



The Portrayal of Women in Indian Television Advertisements and its Impact on Indian Women

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Abstract

Since the beginning of the liberalisation process, television advertisements have made a massive impact around the world. Especially today, television advertisements play a major role in entertainment and information in Indian society. But from the past few decades, Indian television advertisements have been not only providing information about the product or services and, but also directly and indirectly, also forcing the audience to buy their product, in different ways, especially by affecting the psychology of the people as viewers or consumers. If observed closely, TV advertisements continuously objectify women's bodies, sexuality and pornographic image for the sake of their products and services, for them, women are merely a commodity to attract viewers' attention towards their product. In India, almost three decades have passed since the beginning of globalisation in 1990, but despite the many positive changes in society, economy, and politics, Indian commercials are still very regressive towards women. The content analysis and interview methods have been used under the qualitative approach to collect accurate data. By using these two methods I have examined and explained how the commodification of women is more often shown in television advertisements to sell anything and this objectification affects women's capabilities as a person.

Keywords: Advertisements; liberalisation; nudity; objectification; commodity.

Introduction

Since the mid-twentieth century, media has been present in the lives of most individuals (Kearney, 2017, p. 2). Newspapers, magazines, films, radio, television, billboards, and the internet have entertained the modern society as well as made them informed. The advertisements on these platforms have hugely emerged as a source of information. The word 'advertisements' has evolved from the Latin word 'adverto' which means to draw attention to an object (Bootwala, Lawrence & Mali, 2007). In general terms, an advertisement means a public announcement under which different types of products are reported to the audience, but nowadays, advertisements not only give information about the product but also indirectly force the audience to buy their product, in different ways (Pathak, 2018, p. 1). Advertisements not just sell commodities but for the past several decades, advertisement has sold different views, values, social beliefs, conservative thinking, sex, and nudity on television. This depiction is done in such a way, that society easily accepts the nudity and conservative thoughts against women without any question.

Objectives of the study

The advertising industry has claimed to portray a strong, positive, and progressive image of women through television commercials. Since women's empowerment and freedom cannot be associated by their mere presence on tv commercials, the articles tries to examine such a claim made by the advertisement industry. At the same time, it is crucial to understand whether this portrayal of women in advertisements contribute to empowerment of women or not. The kind of popular images of women portrayed in most of the advertisements since the past three decades tell a different story regarding the presence of women. Women in these advertisements are only to sell marketable products, goods, and services. The market claims that, they have modernised and empowered girls and given the girls and women freedom of choice. But what is being modern? And freedom to choose what? When we study it, the truth seems far from it. The prevailing image of women seen in the process of market is certainly different from reality.

Television advertising is the largest segment of the market system, where the marketer sells their product, services, and item for profit, gradually associating the objects and items with the woman, her sexuality, and her body. Over the times, the object has been replaced by woman, her sexuality and her body selling the patriarchal conservative thinking about women with the object itself.

Gender, Women, and Globalisation

Andrew Heywood (2016) has considered globalisation to be a complex, inaccessible, and controversial term. Since it is also used for process, policy, market strategy, and ideology. If we see globalisation as an effect then it is not a new phenomenon because many third-world countries of Asia and Africa have accepted the culture, ideas, activities, politics, and policies of their colonial rulers (Greek and Roman Empires, Mughals, English rulers). But if globalisation is understood as a broader effect of the expansion of capitalism, markets, and technology on a global scale, then it was surely a new phenomenon (Grey, 2013, p. 10,11). The process of globalisation is a multi-dimensional process in which it is impossible to separate culture, eco-

nomics, and politics (ibid, p. 8). The economic reforms of late 1980s in India were called 'liberal' reforms under which Indian markets were linked with the world economy. This new economic policy adopted in the direction of economic reforms was the most important step taken in the economic field in the history of India, which along with improving the market conditions also gave a new perspective to Indian politics and started new international cultural relations (Chaudhary, 2017).

There is no doubt that this economic change on such a large scale affected the social, economic, and political life of every individual in society (Verma, 2013). Liberalization had huge impact especially on women, gender and media relations. Its effects were both positive as well as negative and ugly impacted both men and women. However, women were the most affected group by this market system as compared to men. From the late 1990s onwards, the presence of women/girls in large numbers in the advertising market was often linked to their freedom. Indian television are showing different images of women and girls, portrayed in different ways which are gradually becoming more elaborate and pervasive. It is argued that the market process gave women the freedom that was not there before. But after a point of time, this portrayal of women/girls in the world of television advertisements came into question.

Indian Television Commercials, Consumerist Culture, and Women

The Global market, television advertisement, society, and women are closely related. Advertising means the process in which the qualities of any item are exaggerated to force customers to buy it. Any item sold in the market is shown in a very effective way so that the viewer must buy it, so there is an emotional and social appeal hidden in it (Kumar, 2018, p. 137). Through television, all the companies constantly promote their brand, services, and product to sell them in the market so that the customer can keep an eye on the products, because of this marketing strategy the television screens are littered with consumer advertisements. Through all these advertisements, companies not only influence the buying behaviour of customers (Hamilton, 2018, p. 17) but also their mental and physical abilities. Today advertising has become a cultural institution that reflects and influences our lives and thinking behaviour. Modern advertising not only sells goods and services to consumers but also provides a way and perspectives to understand and see the world. According to Goldman "Advertising is a major social and economic institution for maintaining cultural hegemony by providing a socially constructed way of seeing and understanding our world (Roy, 2005). Today's Indian television commercials depict women in many forms. In some advertisements, she is depicted as beautiful, in others she is depicted as someone who is eager to look beautiful, in some ads she is sexualised, and in other ads, she has a modern look but with a domestic role. Many advertisements depict women as subordinate to men, where she mentally, physically, and sexually demeans themselves to make men happy, and through this TV commercials send the message to society that these roles keep women happy. These images of women in advertisements are made according to the item sold in the advertisement. No one has as many images of women as seen in advertising. All the popular images of women in Indian television commercials without any doubt affect the capabilities of women in society.

According to Jagdishwar Chaturvedi and Sudha Singh "Objectively female is dominated in the mass culture and mass media, here the stereotype depiction of woman is more visible which is being projected universally i.e., in social life also the woman is like advertisement appears in. After many decades, almost all advertisements show that the woman wants to leave the circle

of her privacy, wants to be public, wants to be sold. These images of women are used by many companies to sell their goods which include cars, bikes, clothes, pieces of jewellery, furniture, food items, home appliances, cosmetics, newspapers, cigarettes, and even alcohol. The way a woman's body and her image are used to sell these items, the body, and image of a man is not used. Because as fast as the female body stimulates, the man's body neither does the male's image have the same profound effect as that of the woman. Moreover, in such a presentation, the woman's body appears to be natural" (Chaturvedi and Singh, 2010)" also because society has developed this way of viewing the 'other woman'.

In most Indian TV commercials, women are more oppressed than emancipated. The way a different image of a woman is used in television advertisements to sell different types of products oppresses women in society. But the oppression of women is not a new process. Women have always been oppressed in society at different levels and in different ways. Today, whatever unassertive images related to women are prevalent in advertisements, are only an extension which already accepted by society about women.

Research Methodology

Since the purpose of the research is related to the portrayal of women in Indian television advertisements, therefore content analysis and interview methods have been used under the qualitative approach to collect authentic data. Under content analysis, by mainly using primary sources, 240 TV commercials have been studied from 2016 to 2019, that were aired from 8 pm to 12 am, on popular Hindi tv channels including Star Plus, Zee TV, SAB TV, Colors TV, Sony TV, and &TV, Zee Cinema, Set Max. The main motive behind content analysis was to keep an eye on the broadcast and to understand the depiction of women in television advertisements. All the 240 advertisements watched for content analysis are divided into 4 categories. In the first category women's beauty products (face cream, hair removal cream, soap, face-wash, jewellery) are included, in the second category all types of food items (juice, Maggi, chocolates, drinks etc) are included, in the third category all the baby products including baby powder, lotion, wipes, diapers etc are mentioned, and in the fourth category men's related all products (hair gel, shaving cream, underwear, perfume, deodorant), are counted. The analysis of these ads is based on the women's popular images, the uses of their bodies and different body parts, the music used throughout the ad, the voiceover, and the hidden message of showing women in that particular advertisement used. The main objective behind the content analysis is to understand the intention of the portrayal of women in ads.

An analytical study has been made through the interview and, for this 215 women and girl from the age 12 to 50 years were interviewed. The pattern of interview was unstructured and open ended. The main objective behind conducting the interview was to understand how Indian women and girls are receiving these images and, how these depictions affect their physical, mental and emotional well-being.

The popular Images of Women in Indian Television Advertisements

On the basis of content analysis of 240 advertisements, the prevailing portrayal of women in Indian television advertisements has been divided into five categories.

The Artificial Fair Look: Since India is a hot continent, the common colour of normal Indian living in the rest of the country except the Jammu & Kashmir and the north-eastern part of India, have either dark or wheatish complexion. Indians have a strange obsession with the white complexion so much so that being beautiful is synonymous to fair-skinned especially for women. Fairness for girls has become part of an unwritten tradition in Indian society. All fairness cream commercials such as Fair & Lovely, Meglow cream, Ponds, Garnier and Olay, a dark-complexioned girl is shown as a problem who cannot find a place for herself in a good educational institution, a job, or even in society. She is the one who is always mocked by her own family and friends for her skin colour and is also unable to find a good life partner. In a patriarchal society such as India, being a girl has its set of challenges and if she is wheatish or dark complexioned the challenges multiply, not only for the girl but also for her parents. These advertisements make prejudices and stereotypes stronger in society. The fairness cream advertisement, which appeared on television from 1990s to 2019, featured a particularly dark-skinned girl as a burden to the family. Due to the dark complexion, she cannot get married and the girl curses herself for it, to reduce her father's burden, she becomes fair by applying Fair and Lovely Cream. Even today many advertisements show that a fair skinned girl easily gets success, happiness and even a handsome wealthy husband. These advertisements declared fair skin as a qualification for girls. The effect of these advertisements is on young girls in such a way that today many women and girls are going for medical skin lightening treatments to look blonde (Chatterji, 2010, p. 87-91).

The portrayal of women as less intelligent person: The patriarchal society sees women as not very smart in terms of taking decisions and is usually dependent on men to decide for them. Therefore, even today, in most Indian families, the decision of a man as a husband and father is always considered paramount. The decision are made by the husband/father on behalf of a woman, even if the decision solely concerns the woman. Many cosmetics-related advertisements portray young, beautiful, even educated girls as stupid to sell their products. The woman depicted in these advertisements are not able to make any decisions on her own. She is only able to make a decision when she uses a particular cosmetic product (fairness cream, lipstick, eyeliner, etc.) of a particular company. These advertisements trash the image of women in society. They convince women that they are inferior to men.

The indecent portrayal of women in ads: Along with the goods and services the advertisements also sell the character of a woman. These advertisements sell the patriarchal orthodox thinking where the idea of making a woman characterless is prevalent. "Manu, the first man of Hinduism, argued that women should never be trusted. No man should live in seclusion with a woman even if she is a daughter or sister in relation. Because these women can trap any man for their sexual gratification. Therefore, it is necessary for a man to control them at every age" (Chakravarti, 1993). In many television advertisements, they show a young, beautiful, fair, educated, working, married woman, running behind those men, who wear the particular underwear, used hair gel, perfume, or deodorant of a particular company (Kilbourne, 1999). These kinds of depictions of women, not only trash the image of women in front of male counterparts but also prove that each word of Manu, which was said by him centuries ago, is still true.

The portrayal of women as a decorative item in ads: Women's position in a traditional upper caste Indian household is always subordinate to the man. In Indian homes, a woman is seen as a piece of decoration and is popularly called *Ghar ki Shobha* (the beauty of the home). In every

Indian household, domestic work has to be done by women wearing acceptable clothes, jewellery, and cosmetics. Even, the richness of a family and husband is judged by the clothes and jewellery that is worn by the women of the household. The position of women in advertisements is also the same. Women are portrayed unnecessarily in those products that are rarely related to men, such as bikes, cars, shaving creams, undergarments, perfumes, hair gel, deodorant, etc. These products do not have any relation to women and girls. The main motive behind portraying slim, beautiful, fair, sexy, and bold models in these male-oriented advertisements is only to attract the attention of men, like *Vigyapan ki Shobha* (the beauty of the advertisements).

The portrayal of women as a superwoman: The stereotypical portrayal of women in advertisements is popularly depicted because it is in demand and, also because in any domestic ads a traditional-looking woman looks more appealing than the modern one. (Goodman, 1992, p. 79). Women's work inside the home is still overrepresented in Indian television commercials. When an advertisement depicts a familiar traditional image of a woman which is associated with her cultural images, so, it makes a greater impact on the audience (Allen, 1992, p. 22).

For instance, in all advertisements of home appliances from pressure cookers, spices, and household products, to toilet cleaners, and food-making items, a modern and educated-looking model is portrayed as the ideal mother, as a good wife perfectly cleaning, cooking, taking care of kids and in-laws, which reflects the basic duty of a woman in Indian society, and the audience not only accepts these roles of women easily without any question but also strengthens these images of women in society. These images play an important role in maintaining the gender gap that already exists between men and women in society. The masculinist society therefore form the opinion that despite having a good education, a job and having all kinds of freedom, the primary responsibility of a woman is only home and the family. Along with these images, TV advertisements build a mental pressure on those women who are working professionals. Due to work pressure & not getting any help from family, many women are not able to fulfil their traditional responsibility as mothers, wives and as a daughter-in-law. During interviews, 60 working women(out of 100) from the age of 24 to 40 accepted that when they saw it on TV ads that working women are smartly managing their homes & office and also getting success in all phases of life. Such depiction of women on television gives them a psychological pressure to become perfect mother to their children, ideal wives to their husbands, along with being a good employee. According to them, these advertisements give them an indirect lesson about how to be a good wife, a good mother and a good daughter-in-law more than just being a good worker for the company.

The Impact of a Distorted Portrayal of Women in Television Advertising on Indian Women

Since gender-based advertising reflects social structure, values, beliefs, and norms (Gooffman, 1979, p.8.), it is believed that as society changes, structural changes will also be seen in advertisements. Studies reveal that media in many countries bypasses the obscene, negative depictions of women by using female bodies to please men. It is important to understand these images as women are part of society as mothers, wives, daughters, and most importantly as an individual.

There are only a few advertisements in Indian commercials in which women are depicted in positive roles such as capable workers, rational beings, strong personalities, and self-dependent women. It is not because the image of women as workers, farmers, doctors, lawyers, engineers, and technical workers is not prevalent in society or because their numbers are less. Rather, it has never been a matter of concern for mainstream marketing strategy. Even, in state politics, only men's problems, as a worker, farmers, sanitation workers, and unemployed people are studied and resolved.

For a very long time, media loudly claimed that it is always influenced by the elements and facts of society, but denies that it affects society itself. The obscene, narrow, sexist portrayal of women shown in the advertising world undoubtedly has an impact on the women living in society and their development. After analysing the content of 240 Indian television advertisements and interviews with 215 females between the ages of 12 to 50 it can be argued that most Indian television commercials objectify and oppress women.

Television advertising promotes inequality in the family

There is no doubt that whether it is economically weaker class, middle-class society, or other social class, according to all kinds of governmental, non-governmental, and international data, the nutrition, service, and care of girls is very less compared to boys. Opportunities for education, development, and employment are also very less. Drawing the line of inequality between men and women, advertising forms a more effective ideological base in societies where this gender discrimination is justified at every level. Most of the commercials on Indian television, from home furnishings to food, portray a young woman in a homely, cultured role, dressed in an Indian attire. All these advertisements depicted women as caring mothers, ideal wives, and cultured daughters-in-law having no independent personalities. These women are shown as happy inside those four walls. Such prevalent images of women in advertisements further strengthen and promote gender-based inequality between men and women in society. According to Bardwick & Schuman (1967), women appear more as a mother and wives in advertisements than men. The most visible depiction of a woman in Indian television advertisements is also prevalent as a mother and wife performing the duty of a good mother, wife, and daughter-in-law. The portrayal of women as individuals is completely missing from all these advertisements i.e., her identity is highly limited only as mother, wife, daughter, and daughter-in-law (Rawal, 2013, p.198). This type of orthodox message promotes inequality between boys and girls, men and women, and husband and wife in the family. Influenced by this thinking, conservative parents instead of educating their daughter and making them self-reliant, teach domestic work so that she can become a cultured daughter-in-law, wife, and mother after marriage in the future because that is supposed to be her real life.

Television advertising hurts women's self-esteem and self-confidence

In addition to influencing the thinking and portrayal of society about women and girls, marketing and advertising also affects the way women see themselves, affecting their self-confidence. Women who are dark in complexion, short-heighted, with a heavy built or having facial hair fall prey to the standards set by the advertising industry and suffer from a low self-esteem. They directly influence the thinking, likes, and dislikes of women, what to wear, what to use, and how to look. Due to the influence of these advertisements, many women and girls started

having problems with their body size, weight, thin hair, and breast size (Widdows, 2018, p. 21, 22). Due to this, the feeling of dissatisfaction with one's own body starts to creep in, lack of self-confidence, due to which one does not fit into the frame of beauty, and the problem of mental stress and eating disorders starts (p. 60) and this problem is also seen in adolescent girls to adult women. They want to achieve the definition of the physical perfection of a woman at any cost. Especially teenage girls who are more active on social media like Facebook, Instagram, Snapchat, and MySpace. She wants to get the beauty trend in the market to get maximum likes and popularity on all her photos (p.59). Hair loss on the face and body due to hormones has also been divided in terms of femininity and masculinity in such a way that if a girl has natural hair on her face or body, then she is called a boy in the family and social group. Even if a boy does not have a beard and moustache, then he is also made fun of by addressing him as a girl (Foo, 2010, p. 54).

Indian advertisements proclaim the presence of certain types of girls as the ideal form of 'perfect woman/girl' to such an extent that most women and girls would not fit the criteria. An attempt is made to fill the minds of these girls and women through advertisements that a fat body, short height, and dark complexion is a curse for her, and with this ugly look (according to the advertisement) she is not going to be accepted by society. She will not be respected in the family, would not be liked by any man and would never get married. The impact of such mentality has compelled many women to commit suicide. For instance, according to Haryana Police, in 2014, a woman was forced to commit suicide by hanging as her husband physically and mentally abused her because of her dark complexion. In the same year, in West Bengal's Midnapore district, Brototi Das (a school teacher) set herself on fire when her family members failed to find a suitable groom for her because of her dark complexion (Outlook, 2017, p. 33). Incidents like these are proof that these advertisements have a profound effect on the minds of young girls. Suicide by a school teacher due to a dark complexion is a matter of great concern because despite being financially independent, women are not able to feel free from body shaming. In interview 61 per cent of women from the age of 19 to 35 accepted that TV ads hurts their self-confidence. These advertisements give a message to society that the girl who does not have a fair complexion, thin waist, standard height, and slim physique, are out of the purview of society.

Television Commercial hampers women's health

India is the world's largest market for facial whitening creams and bleaches, herbs to increase height, and creams to remove blemishes. From young men to women, the urge to be fair has led to a flood of fairness creams claiming to make the market fair. But people are unaware of the harm caused to the body by the chemicals used in it. Due to that even life is in danger. In many creams, mercury is used in small amounts to whiten the complexion of the face, due to which there is a risk of its particles reaching the brain.

According to Dr Rishi Parashar, Senior Dermatologist (Skin Specialist) at Ganga Ram Hospital and Delhi State President Dermatologist Association of India – “Almost every cream that claims to make fair contains mercury and has a turnover of several billion dollars. According to him, Bollywood actors through their advertisements are motivating the youth to use such creams as a way to achieve success. But the truth is that it is deadly. It affects the eyes, ears, nose, lungs, kidneys, and the reproductive system. He also clarified that television advertisements often hide the truth. In a country like India, mercury reaches up to 47 degrees, so Indians

do not have fair skin. People are eager to look fair but they are unaware that if the complexion is fairer then the risk of skin cancer will increase.” (Navbharat Times, June 18, 2016,). These commercials only fool the general public through false claims and also play with their health. The products of diabetes, joint pain, baldness, and increasing height, which companies sell through advertisements by declaring them to be better, natural, and good for health, have no scientific basis or medical evidence, which is a violation of the law. Under the Drugs and Magic Remedies Act, 1954, false and misleading advertisements of the drug cannot be made. But despite this, in all this propaganda, women are the main victims. Creams and make-up are declared to be made from natural and herbal ingredients and are claimed to give fair, supple, youthful skin to young girls. They use health and skin-damaging ingredients that are harmful for regular use. But TV advertising tries to make a profit from one's life by completely denying its responsibility in this context. All these companies do not understand their moral and human responsibility in this context.

Therefore, there is no doubt that TV ads hamper the health of Indian women by claiming to make them, fairer, young, age-less, slim and beautiful.

Television advertising negates women's potential

Since the first decade of marketing, advertising has been promoting a certain kind of conservative view of women. In which the role of a woman as mother, and wife, is limited to decorating the house and as a young girl to enhance her appearance, complexion, and body, and attract the man. The participation and contribution of women in the economic sector of the country have been completely denied in the advertisements. Today, after several decades of development, when women and young girls of our country are contributing equally contributing to the country's economic growth as doctors, lawyers, scientists, journalists, sportsmen, farmers, labourers, etc., “the strong and rational role of women is missing from advertisements, which negates the power of women” (Wolf, 1991, p. 10-13)

The advertisement shows that any girl gets good job or becomes successful not because of her talent, intellectual quality, and ability but because of her fair skin, long black hair, and attractive physical shape. According to TV advertisements for any girl no matter how talented she is, but if she has a dark skin colour, her hair is dry and lifeless, if she has a fat body, if her height is short, then she cannot do anything in her life.

Television advertisements reinforce anti-feminist elements in society

Madhumita Pandey, during her interview with more than 100 rape accused in her criminology research, found that all these criminals are part of the patriarchal society which is influenced by the anti-feminist thinking prevailing in the society. The main commonality among all these criminals was that instead of blaming themselves for the crime, they blamed the victim girl's physical behaviour, her way of clothing, and her free conduct, which a girl should not suppose to do. Pandey attributes the wonderful mix of socio-culturally prevalent toxic masculinity, rape culture, sexist jokes against women, anti-feminist slurs, day-to-day sexual abuse, and acceptance of sexual violence as normal. It is not surprising that films, television serials, music videos, and television advertisements have contributed greatly to the propagation of all this anti-feminist thinking. Apart from this, in India, many times different local Khap Panchayats

and fatwas of Uttar Pradesh and Rajasthan prohibited women and girls from keeping phones, wearing jeans-shorts, make-up, high heels, eating pizza-burgers, noodles, and cold drinks.

In the year 2012, Haryana Khap *Mukhiya* (head) Jitender Chhatra blamed chowmein and fast food for rape instead of the malevolent mentality controlling women. These backward-minded institutions, which ban the use of such modern products by girls, argue that all these western things mislead girls and destroy Indian culture. Even for the exploitation, molestation, and rape of girls and women, these Khap Panchayats would blame western food and clothes, behind which it was argued that the use of these items makes girls agitated when they start changing hormones. In clear words, according to them, it is not the boys but the girls themselves who are responsible for the rape crime. When ideologically backward institutions in a democratic country impose such restrictions on girls, then the question arises how did such a hypothetical view of women and girls develop? How was it assumed that girls wear jeans-shorts to attract boys? How was this concocted idea coined about girls who drink and have fast food stimulates their hormones so much that girls even get themselves raped? In a country like India, where even today more than half of the population is away from modern education, most of them still believe that the depicted images of women in films, in music video, and in advertisements are true. In these backward societies, obscene, negative, pornographic and imaginary depictions of women have been majorly advertised by advertisements themselves. When in an advertisement models and popular actresses are shown sensually drinking juices, cold drinks, eating biscuits, and running after boys in the scent of perfume in an erotic way to sell products and woo the public through models and actresses, it makes men believe it as normal and suppose to happen with them too. Today advertisements are selling society a view of modern young girls in which they are declaring girls as characterless. Whereas according to the Prohibition of Pornography Act, 1986, such advertisements are strictly prohibited to present, show and highlight the body structure of any woman in an indecent manner which hurts society and is likely to create an immoral environment. There are also many such provisions under the Cable TV Regulation Act, 1995, which prohibit obscenity, but despite this, pornographic depiction of women is continuously done in television advertisements.

According to Martha Nussbaum, women in Indian society look at their welfare as the welfare of the family. They prioritise the health of their family over their health (Nussbaum, 2000, p. 56,57). This tendency is also seen in television commercials. Women's overall well-being is denied in television commercials. Even today, in many advertisements, the interests of family, husband and child is the interest of woman as well. This quality of hers is indicative of her being the ideal mother, wife, and daughter-in-law. In advertisements that claim to be modern by breaking the traditional role of women, those advertisements in which women are shown working, those advertisements also portray women as superwomen and supermoms. This means that such a mother or wife, despite being employed, plays her domestic role very well. Such advertisements deny the pain and problems of the common women which exist in society and pressurise them to become better and more beautiful like the model women seen in the advertisements. Indian tennis star Sania Mirza, speaking on the topic 'Of women and Leadership at the World Economic Forum, talked about the impact of advertisements that she was once prevented from playing as a child when she was eight years old. People used to say that if she plays outside, her complexion will turn dark in the sun and no one will marry her. According to Sania Mirza, it has become heavy in the minds of the people that a girl should remain beautiful and she should also be fair (Navbharat Times, October 4, 2019) which affects the confidence and ability of the girl.

Television advertisements, directly or indirectly, affect the subconscious mind of women and other sections of society. Advertising is influential in shaping the public opinion. Class division and gender discrimination in advertising create challenges for society and the state (Ibid).

Television advertising affects a woman's potential as a viewer

The biggest drawback of Indian television advertising is the images of women and girls are shown in these advertisements and the way it promotes the masculinist thinking built on those images of women. Society's beliefs are imposed that also affect and limit the ability of a woman/girl to watch television while sitting inside the home as a spectator. The girl/woman watching television as a spectator can be a student, a domestic lady, a young child, or a working girl. The company selling the advertisements does not have any information about who—and how/in what way—is being affected by these advertisements. In such a situation, the responsibility of the advertisers becomes more that they should avoid creating such types of advertisement which hurts women or other sections of society. Indian television advertisements emphasise that women are happy in the current social and family system. Television advertisements propagate the idea that an ideal woman loves to clean the dishes and house, love to cook for her husband and children as per their choice, and that it is her duty to give up her interests for the sake of the family that makes her happy. If a woman has trouble or fatigue doing this then she is not the perfect woman and does not have the qualities of an ideal mother-wife. You are not the woman God created. You are not a capable mother/wife. If being a working woman, you deny your family responsibilities or are unable to give time, then westernisation and modern education have made you immoral.

Indian television advertisements give a message to the girls of the society that despite having a good education, knowledge, skill, and degree, if you are not beautiful, tall, sexy and slim then you cannot get a good and respectable job because for a girl to get a job it is necessary to be fair and lovely, not to have a degree. Along with this, these advertisements have developed a different idea about fair complexion girls that if she is getting promotion and success at every level of her life that simply means, she uses her beauty and smart look as keys to success by seducing the boss and this also affects the mindset of Indian society, when people see an attractive looking girl or woman rising to a good position, then they believe that this job and progress is not due to ability but because of her beauty.

Conclusion

It can be said that in post globalisation phase, to become number one in the competition every company has used the identity, body, etc., of women to sell its product but the main problem is these depictions are not only negative but vulgar. These kinds of depiction in advertisements are against the self-respect of women and their fundamental rights as granted by the Indian constitution. This is true that women want to go beyond their private sphere, and want to reach the public sphere, but not as products or items, not at the cost of self-respect. However, because of socially conscious sections and pressure, there has been some positive change in the female portrayal in advertisements, but we still have a long struggle in this direction.

There is no doubt that women in advertisements will continue to be sold as commodities as long as the market continues to see men as buyers. As long as the market gives priority to the men, certainly, women will be available as a cheap commodity (Bhasin, 2017). To change the

portrayal of women in television advertisements, children in society must be taught gender equality and sensitivity from an early age. At the same time, the educated sections of society, along with the government and non-government organisations, should oppose any such depiction in which women are shown in a wrong way. Since the family is the unit of society, children should be given all kinds of education and opportunities in the family without any gender discrimination. The main reason behind the increase in a large number of false, obscene, and misleading ads on television is the absence of such institutions which can monitor and control them. Therefore, a censor board should be created only for television where educated people of all sections must be involved, especially women, where they must be free to investigate the depictions of different images and claims shown in advertisements. Apart from this, there is a need to involve more and more women in the field of advertising so that along with acting in advertisements, women's freedom in advertising can also be maintained.

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