or as the ideal home creator found that Indian people however are getting to be current, grasping the worldwide culture; they have confidence all alone convention, which the greater part of them try not to need to lose.

For instance, Nirma, a well-known Indian brand of washing powder, has been incorporating just women in their commercials since its

appearance, as in India a perfect woman is considered to do all family unit work, including washing garments.

With time, home-creators for example women began being incorporated into the promotion of the brands of family machines, utensils, female baby powders etc.

Literature Review

Consequences of the study by (**Portage, LaTour and Lundstorm 1991**) showed that ladies were as yet disparaging of the manner by which they were depicted in publicizing. Ladies still suspected that ads treated them for the most part as sex objects, indicated them as on a very basic level dependant on men and found the depiction of ladies in promoting to be hostile. As per this example of ladies, a hostile promoting effort would negatively affect organization picture and buy expectation.

A study by (**Lazier a Kandrick, 1993**) states that Media pundits contend and look into backings that ladies are reliably depicted in barely characterized jobs that overemphasize physical magnificence and sexuality while deemphasizing insightfulness capacity and word related reality.

The study done by (**Nicholas, 1994**) on Big Green Door offers knowledge for advertisements into the necessities of promoting for female purchasers. They found that ladies react to advertisements uniquely in contrast to men. They give careful consideration to detail, are more touchy to tone what's more, take a gander at it with more noteworthy profundity. While men search for the joke and after that proceed onward, ladies are more intrigued by the characters and what they mean.

A study by (**Jacobson and Mazur 1995**) states that "An age prior, as indicated by Naomi Wolf, a common model gauged 8 percent not exactly the normal lady; all the more as of late she gauges 23 percent less. Most models are presently more slender than 95 percent of the female populace.

A study by (**Jacobson and Mazur 1995**) states that More often than not, ladies forces more substance than men. This is associated with their parenthood work. "For quite a bit of mankind's history, this trademark was appreciated, looked for after, and celebrated in expressions of the human experience".

A study by (**Fang Wan and Wells 2002**) shows that Self-examination with the uncommonly thin models produces disappointment with one's very own self-perception, expands outrage and misery, and diminishes confidence. By and large these agents utilized an immediate boost reaction show present moment or regular introduction to notices containing dainty mode.

Objectives.

The main objectives of the study are as follows:

1. To find the role and status of women in Indian television advertisements

2. To find out how advertising portraying women
3. to find out how gender roles play in advertising

Research Methodology

Nature of the study

This is an empirical study on women portrayal in Indian television advertisements involves three stages. The first stage is to define the study areas, selecting the channel and time, and defining the nature of advertisements. The second stage is to analyse the information. The third stage is making to a statistical analysis and interpretation.

Research Design

Research Design is refers to as how an investigation is going to take place. The things which are being included in research design are the methods of collecting data, which available instruments will be employed and how to use them and how data are been used to analysed to find out results. This gives us a rough idea about the study type whether it is descriptive or experimental study or may be something different. It also tells us about data analysis, dependent variables, independent variables and many more. The study which we have conducted is a causal research design.

Type of the research

A qualitative research study was carried out to determine the portrayal for women in Indian television advertisements and how Indian women is portrayed in society. It gives the glimpse the image portrayed by advertisements.

Data Analysis

This Data analysis of advertisement's portraying women between prime time (8:00 pm – 10:00 pm) on India's most watched "Aapka colors" channel In July 2008. Since then it has become a part of Indian households. Its brand slogan 'Jazbaat ke Rang' identifies with the channel programs. Colors has entertained and stirred the Indian society with high TRP shows like Balika Vadhu, Bhagyavidhaata, Madhubala, Sasural Simar Ka etc. Now, you can book ads for hit TV serials like Swaragini, and reality shows such as Bigg Boss and Jhalak Dikha Jaa with release MyAd's online ad booking portal at the lowest ad rates.

This data analysis is of advertisement between prime time from 8:00pm to 10:00pm on colors channel. This data analysis is of advertainments which have women and broadcasted in one week between prime time. The image of women in advertisements can be structured in three different groups: Idealized, Stereotyped And Plural portrayal. These three categories are given by observation of advertisement's portraying women between prime time (8:00 pm – 10:00 pm) on India's most watched "Aapka colors" channel.

This study is consist of 420 advertisements in a week between prime time 8:00pm to 10:00pm. In this study we find out 210 stereotyped advertisements, 70 advertisements of idealized portrayals and 140 advertisements of appeals

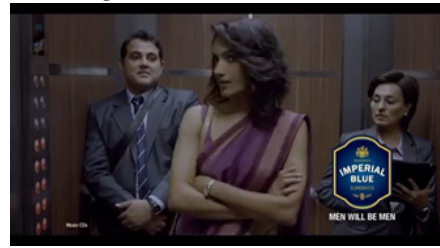
Categories	No of adds in weak	No of percentage
Stereotyped	210	50%
Idealised portrayal	70	16.66%
Appeals	140	33.33%

Advertisement : Fortune oil



This advertisement is for fortune cooking oil which has portrayed women as mother cooking for their sons in army champs In this advertisements women is portrayed as mother cooking for sons. It has portrayed women in kitchens cooking food for sons in army.

Advertisement : Imperial blue



This advertisement is for imperial blue alcohol brand which has portrayed women in sensual image.

In these advertisements women has portrayed as object to attract men. Women is picturised as sensual object.

Conclusion

The principle goal of this exploration was to analyze female jobs depicted by publicizing. All the more explicitly, we needed to comprehend what messages about women have been given to society through promoting and whether these depictions have been changed amid the previous decades.

We comprehend that messages that promoting have given to society are that women are not considered similarly to men.. Also, we translate that in Indian culture there are numerous generalizations against women and their pictures are utilized in to offer delight to men. Besides, biases which have establishes in the male centric routine are still impregnated in social relations in this nation. Furthermore, women still involve positions that are second rate compared to men.

Generally speaking, female depictions have changed throughout the years. In any case, they kept on being glorified and stereotyped. at the point when exposure utilizes an explicit picture this implies this discourse as of now exists in society. Consequently, we can translate that the classifications which were most spoken to in this examination reflect society sexual orientation relations and female jobs.

As to any examination, this examination has confinements that likewise propose potential outcomes for future insightful undertaking. For occurrence, future research could utilize another procedure way to deal with investigate a similar subject. In addition, these outcomes propose the requirement for more research in female substance examination. Different examinations in the territory would be helpful. What's more, a portion of the develops and operational guidelines proposed in this examination ought to be re analysed and tried.

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