



Discremination of Women in Indian Advertisement in the Age of Neo-Liberal Economy

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ABSTRACT

This is an endeavor to understand the underlying logic of representing women in mainstream media especially in electronic advertisements in the age of globalised economy. Private players and enterprise start utilizing the media to promote their goods through advertisements. Women get new opportunity but advertisement's role towards women is becoming the growing concern; basically this digital commercials advertisements consciously promote a certain category of women while on the other side avoiding other categories. This paper shows discrimination of women in media context to neo-liberal era.

KEYWORDS

electronic media, entertainment, women portrayal, globalised economy

I Introduction

1.1 Electronic media and women

"The hegemonic position of Neo-liberalism has resulted in an understanding of social justice, which focuses on helping individuals to alleviate their difficulties, rather than actually addressing the structural causes of these difficulties" (Welsh and Parsons 2006, p.52)

Television has emerged as an indispensable medium of entertainment and the growth of corporate products & service. In the era of neo-liberal economy, television has widened the opportunities for the advertisers to stay connected with the target audience. Women in the neo-liberal economy or in globalized economy get ample opportunity to promote and develop them as well as find a way to maintain livelihood. Lots of electronic media have come up in their neo-liberal era. Before the initiation of economy reform policy, very few channels were operating Government controlled Doordarshan occupying the centre stage. But the open market economy has boosted private players in diverse fields including entertainment areas. Thus electronic channels are vying with each others. On the other hand, private companies and enterprise and enterprises start utilizing these media to promote their goods through advertisements. Women utilizing this new opportunity, but the electronic media consciously promote a certain category of women while avoiding others.

It is to be noted that growth of women's education and their entry into employment has contributed to the growth of media and economy of India.

In all sphere of the life whether for controlling population growth, spread of literacy or improving quality of life for vast masses, women have crucial role to play. However, women can be expected to play this role when they become conscious of their strength are not deliberately marginalized by male domination.

In the context, media has an important role to play – to create awakening in women to achieve their potential as the prime movers of change in society. In today's world, print and electronic media play a vital role in effectively conveying message that needs to be conveyed.

II Globalization and Neoliberalism

Neo-liberalism" is a set of economic policies that have become widespread during the last 25 years or so. "Liberalism" can refer to political, economic, or even religious ideas. According to Adam Smith, and Scottish economist, published a book in 1776 called THE WEALTH OF NATIONS Neo" means a new kind of liberalism, abolition of government intervention in economic matters. No restrictions on manufacturing, no barriers

to commerce, no tariffs. Around the world, neo-liberalism has been imposed by powerful financial institutions like the International Monetary Fund (IMF), the World Bank and the Inter-American Development Bank.

There are lots of debate about the nature and form of globalization, but it is beyond that globalization has left permanent impact upon the society; profound changes are being perceived in economy, culture and politics. "The central pillars of neo-liberalism are the market and the individual." The main aim of neo-liberal economy is to roll back the state in the brief that only market capitalism will deliver efficiency, growth and prosperity.

II.1 Competition in Globalised Neo economy Era

Competition is the mantra of this new economy. Underutilized or utilized potentiality will be optimally used; every part for segment of the society will enjoy equal opportunities to flourish. India since early 1990s started incorporating this new value into her economy. In the name of restructuring feeble-economy India pursued policies akin to the neo-liberal economy. Public sector units are being sold out or liquidated; foreign direct investment is desperately sought; trade liberalization policies have been taken up; open market policies are followed; private initiatives are encouraged.

II.2 Globalised Neo-liberal Economy and Portrayal of Women in Indian advertisements

Market economy runs with an extreme motive of profit; numerous are being taken up to promote its business interest. Only the marketization can help sustain in competition. Private enterprise always tries to sell their products. One such attempt is advertisement. Through advertisements products and services advertised to increase the interest in these things amongst the public and to create prospective customers.

Advertisements not only promote the commodities for commercial gain but it is also a medium through which culture can be promoted, demoted or redefined. Advertisements have played important role in manipulating and manufacturing ideological transformation and transition in the public domain. Because of the media and its globalization new India is constructed, but the Indian society is male dominated and this dominance can be seen everywhere and unfortunately media is not the exception to that. Because different circumstances relating to the media's role towards portraying the fair sex have opened a new angle by leaps and bounds to think precisely about it. In the advertisements women are predominantly employed to promote products and services. In every time they are utilized whether it requires their presence or not. Even in masculine accessories women are presented from these advertisements a desirable value can be discerned.

Women are portrayed as sex object, skimpily dressed and sexy dolls with ideal figure which reform complexion.

It is necessary to create new discourse for the companies and business establishment because they are in search of capturing the newly emergent large middle class. Private companies fix their target to capture the new middle class. It is due to this large market, MNC and conglomerates are shifting their attention to India. India occupies the front seat in terms of attracting FDI all over the world. Private enterprise and new middle class survive embracing each other. For that a new discourse is necessary; a new image of Indian women is needed to construct. Historically they were deprived; now the neo-liberal economy puts chain in their legs, erect hindrances for their development. Conscious attempt taken up to create psychological inability for them to move forward, their culture value and belief system are regarded as backward. Advertisement is being employed to recreate and sustain this new woman and the private enterprise as well.

III Research Methodology

III.1 Research Problem

Market economy has promised equitable distribution of resources and equal opportunities for male and female but their operation tells opposite story.

III.2 Objective

To critically analyze the role of advertisements in constructing the images of women in the age of neo-liberal economy

To study important role of advertisement in manipulating and manufacturing ideological transformation in the public domain.

III.3 Hypothesis

H₀ : Portrayal of women in advertisements hasn't played important role in manipulating and manufacturing ideological transformation and transition in the public domain.

H₁ : Portrayal of women in advertisements has played important role in manipulating and manufacturing ideological transformation and transition in the public domain..

H₀ : Portrayal of woman in TV advertisement doesn't effectively contribute to the Indian economy in the era of neo-liberal economy.

H₂ : Portrayal of woman in TV advertisement effectively contribute to the Indian economy in the era of neo-liberal economy.

III.4 Data Analysis and Interpretation

This research has done in the different rural and urban areas of Gujarat region. Descriptive research methodology has developed. Survey is conducted for 300 random samples between the ages 25 – 60. The participants answered basic demographic questions and participated in research oriented questions through structured questionnaire in the survey. Data testing methods, Co-relation and Factor analysis are used by researcher.

(Table 1) T-Test (One Sample Test)	Test Value = 0			
	t	DF	Sig. (2-tailed)	Mean Difference
Influence of Television advertisements among society is high.	27.043	5	.000	1.55263
Influence of different promotional appeals among society is high.	40.565	5	.000	1.81579
Women are portrayed only as decorative objects or instruments for diverting the mindset of people	39.223	5	.000	1.80263
Women's participation, performance and portrayal in media are discriminated compared to male model.	40.565	5	.000	1.81579

In the era of neo-liberal economy Media is playing fair role in constructing image of women.	73.527	5	.000	1.94595
Media require to be constructing new image of women.	46.607	5	.000	1.84486

(Source: Prepared by Researcher)

Interpretation

The table 1 above analyzes that there is a value of significance level is less than 0.05. Therefore, researcher reject null hypothesis i.e. respondents support alternate hypothesis. It means effect of television among society and media is not playing fair role to women.

Table 2 Chi-square Test Statistics

Table 2.1

	Influence of Television advertisements among society is high.	Influence of different promotional appeals among society is high.	Women are portrayed only as decorative objects or instruments for diverting the mindset of people
Chi-Square Degree of freedom Asymp. Sig.	517.800 ^a 4 .000	335.700 ^b 3 .000	312.200 ^b 3 .000

(Source: Prepared by Researcher)

Table 2.2

	Women's participation, performance and portrayal in media are discriminated compared to male model.	In the era of neo-liberal economy Media is playing fair role in constructing image of women.	Media require to be constructing new image of women.
Chi-Square Degree of freedom Asymp. Sig.	201.975 ^a 4 .000	59.225 ^a 4 .000	345.625 ^a 4 .000

(Source: Prepared by Researcher)

Interpretation

The above chi-square test statistics shows that all cells have expected frequency less than 5. It means all statements have significant difference in expected frequency and observed frequency. It shows that it is too great to be attributed. So that researcher rejects null hypothesis and accept alternate hypothesis.

Columns 1 to 3 are focusing on the effect of television advertisements among society and portrayal of women only as a sex object. These column consist Asymp. Sig. value which is less than .5, it means that respondents support hypothesis of difference.

Columns 4 to 6 are focusing on the discriminated portrayal (socially and economically) of women in television advertisements. These column consist Asymp. Sig. value which is less than .5, it means that respondents support hypothesis of difference.

IV Conclusion

From the above discussion, it appears that globalization and neo-liberal economy creates opportunity not for all women, but a certain section of women enjoy the fruit of open market economy. It is exigency of the private companies and the new middle class that they consciously require an image of new Indian women. Various methods are applied to construct this

project; advertisement is one of them. Through this medium they find it easy to preach this discourse. Market economy has promised equitable distribution of resources and equal opportunity for male and female, but their operation tells the opposite story. Most of the time globally companies earn handsome profits because of portrayal of women in advertisements but on the other side women do not get handsome perk compare to men by advertisers and by the society.

Women's participation, performance and portrayal in media is discriminated compared to male model in different types of advertisements. In the era of neo-liberal economy, media

is playing fair role in constructing image of women compared to previous history of advertisements. Nowadays, women are portrayed as liberate women, decision maker, with two dimensional role as good care taker at home in their personal life and good performer at corporate field in their professional life.

Media require to be constructing new image of women without gender stereotype. Advertisers require telecasting fair portrayal of women where actual presence of women is required. Equal importance and credit should be given by the society

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