

Change in Portrayal of Women in Select Indian TV Advertisements – A Multidimensional Approach

Dristi Chawda

Kannan S

CHRIST (Deemed to be University), Bangalore

Article Info

Volume 82

Page Number: 12240 - 12251

Publication Issue:

January-February 2020

Abstract

Advertising is considered as a strong and effective medium of communication in modern time. Being attractive, short, quick and powerful it has all qualities to strongly impact, limit or expand the very purpose of a person's reality, their choices, and potential towards such choices. Women have always been held back in the historical context, facing discrimination in many spheres of life and fighting for their identity. Along with many other domains like films and television, Indian advertisements have changed the way in which women are portrayed on screen. Keeping this in mind, the present research mainly focuses on the change in the thinking of people on the portrayal of women in the popular Indian Television advertisements. The present study adopts both qualitative and quantitative methodologies under which content analysis, survey and expert interviews are used as methods. The study mainly focuses on television commercials and respondents from every age group both men and women, homemakers and working are considered. The study will help us to collect and analyze information from three different perspectives. The triangulation method will lay down analysis of advertisements, the one who create them and the one who consume them. The study perfectly syncs to the current scenario because it answers if there is any change in reality, or such advertisements are mere audiovisual content with a different meaning.

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 23 February 2020

Introduction

Advertising is considered as a very strong medium of communication in the modern times. Being attractive, short, quick and powerful it has all qualities to strongly impact, limit or expand the very purpose of a person's reality, his or choices and potential towards such choices. In the words of Philip Kotler – “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.” Advertising is not just a strong medium of communication, it helps to influence a large number of Audience in no time. It is the communication which takes place between a product suppliers and the users of the product. If we compare the impact of various kinds of

mediums on the audiences, it is evident that audio visual content stands still in the toiling world. So, it is really elementary to relate with two prodigious concepts together in a single platform. Advertisements in Television. The constant exposure of a certain kind of advertisements, with appealing visual and verbal elements have a very enduring influence on the audience. The medium has a strong sense of power to constantly trigger to the minds of people and initiate social changes. Keeping this in mind, the paper mainly focuses on the change in the thinking of people on how the term ‘gender’ is portrayed in the popular Television advertisements from the past to the present. Also, It focuses to find out the change in the social scenario (Indian Context) and scrutinize if the change real or not.

Review of Literature

Advertising and gender stereotyping

The portrayal of women in the current scenario has become one of the most important topics of discussion across the world. In India, advertisements play a very peculiar role in changing how people perceive certain notions. There has been a lot of hype on the way things have changed in reality for women and how there's a whole concept of stereotype related to women being broken down.

Advertising and Gender stereotyping

Stereotypes are generally a common opinion of a group towards another group, which develops over time or through socialization. When it comes to gender stereotyping in advertising, the way the ad is decoded by the human watching it, decides how that person, be it male or female, reacts to it. (Menon, 2015). The reaction of the person creates a lot of change in how a person perceives the message of the advertisement. Tough stereotypes take decades to change, a certain type of reaction in loop results a slight change in the society, if constantly exposed to, it can help to create changes in reality.

Studying consumer responses to stereotyped and nonstereotyped portrayals in advertising in terms of gender, ethnicity, and sexual orientation on social effects states that stereotyped advertising portrayals can generate negative social effects and these effects are mediated by consumers' abilities to defend themselves psychologically by not reacting to them (Åkestam, 2017).

Looking at the history of gender stereotypes in advertising, it is a topic with more than five decades of related research. The outcome of literature was ignited by social and historical contingencies. (Stacy Landreth Grau, August 2016) First, the rise of feminism in the 1960s challenged equal opportunities for men and women and initiated a gradual change in occupational opportunities and domestic structures. Second, changes in the labor force brought significant variation in both male and female roles and subsequently how they are reflected in advertising and third being the

changing role structure in the family has created significant variations in the female role (Yiorgos C. Zotos, 1994).

Portrayal of women in Advertisements

There is an on-going trend in today's media, both electronic and print, to portray women as commodity, sex objects and sometimes as victims, patriarchy is established in everywhere and media is not exception to that. Media depicts the picture of women as weak and inferior in front of the whole world. Portrayal of Women in Indian Mass Media: An Investigation by Himashree Patowary is a study analyzing the feminist understanding of media and its role in constructing the image of a women, the study reveals that that overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereotypes. Conducted just in the year 2014, the study doesn't just focus on advertisements but on overall impact of media content on the audience (Patowary, June 2014).

Further, particularly focusing on the ad world, an exploratory study on portrayal of women in Indian television advertisements by Madhusmita Das and Sangeeta Sharma showcases the dominance of the decorative role portrayal of women, followed by family role, as free wheeler and in working role in Indian TV advertisements. Most of the advertisements under study women are portrayed as independent decision makers for the use of the advertised products. Female respondents of middle adulthood being highly educated are more concerned about the portrayal of women in Indian TV advertisements. Furthermore, this background helps to understand which section of the women actually think about the change, the ones that are exposed to good ad content and have freedom to think for themselves (Das, 2016).

Media seems to greatly impact opinion & attitude of media users. Objectionable content in advertisements seem to be influencing the cultural values, leaving an immutable mark in our minds. The response for the question based on portrayal of women in advertisements of 100 respondents from Urban Bangalore makes us conclude that most of the people are unhappy with the contents of advertisements and that the portrayal of woman

in advertisements also have an effect on the cultural values (Dr.A.Krishna, August 2015).

Change in portrayal of women

It seems that gender role portrayals in Indian television advertisements are following the changes in Indian society. In comparison to the findings of a study conducted by (Das, 2016) Appearance of females in Indian television advertisements has increased (52.4% vs. 43.2%) whereas male's appearance has decreased (47.8% vs. 56.8%) over period of time. Now there is no significant difference between males and females portrayal in Indian television advertisements as compared to quite significant difference in 2004 (Taneja, 2016). Concerns over facts which say that advertising which reflects roles of women is in reality or stresses the stereotypical aspect till date, which no longer exist (Mapgaonkar, 2005).

Although, woman in India, are portrayed as traditional and stereo typical over the decades, there is a difference in product categories advertised by them. Advertisers in the decade 2000 are willing to portray woman in male dominated advertisements as compared to advertisers of 1990s. In the 1980s and the 1990s women were portrayed either as a home maker or as a professional. This was not the case in the 2000. In 2000, 13.34% of advertisements portrayed woman in the role of both a professional and home maker. There are many such changes in the television advertisement over the decades (Y L R Moorthi, 2014).

Research Objectives

Look for a change in portrayal of women in TV advertisements from past to present.

- Analyze the change of thinking in the portrayal of gender in the popular TV advertisements.

Research Question

To find out the change in the way in which TV advertisements portray women these days and how these ads are helping to break the stereotype related to women and their roles in the society, bringing about a change in reality.

Theoretical Framework

Labeling theory is rooted in the idea of the social construction of reality, which is central to the field of sociology and is linked to the symbolic interactionist perspective. Labeling theory basically talks about the tendency of people who generally identify and behave in a certain way that is reflected by them, depending upon how others label them. It is most commonly associated with the sociology of crime and deviance. Labeling and treating someone as criminally deviant can foster deviant behavior. Labeling someone as a criminal, for example, can cause others to treat them more negatively and the response to being treated more negatively can be in turn for that person to act more negatively.

The researcher looks to find out through the research as to how there is a change in the way women are being portrayed in Indian television advertisements and how there is a certain kind of deviance that women faced in the past being covered by newly conceptualized advertisements. Women are labelled as inferior to men since decades, thus patriarchy still has its roots in our country. The new ways of labelling women and showing them in a positive manner may help them to reconsider their identity and behaviour in the society. A change reflected in advertisements, may help women to label themselves as more capable, independent and strong, in turn helping them to overcome the labels provided to them since years. The process is elongated and rigid, but a small level of change will bring bigger changes.

Methodology

In order to conduct the research on finding change in the way women are portrayed in Indian television advertisements, the researcher has selected both qualitative and quantitative methodologies. The researcher has selected the triangulation method of data collection, which is basically to collect data from various sources using different methods ensuring cross validation. To look upon the topic from three different angles, the methods selected are content analysis, survey method and expert interview.

Content analysis is used to analyze the type of content advertisements of the last five years have put across, for this 5 advertisements from various domains have been selected. Survey method was conducted to know from people and evaluate if there is any impact that these advertisements have on the viewers. Snowball sampling technique has been used by the researcher and a questionnaire was prepared with relevant questions related to the research topic, it was sent to respondents to collect data, preferably to the ones who are likely to watch television channels. Also, Expert interview was conducted to know from the industry point of view as to what is the reality behind such content.

Findings and Analysis

The findings and analysis of the study will be divided into sections according to the methods taken up by the researcher:

Content Analysis

The researcher listed down 7 parameters to analyze content of 5 selected advertisements from various domain of the past 6 years. The parameters were: Core idea of the advertisement, number of characters, role portrayal of the female character, dual or multiple responsibilities, equality portrayed in the advertisement and positive value portrayal.

Ariel #Sharetheload

The core idea of the advertisement is to break the stereotype related to the job of laundry, as to who is the one responsible to do laundry at homely setup, men or women?

There are two female characters in the advertisement, one being the main lead who's the working women, she's shown as a strong and dedicated person and her mother shown as an old lady who is astonished to see her husband coming back home and suddenly starting to help her with laundry. The father, husband and son, all the role of all three men in the family are collectively handled by the women of the house.

Understanding the activities that the lady performs just after entering the home, the role that she plays is majorly rooted with her family.

Tough, the highlights of her being a working women can be seen in between but the major role that she has to play is being a mother, wife and a daughter.

She's a women who does her job during the day and when she returns back home, she is supposed to take care of her family and perform all those activities that a women is 'supposedly' expected to do. The advertisement starts with the lady entering her home with 2 different things in her hands, one office bag and in another vegetables. Just when she enters the place, she straight away goes to the kitchen and makes tea for her husband, hands over return ticket to her father and asks her son if he did his homework or not, meanwhile receiving a call from her office. The entry scene itself reveals that she is a working women, a mother, a daughter and a wife. The responsibilities are clearly portrayed in the advertisement. She starts cooking, opens her laptop and clears the living area picking up her sons toys.

The advertisement at the beginning clearly shows the inequality between the couple at home. Where the women is responsible to take care of her son, his homework and cloths. The man is seen sitting on the couch already, waiting for her wife to come home, clean the mess and cook for him. The factor of equality is built slowly when her father's voiceover starts talking about the inequality, saying he is so proud of her and also sorry. He basically apologizes for his mistakes that he did when she was growing up as a child, how there has been transfer of similar type of values from generation to generation and she learnt whatever she was taught as a girl and also how her husband must have been taught things that he does today.

The biggest positive value reflected in the advertisement is that laundry isn't a job of women, it can be shared by both men and women. Our social scripts enable us to keep following what has been taught to us as kids, and that we see out mothers do the laundry and not our father. Here, the advertisement shows the positive value that men working at home with laundry isn't wrong, it's supposed to be taken seriously.

Swiggy Santa advertisement

The core idea of the advertisement is to break the stereotype of delivery person, it says that delivery job isn't just for the men of the society but also open to women and that they can equally participate in the job and work as delivery women. The advertisement has a voice over which compares Santa Clause with the women of the society, the voice over is then contrasted by the actions that the woman performs. It basically says that all Santa's are not men.

There is no role of men in the advertisement in the physical form. But looking at the voiceover which is again a women's voice compares and contrasts the things that Santa does to the activities that the lady performs just after getting up to before leaving for her job.

The role performed by the woman in the advertisement is that of a delivery woman, she is also shown as a mother and bread owner of the family. She is shown as a hardworking, strong, dedicated woman.

The woman is supposedly a single mother which is established in the beginning when she gets up from her bed and her son is sleeping beside her. Further, the activities which she starts doing shows that she is getting ready for her job. . She has multiple responsibilities to fulfill as the caretaker of the family, earning money, working every day and taking care of herself and her son at the same time.

In terms of equality, from the establishment to the completion of the advertisement, the woman is shown taking care of each and everything that comes across her. She is equal to every other male who gets up in the morning, has tea and reads the newspaper. At the same time she can be seen cooking food, packing tiffin for her son and getting ready for work. She has the freedom to choose what she wants from herself and her existence, she is a delivery woman and that it shows the level of empowerment the advertisement brings along with itself.

The voice over is a true example of positive messages that the advertisement holds. It compares Santa Clause with the women of the society and shows how there is no difference

between a Santa who is always seen as a male character by everyone to the woman who is a true Santa for her own son. It reflects many ideas across in the one and half minute advertisement. Firstly, all Santa's don't only work at night, not all Santa's have a long white beard, and they don't reside in the snowy mountains of the North Pole nor do they just keep making toys all the time, they just don't wear red clothes and are fluffy and fatty, they don't enter from the chimney of the house and all Santa's are not just men. It shows the woman getting up at 5:30 in the morning for work on 25th December which is generally considered as a holiday, she is shown cooking in the morning which is opposite to the fact that Santa always creates toys for kids, her delivery dress is black in color opposite to Santa's red outfit, just when she opens the door she realizes that she's the Santa for her son and goes back from the door and leaves a gift for her son while he's sleeping. The positivity of the advertisement relies with the woman and her thoughts that everything that we consider to be a man's job isn't really the case, it can also be performed by women.

Titan Raga Women of Today

The story is basically an encounter of a woman and her past love at the lounge of an international airport. Both of them are shown travelling to their business trips. As they talk about their past, the woman gets to know that the man is still ready to accept her if she would quit working. That's when she realizes a thing and says, 'you are still the same as I had left you'.

There are just two characters in the advertisement, the man and the woman. They are shown having a conversation about their past. The man is a strong example of a patriarchal thought one can possess and the woman is seen to be very gentle, to the point and sweet enough to make him realize his mistake.

The role that the woman plays in the advertisement is that of a working woman, she is shown to be reading a book in the beginning, focused and dedicated. She's in formals, depicting that she's waiting there at the lounge for her job related work. The moment the man enters the

picture, she doesn't look at the man until she hears his voice which sounds familiar to her.

In the advertisement, the woman is shown to be self-independent and working. Her responsibilities lie with her commitment to the job. She is waiting at the airport, reading a book when she realizes that her past love is there to meet her. She being his ex-love was welcoming enough and tried providing warmth to him, as women are always seen as the cranky and complaining ones in the relationship, she didn't react to his sudden presence but was smiling to him, she was responsible enough to respect the past she had and still be okay with the kind of thoughts her ex-lover-Akash had.

The advertisement works out exactly in two dimensions, it has clearly shown two sides of the conversation between the man and the woman. Both of them are waiting for their business related work, both dressed up in formals, both of them have the same past that they share, both of them are equally dedicated to their work. The only thing which sets out the woman is her thoughts, her ability to take the words of the man and be sarcastic enough with her replies that the man is ashamed of his thoughts, even after being educated and at a good stage of working in his own life.

Positive value portrayed by the female character in the advertisement is that she values her education and job more than a relationship where she has to compromise her aspirations. She is the voice of equality speaking, she mentions how it was possible for the man to leave his job for her, in the same way where the man asked her to leave her job for him. If a woman is expected to give up on her dreams for a relationship or marriage, why isn't it asked for the man to do so? Further, it's normal and it's out there that if women work independently and are capable of living their lives of their own, there should be no issue about it.

Boss TVC – The Smartphone network

The core idea of the advertisement is about a couple who are shown working at an office environment, where the boss is the wife and the husband is a subordinate. While she goes back

home, she plays the role of an ideal wife and cooks for her husband who's still working at the office for a few more hours. The advertisement was basically meant to give out a simple message that the woman of today, can do it all. Work and run the household, on her own wish and her will. The researcher selected the advertisement due to its high level of popularity, and the discussions which happened on the content of the advertisement. The advertisement is accused to reinforce the idea of gender stereotyping and that the woman is shown empowered yet rooted to the stereotypical jobs that women are generally expected to do. Simplify 360 carried out the analysis and found an interesting thing that the majority of people who expressed their views on the advertisement are not taking any sides. Rather 81% of the social media buzz was of neutral nature, 16% loved the ad and around 3% people didn't appreciate the TVC at all.

There are two main characters in the advertisement, the Boss who is also the wife and the husband who's the one working under the boss at the office. The Boss is shown as a typical boss, who delegates the work to her subordinate and tells them to finish it off before the deadline, the woman tells her male employee to finish whatever work he was assigned, no matter how long it takes.

The roles that the woman in the advertisement has portrayed is that of a Boss and a wife. She's a strong, dedicated and focused person at the office where work is her priority and she has to get it done before the deadline no matter what. She's shown as a strong woman, not being influenced by what her male employee has to say to negotiate her thought. Further, she is shown as a wife. She goes back home and plans to cook dinner for herself and her husband who is the male employee who's still working on the project she delegated to him before leaving the office. She's shown to be a caring wife, cooking Chinese for dinner.

The dual responsibilities that the woman in the advertisement plays is that she is responsible enough as a Boss and she's staunch enough to tell her male employees to stay back after office hours to finish off the work, knowing that it's her

husband who will have to work for extra hours. She doesn't let her personal life enter her professionalism, which is clearly seen as a shift when she leaves the office and is in the car where she is a caring wife. The researcher marks the sudden shift in the woman's character at office viz-a-vis when she reaches home and acts as a caring wife.

There are questions raised when we talk about the level of equality that is shown in the advertisement. Is equality justified when we say that it was the only day when she thought that she should cook for her husband because she knew he'll be tired when he reached back, and that homemade food is delicious after a tiring day. Also, the wife left office early, maybe there would be times when her husband would be back home cooking and waiting for her wife, this scenario could be shown but isn't actually shown. The factor which researcher feels is important to notice is the women in the advertisement chooses her own actions, she picks up the task for herself. They are anyway not equal when they're at office because she's the boss, but at home if she cooks it doesn't make her unequal either. A woman cooking at home doesn't mean she's less than her husband or that if she's cooking means she's the typical Indian wife, which she's certainly not because she is also working for herself.

The thing that the researcher can assume to be positive is to ignore the fact that the advertisement reinforces the idea of gender roles, but it breaks the stereotype of a woman not being an ideal boss. Here, she is the ideal boss as well as the ideal wife. She is shown as the best in both her arenas of life. When you look at the advertisement, and at the end you know it's her, there is a small hit to the mindset we have related to working woman in our country. She can be a perfect boss, and she can be the boss at office to her own husband. There's nothing to feel surprised about it. The normality of woman being at higher positions than men is the positive value that is portrayed in the advertisement.

Cadbury Aadatein Boxer TVC

The core idea of the advertisement is to show how a women is dedicatedly there for her daughter's preparation for boxing, and she

stands by her in all those situations where she might lose down from her opponents. Generally her opponents are male characters who are shown to be winning over her in major face-offs in the advertisement. There is a shift and contrast in the advertisement where her male opponents are shown fighting with her without a headgear to a situation where she's strong enough to fight her male opponent without a headgear.

The two strong female characters in the advertisement are- the women who's also the mother and her daughter whose being train for boxing. There are various number of supporting male characters in different shots, who are portrayed as the dominant one's when it comes to a sport like boxing. The establishment of the advertisement is with the feeling of strength, where male characters are shown training at a boxing club and the trainer appears to be strict and bold.

The roles of the main character is that she's a single mother, a working woman and bread owner of the family. The advertisement subtly underlines the struggles of a single parent as she escorts her daughter to a tough looking male coach. She is shown to be standing with her daughter when she's going through an intense training. She scrubs her kid's shoes, let's her daughter train with opponents who are older to her nursing her daughter's bruised hand. The role portrayal of her daughter is an interesting one, in the beginning to the time of her revelation. That's where she takes off her headgear and the audience know that she's not a boy but a girl. Her portrayal in the beginning is clear that character is a boy and it's really easy for audience to comprehend as she's always in boyish type of cloths and wearing a hoodie, but further there's a subtle push to the thought of the viewers that girls also train for sports lie boxing.

The responsibilities that the main woman character fulfills is that she is the bread owner of the family, she works hard every day at a street restaurant kind of setup and earns for herself and her daughter. She is a caring mother and is very motivating when it comes to the training for her daughter, she doesn't back out but keeps reminding her daughter that the fight in real life

out there is never about equality, she has to fight the inequalities of the world and win her game for herself. Also, with her responsibilities there are instances you feel that she is a single mother, who is a perfect working woman and a mother. The daughter is shown as a responsible listener, she is a hardworking girl who always pushes herself to become a better version of herself.

The factor for equality is the thing talked about the most in the advertisement. The woman says, 'Kyunki zindagi main muqabla kabhi barabari ka nahin hoga. Lekin hum abse, do kadamb aagerahenge meaning, because competition in life will not be with the ones equal to us. But from now, we will stay two steps ahead. The pace of the advertisement changes as the girl takes off her headgear in the midst of a bout which is again with a bigger opponent and she wins the match, smiling at her mother. The advertisement talks about the reality and facts that help women to cross the boundaries of those realities. Inequality wouldn't vanish in a day, therefore preparation is needed against ones who are better than us is the message portrayed in the advertisement.

There are various positive take aways from the advertisement. To begin with, boxing is not a sport for men, but women can also train themselves in the sport. Not just about training, they can be better boxers and can win games against men too. To combat patriarchal thinking about sports in India, the advertisement helps to motivate women to open up and train themselves in this field. For this, women in India especially mothers need to inculcate certain values in their kids to open up to inequalities that exist, still work hard and take a stand for themselves. The scenario can change from bringing a change in the house first.

Expert Interview

Tejas Nair, Creative director of Eight Petals (Advertising Agency)

With more than half a decade of experience in the field of advertising and marketing, he agreed to the fact that there are certain kind of responsibilities that the advertisers and clients have with themselves when it comes to

advertising. Answering on why advertisers come up with advertisements which try to break gender stereotyping, he said that there are certain advertisements which are remarkable when it comes to sensitive issues, but others are mere just down the line. He said that there is a certain kind of change that can be seen in advertisements from past to present, especially on how women are portrayed but questioning the researcher he said, who consumes advertisements on television these days? He directly asked the researches as do you watch television? On this he added, when it comes to creating advertisement for television and that for the digital space, being from advertising background he said, when designing anything for the digital platform we need to be smarter because once it's there, it's there forever, the span for such advertisements reduces in television. Few advertisements he said are extreme exaggeration of content to attract audience but don't really contribute anything to the society. Giving an example on the type of change he himself has seen, is the Cigarette newspaper advertisement which said, 'smell of it will make her fall', at least objectification to that extent has reduced, most of them that are just there.

Sanjay Kumar Chakraborty, Marketing Advisor at Essksee

With about 20 years of experience in the field of advertising, considers the change in the type of advertisements we see today is because of the change in the society. Today, girls don't behave as their mothers did and that's the reason why advertisements won't reflect the same. Advertisements is all about science, art and commerce, there will be certain ways of portraying their products which are appealing enough to the audience. Brands move according to the time and scenario, any advertisement won't show content which offends people, therefore it shows what people connect to.

The core idea of any business is to advertise, it helps to build their image and in no case they will show content which offends people they are catering to. It is not about target audience in terms of social change but in terms of revenue generation. According to him, the purpose of advertisement isn't to bring about social change

that too with an advertisement aired for two months. He calls it their creative space or creative liberty and we take it as the brand initiatives of bringing a social change.

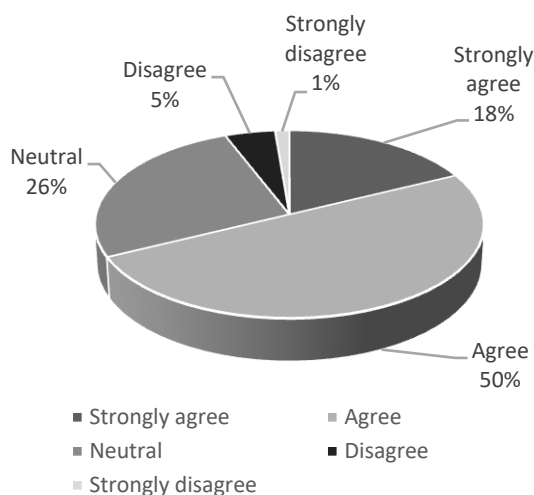
Survey

The researcher conducted a survey with total number of respondents being 152. The respondents were from age group of 18 to 51 and above. Equal number of male and female respondents were taken into consideration. When respondents were asked questions related to the research topic, their responses were:

Ads have power to change the mindset of the audience-

Out of 152 respondents 76 people agreed that advertisements have the power to change how people think in a certain way, whereas 27 respondents strongly agreed. From the age group of 18-30, respondents who are likely to shape the future of the current scenario 29 were neutral and 52 agreed to the question.

The respondents were very clear about their choice on the first question, but when they moved to the next question their opinions kept changing.



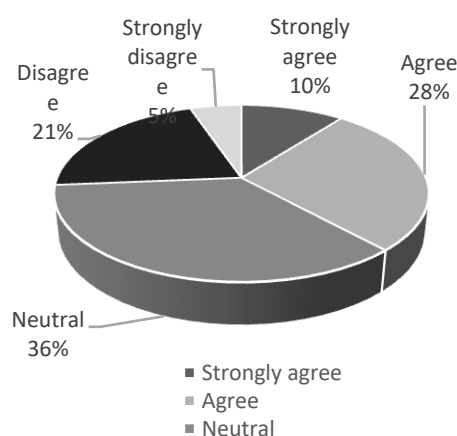
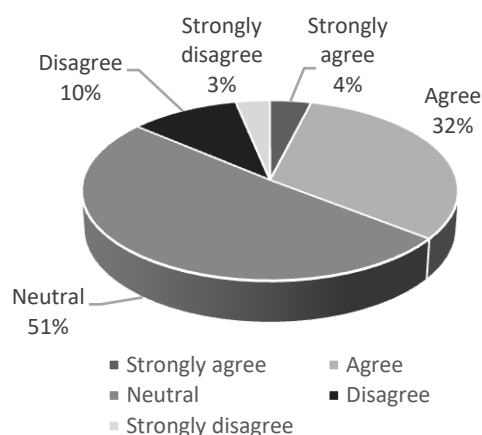
Do you get influenced when you watch advertisements on television?

After responding to if or not advertisements have the power to change the mindset of people in general, the researcher asked them if or not these

advertisements influence them when they watch it. 51% of the respondents became neutral to the question. The number of people who agreed to the previous question was 76 and 40 were neutral, when came to individual opinion of people 77 became neutral and the total number of respondents who agreed remained just 48.

Women are portrayed as stereotyped in advertisements-

When asked their opinion on women being stereotypes in advertisements, 42 people agreed and 32 disagreed. The number of respondents who were neutral were 54. It shows that more number of people are still skeptical about the way women are being portrayed.

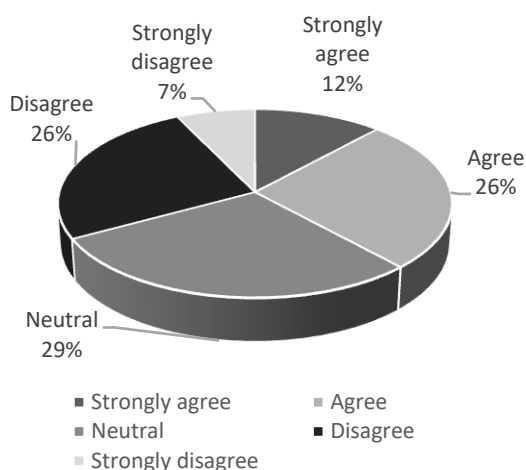


Ads show women as objects in male centric ads-

The number of respondents who felt that advertisements portrayed women as mere objects where they are not required were almost equal. 40

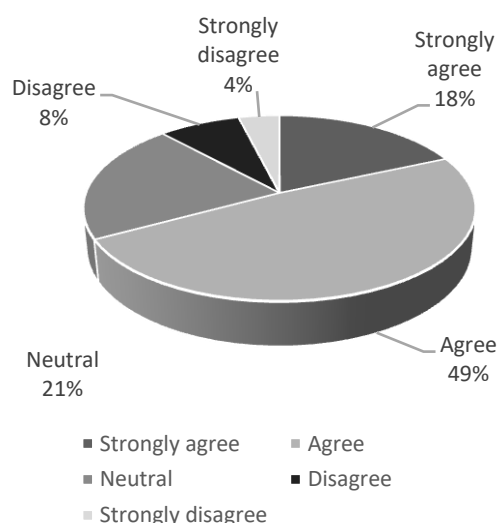
people agreed, 39 disagreed and 44 were neutral about the question.

The responses can help to figure out that, if equal number of responses lie for the same question the scenario stands neutral. Thus, there is some kind of change seen, but it's not to an extent where complete change can be talked about.



Ads show women as independent and open minded-

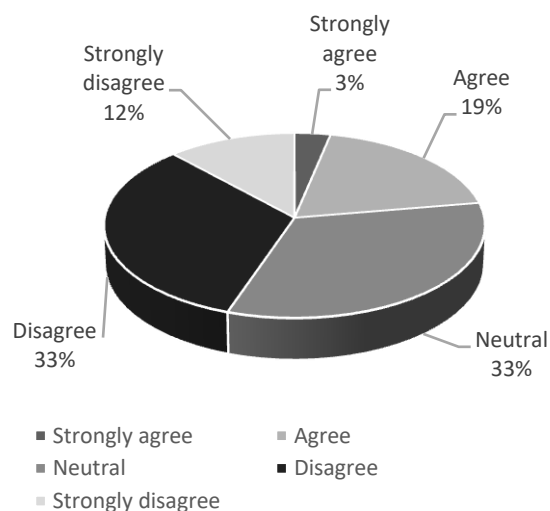
49% of people i.e. 74 respondents agreed that advertisements show women as independent and open minded.



TV Ads portray women as inferior to men-

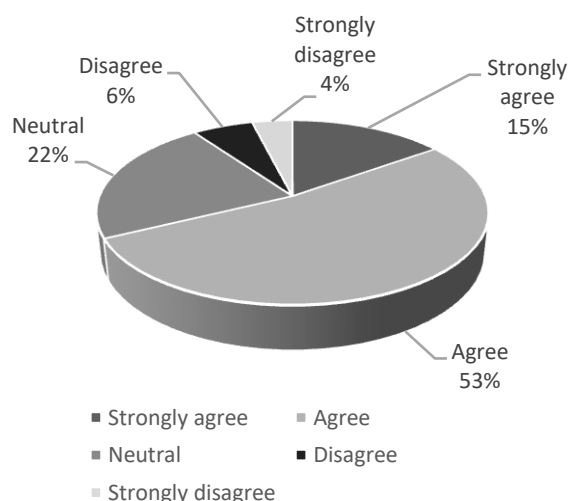
50 respondents disagreed and 50 were neutral when asked if advertisements presented women to be inferior to men. Total number of male respondents were 34 who disagreed on the

same question as compared to women who were just 16, showing how men consider the change to be more reflective as compared to women who need to be provided with stronger content.



Is there a change in the way women are shown in ads today?

Maximum number of people agreed that there is a change in the way women are being shown in advertisements in the current time, total number of people who agreed from 152 respondents were 80, 40 male and 40 female. Moreover, 23 people strongly agreed.



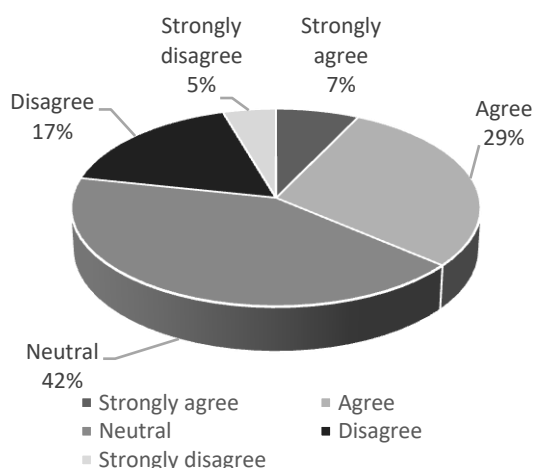
Do such ads bring a change in the way you think?

When asked of the scenario around the world and how women are portrayed, positive

responses were collected from the respondents. When asked about the impact of these advertisements in their real lives and bring a change in the way they think 65 respondents agreed that they feel ads bring a change in thinking of their own and 48 respondents were neutral about it.

Have you ever experienced a practical change due to these ads?

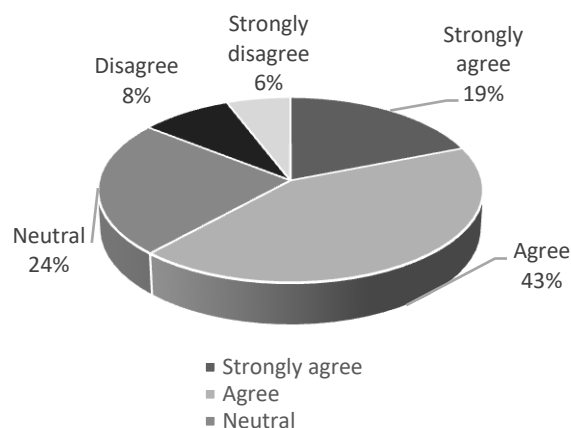
Further moving to the change in thinking to any kind of practical change that people see in their real life due to such advertisement, there was an exact swap in the number of people who agreed and who were neutral in the previous question.



This time 64 were neutral and 44 respondents agreed. This shows how people can see the concept changing in front of them but they're still neutral about bringing that change in their own life.

Do think such ads will have the power to bring a change in your future?

Finally, the researcher asked respondents if they are exposed to similar kind of content for a long period of time, it will help them to bring a change in themselves in the future, to this question 65 people agreed and 36 were neutral. Thus, taking the probability of 50% of people from neutral respondents agreeing to the change, more than 50% of the total number of respondents are open to bring a change in their future.



Limitations

- Only television commercials were taken into consideration for the study.
- Only the last 6 years were considered to see the change in advertising context.
- Many advertisements were in textual descriptions, and were not available in video format to analyze the content deeply.

Future scope of study

- Advertisements from other mediums like print media and online platforms can also be studied.
- Advertisements for more than last 6 years can be taken up in case of Television commercials.

Conclusion

The study helped the researcher to come to a conclusion that there is a change in the scenario related to women in our country, but advertisements are a considerable small part of it, but whatever it contributes has a lot of impact. Advertisements have the power to come up with favorable content that will help to change the way people perceive women. Advertisements today have started realizing the value of showing a change in portrayal of women, it may not be perfect but there is a step taken and that's reflected through a few advertisements. The discourse related to portrayal of women has been initiated.

BIBLIOGRAPHY

- [1] Åkestam, N. (2017). Understanding Advertising.
- [2] Das, M. (2016). Portrayal of Women in Indian Television Advertisements: An Exploratory Study.
- [3] Dr.A.Krishna, S. K. (August 2015). A Study on Portrayal of Women in Advertisements and It's Effect on Cultural Values. *International Academic Research Journal of Business and Management*, 28-38.
- [4] Mapgaonkar, R. J. (2005). Television advertising's portrayal of women. *Master's Theses*, 27-76.
- [5] Menon, P. P. (2015). Gender stereotyping in advertising and its consequences & effects on its audience. *Samvad Volume IX March*.
- [6] Patowary, H. (June 2014). Portrayal of Women in Indian Mass Media: An Investigation. *Journal of Education & Social Policy*.
- [7] Stacy Landreth Grau, Y. C. (August 2016). Gender stereotypes in advertising: A review of current research. *International Journal of Advertising*, 761-770.
- [8] Taneja, G. (2016). Gender Role Portrayals in Indian Television Advertisements over Time. *In book: Indian Management Edition: 1st*.
- [9] Y L R Moorthi, S. R. (2014). The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis. *IIM Bangalore Research Paper No. 446*, 15.
- [10] Yiorgos C. Zotos, S. L. (1994). Gender Representations. *Journal of Euromarketing* , 27-47.