Chapter 3

ELECTRONIC IMAGES OF WOMEN

Commercial TV is the foulest, ghastliest, loathsomest night-mare ever inflicted by science on the human race. —P.G.Woodhouse (1955)
This chapter considers the images of women in television and it has two sections. The first section presents theoretical background of television as an electronic medium, its structure, types of television advertising and its advantages, television readership, images of women in television. The second section gives the analysis of the images of women in television based on certain parameters.

Electronic/Broadcast Media

Television is regarded as powerful electronic media which transcend the barriers of literacy and enjoy a widespread reach going beyond national boundaries. It offers certain unique features of application that were not available earlier. Complex expensive experiments, field visits, microscopic observations, advanced technical equipment, archival films, interviews with distinguished people and authorities on various subjects are some of the experiences that can be offered through television. Language teaching can effectively be done through dramatized situations and pronunciation drills. The complete scientific experiment which may take a few hours can be shown in just a few minutes. For many years, television enjoys the reputation of being the most glamorous advertising medium. A company featuring a television advertising campaign enjoys a more prestigious reputation. The following are some the advantages of television advertising.

The Structure of the Television Industry

It is very necessary for the advertising company to understand how the television delivers/broadcasts its programmes & the types of television delivery systems. The main types of television delivery systems are wired and unwired network, local stations, public
stations, cable and subscription. Specialty, syndicated, interactive television offer different types of programming and the ways to manipulate the programming.

Network Television: A broadcast network exists whenever two or more stations are able to broadcast the same programme that originates from a single source. These networks can be over-the-air or cable. The cost of the network and station operations are paid for from the local and national advertising carried on these channels. The major networks originate their own programmes and provide the programming to the local affiliates who, in return provide the audience. There is a contract signed between the affiliate station and the national network in which the affiliate station agrees to carry network oriented programming during a certain part of its schedule. By using the business tactics, some of the commercial time is sold by the network to the national advertisers, and some of it is left open for the affiliates to fill with local advertising. Affiliates pay their respective networks certain percent of the fees they charge to the local advertisers. In return, the affiliates receive a percentage of the advertising revenue paid to the national network. Such advertising is the primary source of the affiliate revenue.

In over-the-air network, the national advertiser contracts with a national network to show commercials on a number of affiliated stations. It may happen that an advertiser sometimes purchases only a portion of the network coverage, known as regional leg. This type of purchase is seen commonly with sports programmes, in which different games are shown simultaneously in different parts of the country.
Cable and Subscription Television

The most familiar example of the subscription television is the cable in which people sign up for service and pay a monthly fee. The initial purpose of the cable television was to improve reception in certain areas of the country, particularly in mountainous/hilly regions and large cities. However, cable systems have grown rapidly because they provide highly targeted special-interest programming options. At the same time, subscription capacity/level is increasing due to the increase in household income. Popularity of cable television is increasing and it is stealing advertisement revenue from network TV which is a significant threat to the financial health of the networks. At the same time, cable stations have started to develop programmes that get high viewership and naturally the viewing time for cable is increasing. Some cable stations develop and air their own programmes in addition to programmes initiated by other stations...

Satellite Television: Satellite TV is particularly useful for people who live in rural areas without local service. The few important satellite channels available in India are STAR TV, MTV, ATN, ZEE TV, Sun TV, Asianet, JAIN TV, Discovery Channel, ESPN, DD, Zee regional channels, Cartoon Network, National Geographic channel and religious channels like Sanskar and Zee TV’s Jagran.

Forms of Television Advertising

The actual form of television commercial depends on whether a network, local or cable schedule is used. Networks allow sponsorships, participations, and spot announcements through their affiliates. In turn, the local affiliates allow sponsorships, spot announcements and national spots. Cable systems allow system spots and local
spots. Finally, interactive television allows national and local spots. The following are the forms of television advertising.

**Sponsorships:** In programme sponsorships, the advertiser assumes the total financial responsibility for producing the programme and providing the accompanying commercials. Sponsorship can have a powerful effect on the viewing public, especially because the advertiser can control the content and quality of the programme as well as the placement and the length of the commercials. Here, it may be taken into consideration that the cost of producing and sponsoring a 30- or 60-minute programme make options too expensive for the most advertisers. However, the solution to this is that the several advertisers can jointly produce a programme as an alternative to single sponsorship. This plan is generally used with sporting event, where each sponsor receives a 15-minute segment.

**Participations:** Sponsorships represent less than 10 percent of network advertising. The rest is sold as participations, where advertisers pay for 10, 15, 20, 30, or 60 seconds of the commercial time during one or more programmes. Here, the advertiser is free to buy any time that is available. This approach is most commonly used in network advertising today. It provides a great deal of flexibility to cover the market, target audience, scheduling, and budgeting. However, it is observed that the participations do not create the same impact as the sponsorships. It happens that the time slots available for the most popular programmes are bought by the largest advertisers, leaving fewer good time slots for the small advertisers.
Spot Announcements: Spot announcements are commercials that appear in the breaks between programmes, which local affiliates sell to the advertisers who want to show their advertisements locally. These commercials are sold on a station-by-station basis to local, regional, and national advertisers. However, the local buyers dominate spot television. For the advertisers, the commercial breaks between the programmes are not always the best time slots because there is a great deal of clutter from competing commercials, station breaks, and public service announcements. At the same time, it may happen that the viewers may also take the break from their television sets when commercial breaks are on. The price of a spot or set of spots is based on the rating of the surrounding programme and the day part during which the commercial is shown.

Television Advertising and its Measuring

In recent years, choosing the best television advertising outlets for an advertisement has become more challenging. A variety of options exist. Advertisers try to select the programmes and channels that are most likely to be viewed by members of the target market audience. It is always seen that the firm’s target audience matches with specific shows. Each television network and each television show tends to attract a specific type of audience. A cable network programme can provide a well-defined audience consisting of a more narrowly defined target market. To gain a quick sense of how an advertisement fares in terms of reaching an audience, a given programme's rating can be calculated. The typical rating formula is:

\[
\text{Rating} = \frac{\text{Number of households turned to a programme}}{\text{Total number of households in a market}}
\]
When we hear that a television show has a rating of 20.0, that means that 20 percent or one-fifth of all the households with television, are turned in to that programme.

In the same way, if the advertiser is interested in the percentage of households that actually watch television at that hour, the programme's share could be calculated as

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\text{Share} = \frac{\text{Number of households turned to a programme}}{\text{Number of households with a television turned on to programme}}
\]

Of course, there is no guarantee that the viewers see the commercial. Rating and share are only indicative of how well the programme fares against the competition. They are used to establish rates for advertisements. The higher the show's rating over time, the more is the charge for an advertisement. In general, television has a wide audience that has a great appeal for companies selling goods and services with general target markets. These markets include most durable goods (washers, dryers, cars etc.) staple items (detergent, soap, deodorant), general appeal products (snack foods, beers, soft drinks) and various luxuries marketed to large groups (cruise ships, theme parks and credit cards)

Business to business advertisers uses television for various reasons. First, it is becoming more difficult to reach members of the business buying centre and they do watch television. Second, increased advertisement clutter in trade journals and traditional business outlets make television spots a more desirable alternative. Third, business advertisements now use more emotional appeals and television can portray emotions effectively. Fourth, because the importance of a strong brand identity is a growing factor in business-to-business sector, television advertisements can be a source of brand identity. Finally, television is an excellent medium to reach members of the buying
centre when they are not preoccupied with other business concerns. Consequently, they may be more open to advertising messages.

Advantages of Television Advertising

Television offers advertisers the most extensive coverage and highest reach of any of the media. A single advertisement can reach millions of viewers simultaneously. Even though total cost of running the advertisement is high, the cost per contact is relatively low. Television has the advantage of intrusion value, which is the ability of a medium or advertisement to intrude upon a viewer without his or her voluntary attention. Television advertisements with a catchy musical tune, sexy content or humor can quickly grab a viewer's attention. Television provides many opportunities for creativity in advertising design. Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages. Products and services can be demonstrated on television in a manner not possible in print or using radio advertisement. The following are some of the main advantages of television advertising.

**Pervasiveness:** Television is in almost every home and some homes have television in every room. Furthermore, these televisions are turned on for a great part of the day. Consequently television can have an influence on the kinds of topics we think about, the fashions we wear, the homes we live in, and the way we rear our kids. This may be called the social impact of the television.

**Cost- Efficiency:** For the advertisers, television is the most cost-efficient way to deliver a mass-media message because it has such a wide reach. As the cost of television advertising is spread across so many viewers, mass coverage which television gives can
be extremely cost-efficient. For an advertiser, attempting to reach an undifferentiated market, a 30 second spot on a top-rated show may cost very less for each person reached.

**Impact:** Television makes a strong impact. This happens because it is an interaction of sight, sound, colour, motion and drama which creates a strong emotional response like nostalgia, tenderness generosity, and kindness. At the same time, television is also good for delivering demonstrations and dramas. No other medium can compete television as far as effective presentation is concerned. Computer graphics have made it still more effective. It immediately arouses interest of the viewers in the product. In print advertisements, it requires deliberation. In television, it comes spontaneously.

**Familiar, Friendly Voices:** Many times, the models on television are all familiar and their presence is reassuring. Naturally, the audience likes the face, and welcomes it. Basically, television is an entertainment medium. The model attracts the attention in his/her own right. It adds to our pleasure which is the distinct advantage of television. At the same time, television has other advantages like excellent quality of production, facility for animation, and television succeeds in building a powerful image of the company and its products.

**The Problem of audience**

All television networks face a problem of its audience. The big networks always face a problem of eroding the audience because there are other viewing options/opportunities for these audiences. The problem of erosion of audiences becomes a serious problem for the advertisers who target the young male and female viewers for the products like cold drinks, deodorants etc. It is observed that the young viewers devote a lot of time to
viewing television programmes. However, these young viewers are now busy in playing videogames or surfing the internet. The switching of the media consumption patterns among the viewers is natural. Therefore, the advertising company has to consider these switching patterns before showing the advertisement of its products on television programmes. Let's consider the advertisements in the initial stage of television in India.

**Linking of Television Programmes & Television Advertising**

Advertising on television is embedded in television programming. So when the advertising of various products on television is concerned, the advertising or the production company takes into consideration the performances of various shows or serials and the way they engage the audiences. The effectiveness of the advertising depends mostly on the type of television programmes where advertisements are placed. There are some programmes which are so popular because of various reasons which reach huge audiences. The television programmes like *The Ramayana* by Ramanand Sagar or *The Mahabharata* by B.R. Chopra became so popular that people from all sections of society watched them keeping away their all other engagements. Such programmes are a good opportunity for the advertising company to insert their advertisements during the programmes. Some advertisements are so linked with the television programmes that the audiences feel/accept them as a part of the programme itself.

In order to better understand how television works, let's consider its structure and programming options. Then we will look at television as an advertising medium and the
way it connects with its audience. Let’s consider the arrival of television for the Indian public.

**Television in India**

Television was introduced in India on September 15, 1959, as a pilot project in Delhi. Two one-hour telecasts from a make-shift studio in Akashwani Bhavan were transmitted. But for years, no one was really aware that television even existed in India. At that time, DD had a single transmitter which could carry signals up to 25 kms. The programming consisted of mainly farm programs for rural audiences, folk songs, folk music, and some women-oriented programs. It was in early seventies that the Sunday feature films first caught the fancy of TV viewers. The first outdoor programmes using the Outdoor Broadcast Vans (OBVs) were cricket matches, the Republic Day Parades and the Independence Day speech of the prime minister. The TV made the people to realize that there is a world outside India. The impact was seen more on the rural folks and maid servants who realized that there is a luxurious world beyond, peopled by sophisticated blondes and suave lover-boys. This was the beginning of the revolution in which the Indians learnt much more which was away from them for years. Owing to its nature, there is the problem of audience.

**The Early Advertisements**

The early advertisements were merely stills with voice-overs, or short versions of cinema ads. The first TV ad was of Topaz blades’ still. Among the pioneering TV ads, there was the commercial of J & N paint, where models argued over the shade for their bedroom. The first ad film aired on DD was Vichitra sari in 1982. In mid-eighties, the
memorable campaigns were Garden saris by Rediffusion and Vimal saris by Mudra. People still remember the Rasna campaigns with the punch-line 'I love you Rasna'. Initially the choice of the programmes was limited to just three programmes a week – the Sunday evening film, Chitrahar and Phool Khile Hai Gulshan Gulshan. The credit must be given to the TV advertisements that it brought many local brands into national prominence, e.g. Nirma. After the soap opera Hum Log in 1983, many other serials appeared on TV which offered a variety of programmes to Indian viewers to put their messages across.

The advertisement films really contributed to the growth of television as a medium. As the popularity of the TV started growing, the advertisers realized the importance of the medium as an advertising tool. The big companies allocated a budget of crores of rupees for TV advertising. At present, there are many companies which spend more than 40 percent of their advertising budget on television advertising and it would be no wonder if these companies spend more than 60 percent. TV sells its advertising time in term of 10-second spots along with the sponsored programmes. Television has become now the most efficient and effective medium of advertising as it appeals all the people like the poor and rich, educated and uneducated, children and the elders. It encourages creative talents in diverse fields to flourish- TV journalism, compering, cinematography, editing, direction, acting, fashion and modeling. Companies and advertising agencies are clever enough to realize the importance of the television as the new golden goose and use it for the increase in the sales of their products by advertising them with innovative techniques. Television has been the single biggest factor in opening up a huge rural
market for consumer products and creating a higher level of aspirations among the huge Indian middle class.

**Today's Television Commercials**

Television commercial is the advertising message that is carried in a limited time span of 10/20/30 seconds. The copy of the commercial includes the audio part which consists of the words spoken by characters and the video part consisting of the visuals, actions and camera cues. TV copy also includes music and sound effects.

In TV commercials, the advertiser may be visible on the screen, or he may chat with the prospects and display the product, including a demonstration of its performance. The most striking feature of the television advertising is that it is nearly face-to-face personal selling. However, it is true that this communication is one-way and the feedback or the reaction of the viewers can't be received by the advertiser while he is on air. It must be remembered that television is an advertising medium and at the same time it is also an entertainment medium. So naturally the commercials must have entertainment value. However, the advertiser must look that the commercials should not obscure the sales message that is being conveyed.

Production of television commercials is a very costly affair. Before production, one has to decide about the script, the cast, the sets and the props. This is pre-production or pre-shooting phase. It may take from one to three weeks. This is followed by a shooting phase of four to ten days, which is called the production stage. After the commercial is complete, it is subjected to the post-production process consisting of editing, dubbing, special effects and super-impositions.
Television Advertising and Images of Women

One of the most striking features of television is that it works like the movies. It tells stories, engages the emotions, creates fantasies and can have great visual impact. It is an action medium which is good for demonstrating how things work. It brings brand images to life and adds personality to a brand.

Television advertising is different from newspaper advertising in many ways. This is mainly due to the nature of television as a medium itself and its style of functioning. The following section of this chapter is shooting of the advertisements when they were shown on various television channels during the programmes as a part of business policies of the advertisers and the manufacturers. As television is an audio-visual medium, it has a direct impact on the minds of the viewers. These advertisements affect the thinking of the viewers and they form their opinions about women who are shown in them. The advertisements are repeated many times which create certain mental pictures of women in the minds of the viewers which the researcher has described as images. As television is a live medium of communication, the researcher has taken some photographs of these advertisements in various stages and used them for the analysis based on certain objectives/parameters. To understand a complete picture of the images of women on television advertising, the CD of the live recording of these advertisements is also given at the end of the thesis. The method used for presentation is that first the photographs of various advertisements are given followed by the analysis. The analysis will show how the women are being used by the advertising companies and the manufacturers as a sex object to promote the sales of their products. These advertisements support all the objectives/parameters to analyze them. The mental pictures or the conceptions which
theses advertisements create in the minds of the viewers are nothing but the commoditization of women. It is dangerous for any society to present such pictures of women when women are taking challenging jobs/tasks in various fields and setting new standards of excellence. It is really a matter of great concern as these advertisements have adverse effects on the minds of children as well as young generation. The injustice against women has been continues right from the times of Aristotle who describes woman as an imperfect man. The advertisements shown on various channels really contribute to the misconceptions about women regarding their status in our society and their capabilities as human beings. It is high time for us to keep a close watch on the telecast and regulate the showing off of women in various advertisements. We have seriously to find out whether these advertisements contribute to perpetuate the male attitude for dowry, women murder, rape and violence against women.

Conclusion

This chapter has presented the nature, structure of television as an electronic media, measuring of television viewership, and forms of television advertising, advantages and images of women in television advertising. The second section gives the analysis of the images of women in television advertising.
ELECTRONIC MEDIA AND IMAGES OF WOMEN

Analysis of Electronic Images of Women

Women in Television

For most part of history, anonymous was a woman.—Virginia Woolf
The print advertisements are static and hence they have no vibrancy. However, television advertisements have music, movements and dialogues. These three aspects are so beautifully and skillfully mixed together which make the advertising drama more comprehensible, transparent and effective. Taking this into consideration, television advertisements are analyzed with verbal and visual elements mixed together.

As the nature of television as a medium goes, it is seen many times that the verbal text is in two languages as either Hindi-English or Marathi-Hind combination. Whatever the language used for the verbal text, the researcher has translated it into English and summarized without affecting the original meaning/connotation/suggestion at all. At the same time, the television advertisements which are considered for analysis are video recorded to view them for further reference. CD of these advertisements is also provided with the thesis for the benefit of the experts and scholars. One thing must be remembered that any advertisement is an audio-visual drama of some seconds; one can view it again and again, study it and finally come to the conclusion regarding the images of women in these advertisements. The researcher thinks that television advertising is transparent for the viewers to think about its effect. Therefore, the analysis given by the researcher will help to prove his point in a particular context. The video of the advertisement is the real proof for the researcher as well as the experts and scholars. For the better understanding of the readers, the researcher has given the name of the channel, where the particular advertisement was telecast, the language and the duration of the advertisement just as to guess the cost of advertising because the rates of advertisements are very high—running into some lakhs for per second.
Selection of Advertisements:

Today, there are number of advertisements on television covering from soap to hair dye and car to mobile. However, while selecting advertisements for analysis, the care is taken to see that they cover maximum aspects/fields of human life. Using a female model in an advertisement of product meant for women is quite understandable, that too without demeaning or distorting her image. But tendency among advertisers is that they use female models in those products which are not meant for women or not related to women at all. This is a business technique to use women by hook or crook. For example, a product like cement is advertised with a female model in a bikini rising out of the sea water. There are many such advertisements but the researcher has given only two of them. At the same time, it is seen that a girl of three years to an old woman of eighty is used in the advertisements. They are classified according to the type of product that they advertise.

There are seventeen advertisements in all and their order of analysis is as follows:

Order of Analysis

1. Lux Soap –Star One
2. Sony Vaio Laptop-Star Plus
3. Wild Stone Talc for Men-Star Plus
4. Zatak Deo – Z TV
5. Emami Fairness Cream – Z TV
6. Reliance Mobile-S MAX
7. Harpic Toilet Cleaner- Z TV
8. Moov Pain Cream- Z TV
9. Sunslik Shampoo-Star Plus
10. Ariel Detergent-S MAX
11. Cinthol Soap-E TV Marathi
12. Ponds Skin Cream-Star Plus
13. Garnier Colour Naturals-Z TV
14. Indica V2 Xeta Peppy Car-Star Plus
Here is the analysis of the electronic images of women.

1. Lux – 75 years of stardom/Hindi/Star One/29 seconds

**Subordination of a Woman**
Visual Background and Analysis: A male model is taking a bath in a water tub with rose petals. The Lux advertisement begins by exhibiting a male model- Shah Rukh Khan- enjoying a rich tub bath. He asks the viewers about their favourite Lux star. He does not wait for an answer but gives it himself. As he starts giving answer, four female models appear one by one and surround him. These four models are not common women but celebrity film actresses. The man in the tub wants to know whether viewers' favourite Lux star is dream girl Hema or beautiful Juhi or stylish Kareena or sensuous Sri Devi. While these female models appear near the water tub, every one of them performs a typical action which brings out the domination of male over female. As the male model
sits in the tub water up to his chest level, dream girl, Hema appears and sits near the tub close to the male. Beautiful Juhi throws a puff with mouth towards the male. Stylish Kareena moves her delicate palm on the chest of the male. Finally, sensuous Sri Devi appears and strokes the hair of the male and sits close to him. The conversation so far is between the male and the viewers. Suddenly a lady (not on the screen) declares that Lux is celebrating 75 years of stardom. The male in the tub attracts our attention immediately to him and says that Lux wants the super star to celebrate its 75 years of stardom and so he declares in Hindi, 'Mai Hu Naa' (I am very much here to be the Lux super star) and utters a particular word indicating the four women which makes them hurt and they try to push him down water but it is a tub after all. While going his head under water, the male is happy that he has played a mischief with the female.

The advertisement brings out the subordination of a woman to man. It is clear that the advertisers have spent a lot of money by involving five top film personalities and used the general public's attraction of the film industry. In this advertisement, the male is at the centre. The brand Lux has already established itself as the soap of the film actresses. It is taken for granted that the beauty and the skin of the female modes are due to Lux only. Chitra Mudgal, (2001) in her Hindi novel, 'Ek Jamin Apani' has invited readers' attention to the world of advertising and women's contribution to it. She is of the opinion that women's contribution to the glittering world of advertising is being neglected in comparison with the contribution of money. The present advertisers may have paid a sumptuous amount to four female models but who keeps the account of the contribution of women to selling Lux in great numbers? According to Chitra, advertising as an industry has become a new centre of power in today's corporate world. A woman does not only help the advertisers to reach the market message to the consumers, but she acts
like a dominant work force behind the curtain of the advertising industry with her body and nature. In her novel, Chitra also refers to the questions which have come up in the advertising industry in relation to woman’s freedom.

2. Sony Vaio Laptop/Hindi/Star Plus/3.12 seconds

Woman’s image as an object/sex object/commodity

Kareena Goes Vivid With Sony VAIO
Visual Background and Analysis: A lady throws away her dresses in public. She has a Sony laptop in her hand, the colour of which matches with the colour of her dress. She throws away many dresses, but every time she does it, a new laptop is seen in her hand which matches its colour with the new dress. She does this in an open public place, may be a building of a mall where people look at her when they pass by.

The idea of selling a laptop with the help of female model is great and as per the tradition of advertising but the way in which it is shown is really objectionable. It would have acceptable if the advertisers had shown a woman using a laptop and advertising it simultaneously or a woman describing and explaining the new features of the product and finally making an appeal to the viewers to but it. But in that case, the advertisers may have met a lot of loss. So they have used the idea of selling a laptop with a woman throwing away her dresses in a public place. The advertisement does not inform the viewers about the features of the product except the colour.
There are two characters in this advertisement. One is obviously the woman (Kareena) who is at the centre and the lady announcer/narrator who is not seen on the screen. The advertisement has four sections. It starts with music and a woman throwing away or changing her dresses. This is followed by Kareena’s speech about the advertisement itself. After this, the dress changing continues. In the last section the lady announcer explains that Kareena is not selling any dress but a laptop.

The verbal text is made up of certain questions and answers given by the lady announcer. She asks as what is wrong with Kareena and why does she change her dress within seconds. This question-answer continues for some time. The colours of the dress are black, green, blue, yellow, and pink etc. The announcer says that Kareena looks so sexy in a black dress that anybody may be lures to look at her and be pleased. She also declares that Kareena looks very hot in her sexy short dress. It is a rule established in an advertising industry that a woman must be presented in as short a dress as possible. This changing of dresses was not easy for Kareena, tells the announcer and tells us to listen to Kareena’s speech.

Showing Kareena speak during the advertisement is also a business strategy. Kareena speaks with the banner of the SONY behind her and confesses that shooting of this advertisement was not easy for her a she might have walked 20 kms together working in the morning to late night at 1.30. It was a tiring job for her and she had to change her dress 45 times during the activity.

This is a very long advertisement which runs for 3 minutes and 12 seconds. In the last section of the advertisement, the announcer informs that Kareena is changing her dresses as she is selling a laptop. The advertisement brings out the objectification of a woman in
which a woman is presented as an object. Viewers are attracted less to the laptop but more to Kareena’s style of changing her varied and colourful dresses as the initial reaction. However, this is what the advertisers’ intention and business statistics is – to attract the attention of the viewers and they are successful in the objective. Who cares how a woman is being utilized as an object? It is seen that there is gender discrimination regarding the payment given to the female models. This discrimination is not only in the field of advertisement but in sports and for those women working on daily wages basis.s

3. **Wild Stone** talc for men / English/Star Plus/29 seconds

Victimized image of a woman under misogyny
Visual Background and Analysis: A young man is just to apply a talcum powder in front of a mirror. He is prevented by another man (not seen on the screen) who wants to warn the young man regarding the use of the powder. The advertisement is in English, and it is a voice directed to the young man.

Excuse me. Are you using ladies talcum powder? Why I ask, nowadays, I see a man look like a woman. Behave like a woman. Act like a woman. Reacting like a woman. Sir, if you behave like a woman, you will become a woman. But God already
The advertisement is targeted to men and the main message it gives is ‘Be a man’. When this sentence is uttered, a young woman from behind goes closer to the man. As a feminist point of view, this advertisement shows misogyny. Misogyny is hatred towards women. It is hatred towards womanhood, woman as a caste. It gives the message that being a woman is wrong or something dangerous. Woman’s dress, her act and her behaviour is wrong. What this advertisement expects from young men of today is the manliness, manly qualities. What is unacceptable is the end. It ends with the sentence, ‘Use wild stone talc in the interest of mankind’. Actually, the word ‘mankind’ denotes man’s world and so it is mankind. This is in a way androcentric nature of language. The last two words of the advertisement are ‘Thank you’. The voice thanks the young man for using wild stone talc.

This advertisement is an example of misogyny which means a dislike or hatred about women as species. It is a negative attitude towards women as a group. The advertisement shows two kinds of powder, of which one is for women and so it is described as ‘for others’. This is what Simone de Beauvoir tells us in her introduction to her book, ‘The Second Sex’ (1949) when she brings out the subordinate position of woman. Simone says,

For him she is sex- absolute sex, nothing less. She is defined and differentiated with reference to man and not he with reference to her; she is the incidental, inessential as opposed to the essential. He is the Subject, he is the Absolute — she is the Other.
4. Zatak deo/ Hindi/Z TV/37seconds

Image of a woman as a nymphomaniac

Sexy Lady Dentist
Visual Background and Analysis: There are only two characters in the advertisement. A young man enters the cabin of a lady dentist by spraying the Zatak Deo on his body. It seems that he has a toothache as he indicates it before entry. The moment he enters the cabin, the lady dentist is enchanted by the fragrance of the Zatak Deo and she doesn’t know how to control herself. The young man is now in the chair for treatment and the lady doctor asks him to breathe. However, the dentist asks him to breathe in a particular way. The lady doctor touches the patient in such a way that the patient is surprised and is forced to tell her that he has pains in his tooth and not elsewhere. In spite of this, the
dentist tells the patient that he is not the doctor. Then to our surprise, the lady starts to unbutton the patient. She again asks him to breathe and as a result, she experiences the fragrance of the Zatak deo. Enchanted by the fragrance, the lady takes away her apron which makes her inner garment open which again automatically unbuttons itself showing her cleavage and breast to the patient and the viewers as well. Then the announcement of the product is heard as Zatak Perfume Deo. The advertisement ends with the words as, 'Just Zatak her'. What do these words mean? Do they mean to enchant a woman? What does the word 'her' refer to? The word 'zatak' may mean to throw away or to influence. The readers are free to have their own meaning. The advertisers want to give the message that the effect of the Zatak perfume is such that woman can’t control them when they are under the influence of the perfume. There are many other advertisements in which it is seen that men apply the perfume and women run after men or madly follow them. It is never the other way.

In the present context of the advertisement, it is acceptable that the young patient having a toothache goes to the young lady dentist. But it is not acceptable that before entering the cabin of the dentist, he sprays the perfume on his body and shirt. It shows that the young generation of today is swept by the body perfume culture. The advertisement gives the impression that the lady doctor is ready to unbutton her blouse when she is under the influence of the perfume. The advertisement makes use of the sex appeal but the doctor in it fails to adhere to the social, personal and professional ethics. It must not be forgotten that the advertisers also have to perform social role. The present advertisement brings out the image of a woman as a sex object.
5. Emami fairness cream /Hindi/Z TV/37 seconds

Hatred against woman-Misogyny- Ladkiwali cream-Victimized image of a woman
Visual Background and Analysis: The action in the beginning takes place in the wrestling pit where some wrestlers are doing exercises. However, one of the wrestlers is seen applying a fairness cream on his face. Suddenly, Shah Rukh Khan, the celebrity film actor raises an objection to the wrestler’s act. According to the film actor, the cream is ladkiwali. (Cream meant for girls only) and he is angry with the wrestler. To add to this, the film actor is afraid that the wrestler will start behaving like a woman and apply lipstick and nail polish if he is not warned against. The film actor, still angry, sarcastically advises the wrestler to take away the wrestler’s diaper or nappy and wear lahenga -woman’s waist garment. To support his argument, the visual is shown in which the wrestler with lipstick and wearing a woman’s garment. The film actor wants the wrestler to look handsome and so advises him to use Emami fair and handsome cream. After this, the male voice tells the viewers that make skin is a little bit rough and so ladkiwali cream will have no effect on it and suggests to use Emami fairness cream which has American quality chemical which is effective and gives fast results. The wrestler follows the advice and in the next scene, the same wrestler looks very handsome who is respected and felicitated by a group of young women. Then there is the usual scene of women going closer to man and surrounding him. The advertisers are clever enough to end the drama with film actor’s advice to the viewers to use Emami fair and handsome, world’s no. 1 cream which is meant for men only- sirf mardonke liye (for men only)

This drama of some seconds also gives the message of misogyny which whatever is female or used by female is to be hated or despised. Do the advertisers use that ideology in which they think that when women are manly, will men be effeminate? This question was suggested to Mahatma Gandhi through some cablegrams received from England in
1907. Actually, the question was while English women do manly deeds, shall we, (the Indians) though men, behave like women? Gandhi replied that it was not a matter for fun but a grave one indeed. (Gandhi on Women, p.5) The researcher is of the opinion that this is not really a battle between being manly (manliness) and womanly (womanliness) but one thing is sure that it seems to be won by the male.

6. Reliance Mobile /Hindi/Z TV/17 seconds

Woman’s image as a dancing doll
Visual Background and Analysis: A female model appears on the screen to give some message about a mobile. When the advertisement begins, the female model, Bipasha, asks the viewers to dial 1234999 from their Reliance mobile and get their favourite ring my tunes for rupee one only. It has been observed that every advertisement of a mobile has a female model in it. Here, the female model not only gives the information about the Reliance ring tunes, but she starts dancing. Other women and men also join her in the show. As usual, the dress of the female model is as short as possible and she is a modern girl with short cut hair style and a woman of happy-go-lucky nature. The use of the celebrity film actress gives the viewers the assurance of the best results if one uses Reliance mobile.
7. Harpic/Z TV/ Hindi/35 seconds

Image of a woman as a housewife-Stereotyping of Roles for Women
Visual Background and Analysis: The scene is in the house where a male representative of the company assures the housewife of the qualities of Harpic and indirectly asks her to continue with her traditional job of cleaning. Cleaning of the toilet is the traditional duty of a housewife which she enjoys with the chemical Harpic. When the advertisement begins, the young man wearing the company cap of Harpic asks the housewife regarding the cleanliness of her toilet. The housewife is sure about the cleanliness of the toilet. But the sales representative performs an experiment of cleaning a toilet with Harpic in the presence of a housewife. She is now surprised to know the qualities of Harpic and assures him that she would use the chemical thereafter. She is really satisfied to get the solution for the cleanliness of her family toilet. Her satisfaction is seen through her eyes as she gets new Harpic confidence.

This is the stereotyping of roles for women. Simone de Beauvoir (1949) observes,

‘In domestic work, with or without the aid of servants, woman makes her home her own, finds social justification and provides herself with an occupation, an activity, that deals usefully and satisfyingly with material objects — shining stoves, fresh, clean clothes, bright copper, polished furniture — but provides no escape from immanence and litter affirmation of individuality. Such work has a negative basis...’
8. Moov/Z TV/Hindi/ 25seconds

Woman's Unpaid Work

Image of a woman as a housewife
Visual Background and Analysis: A housewife is unable to get up in time and she is late by one minute. She runs with her daughter to school, but still she is late. In a way, a housewife has no right to fall ill and stop or postpone her domestic work. The present advertisement shows a housewife who suffers from back problem. As she is continuously working throughout the day up to late night, she is bound to suffer from back fail. She has to work with such a planning regarding time; otherwise she has to get up late by one minute. The announcer in the advertisement is the man and he is very clever to show that a single minute of a woman changes a life of a woman. However, he has a remedy for her back problem and that is Moov. The message, moov for one minute,
will work wonders and she be relieved from her pains because it is Moov ka Kammal. (Wonders of Moov)

The advertisers have used the words which rhyme in the word groups like malish hit to mummy fit, which will make her life super hit. The advertisement brings out the message that a housewife has no time to fall ill. Even if she has some medical problem, she has to get the treatment so that the domestic work would not suffer or get disturbed. The housewife in this context seems to be the victim of overwork every night and so gets up late by one minute which disturbs the time table of the day. Fortunately, her husband is there to apply moov to her back so that she should get well soon and continue her unpaid domestic work like taking her daughter to the school. If she fails in this, the teacher will be angry. A question comes to our mind as why her husband does not shoulder the responsibility of taking his daughter to the school. It is true that in spite of many odds, she is happy to continue her traditional domestic work. It is unfortunate that even today; health care is not woman’s priority. In the present context, a woman is in the role of a mother, who sacrifices her happiness for her child and family.

9. Sunsilk shampoo/Hindi/Star Plus/ 21 seconds

Inage of a woman as a beauty object
Visual Background and Analysis: The confident young woman is suddenly worried because of her hair fall. But she gets Sunsilk – thick and strong- shampoo which stops her hair fall within a week. She gets the result that her hair become thick and strong because of the Sunsilk shampoo.

The advertisement brings out the objectification of a woman as a beauty object. Harold Lasswell (1948) identifies three functions of media: surveillance, correlation and transmission. The latter function, transmission, refers to the power of media to educate and socialize their viewers. Media shape our view of the world and of ourselves. Cultural scholars argue that media messages are hegemonic in that rather than communicating diverse views, they transmit a dominant ideology which is sexist and serves to satisfy patriarchal society.
Philippe Harousseau expresses his views on beauty as:

the existing narrow definition of beauty in not only unrealistic and unattainable, but clearly it also creates hang-ups that can lead girls to question their own beauty. It's time to free the next generation from these stereotypes and give girls the tools they need to discover their own definition of beauty.

Many messages in advertising share a common theme that women must be beautiful. Women have always been measured against cultural ideals of beauty, but advertising often uses sexism to make images of 'ideal beauty' more prevalent and increasingly unattainable.

10. Ariel/SET Max/Hindi/30 seconds-Image of a woman as a housewife - Back to Perfect
Visual Background and Analysis: A housewife herself is the narrator of the story. In this advertisement, she is ready to face many challenges in her daily domestic routine work as she declares it herself. She is not tired of guests to her house because her favourite is to serve food to them. Therefore, she is very accurate regarding the perfection of every object in her house. It is not her satisfaction that only food should be perfect but a table cloth also which should always shine. She is disturbed because of the dirty spots on the table cloth or the bed sheet. But she does not worry as she has Ariel detergent which will drive away the dirty spots. She is confident that everything will be perfect in the morning. She is sure that the Ariel will shine the clothes like a diamond.
Visual Background and Analysis: This advertisement involves a family who use Cinthol soap for keeping it fresh and beautiful. When the advertisement begins the
family members are taking their bags from the vehicle. The neighbor asks whether they are leaving for some outing as they look very fresh and enthusiastic. Actually they have come back from their outing. The advertisers have to give the message that Cinthol soap keeps you so fresh and beautiful that your neighbor doesn't understand whether you are leaving for outside for a trip or you have come back from your trip. This is the magic of Cinthol. Marathi caption is

Tajepana jo sath na sode (freshness of the soap will be always with you)

The claim of the advertisers is that Cinthol does not only keep your body fresh but mind also. So if you use Cinthol, freshness is always with you, every day, every moment.

This advertisement shows a little girl taking bath with Cinthol to keep herself fresh. So this is in one way, a stereotyping of role for a girl. Jean Kilbourne, the renowned expert on the abuses of advertising says that The United States is one of the few industrialized nations in the world that thinks that children are legitimate targets for advertising. In this particular drama, the idea of beauty and slimness is imbibed on the minds of the young generation right from the childhood. In another way, this is a communication of ideal of beauty. The media, particularly advertising, are in a large part responsible for establishing and then maintaining the image of female beauty in society. The ideals of extraordinary beauty and exaggerated slimness have really haunted the minds of not only the little girls but the young and elderly women also.
12. PONDS – Age Miracle/Hindi/ Star Plus/44 seconds

Image of a woman as a beauty object

Stay Young with Ponds
Visual Background and Analysis: The advertisement shows a woman who wants to keep herself young and beautiful. But age will take away the charm and beauty from her and so she uses Ponds cream to keep her skin fresh and beautiful. A woman in this context is married and so her first priority is to keep her husband happy and to attract him to her even she grows in age. Beauty of a woman is seen in her face- lips, eyes, teeth, and the skin. So she does everything to keep her face attractive and beautiful by applying various creams. In this context, it is Ponds which does age miracle and hides woman’s age from others, especially, her husband by removing the age spots on her face. So she does a miracle with the help of Ponds cream. As the present advertisement says, the woman in this drama is surprised by the sudden change in her husband. Wood says,
Advertising is a ubiquitous media form and is one of the main vehicles of the dominant ideology that manipulates and oppresses women. The primary function of advertising is to sell products and services that the audience might otherwise not purchase. One successful advertising strategy is to create problems of which the audience was previously unaware and then offer a solution in the form of a product or service available for purchase. Today, advertisements depict (Wood: 2001) the normal range of body types and the expected processes of aging as 'abnormal', offering the wide variety of products to correct the problem, including anti-wrinkle creams, cellulite reducers, and hair dye etc. It has been observed that the media perpetuated image of beauty is difficult to achieve. However, in the present context, the housewife achieves it to please her husband because she experiences a change in her husband after using the Ponds Age Miracle.

13. Garnier/Hindi/ Z TV/ 15 seconds /Image of a woman as a beauty object
Visual Background and Analysis: There is a dialogue between a mother and her daughter. As the daughter is the representative of the next generation, she is ready to make some experiments with her hair. However, her mother being the representative of the old generation makes her daughter cautious before doing any experiment regarding her hair. The daughter tries Garnier colour naturals on her and declares happily that she has not a single white hair. Her hair now shine because of olive element in Garnier. The daughter is confident that her Garnier is better than her mother’s hair dye. The daughter explains to her mother that Garnier is cheap and there is profit in using it. She advises her mother to try Garnier.

The fact that women are pressured to conform to a culture-specific physical ideal of beauty for the purpose of providing gratification to the males to view them.
14. **Indica V2 Xeta Peppy/English/Star Plus/31 seconds**

Image of a woman as a beauty object/object
**Visual Background and Analysis:** The advertisement shows a group of some young girls taking a ride in car exciting and favourite new features. When these girls have a car of their choice, they are in a mood of picnic and enjoyment. They drive the car and there is no male character with them. (Generally he is seen with them in an advertisement) However, they ask the young man the road to go to the beach café. He is a very typical character with only a short pant on his body. The girls need fun and so they are in search of a spot. But how is this fun possible without a male. So they say,

*We want a sizzling haughty, who would like to get naughty.*

The image of women which comes out after we view the advertisement is that they are carefree and happy-go-lucky characters. Vehicle advertising is always done with the help of female. However, one thing is satisfactory that they don’t have male in the driver’s seat. Generally, in a car advertisement, a woman is passive, dependent on male and in a subordinate role. As they are modern girls, they have short dresses and fashionable goggles. Still the fact remains that it is an objectification of a woman to sell a vehicle.

15. **Camlin Permanent Marker/English/Star Plus/1.19 seconds**

Image of a woman as a victim of socio-religious compulsions- vicious and sinister perpetuation of a cruel code to be observed by a woman

When the advertisement begins, the following English lines are displayed on the screen for the first fifteen seconds.

*In India, bangles, locket ad a vermillion mark on the forehead are the symbols of a married woman.*
Daily, the husband applies the vermilion on the wife’s forehead as it is believed to be connected to his lifeline.

When the husband dies, Rudalies (professional mourners) come and strip the woman off these symbols.
Visual Background and Analysis: A woman's husband is breathing his last moments of life and the atmosphere in the family and the neighborhood is serious. The woman is really worried as her husband is about to die and he dies. The moment he breathes his last, the women (Rudalies) around the wife of the man rush to break away her bangles and wipe out the bindi or kumkum on her forehead as if they were waiting for the death of the man. These are the culture-specific marks of a married woman. Some senior women take initiative in such an activity. The helpless wife of the man has no other choice than to remain passive while her bangles are broken away into pieces and her kumkum is wiped away. But, what a surprise? The red mark on her forehead is so strong and fit there that the other women are unable to strip it away. This is related to the life of her husband who, to our surprise, becomes alive again. The secret of his life is the red mark on his wife's forehead is permanent because it is Camlin permanent marker. The
advertisement ends with the husband making a red mark on the forehead of his wife with Camlin marker. Advertisers are successful in giving their message and the quality of Camlin marker. However, the drama brings out the helplessness of a woman after the death of her husband. The social reality is that, as we believe, a widow should not wear bangles and apply kumkum on her forehead, should wear the white sari. The advertisement indirectly refers to this dire reality of Indian society. Some questions still remain in our minds that after the death of her husband, would her family members and society allow her to marry again? How would she face and live a life of a widow? But these questions are forgotten immediately by us the moment the secret of the permanent red marker is revealed. Nobody can deny that the media-moulded consumerism aims at these emotional nerve-centres for their commercial profits. Vrinda Nabar observes in this context,

The kumkum itself is one of several symbols of gender-discrimination: sindoor, the colors red and green, bangles, nose and tow rings, anklets, mehendi, alta and so on. All these constitute a rigid code of bondage which is solely female-circumscribed.

The advertisement brings out the victimized image of a woman due to socio-religious compulsions after the death of her husband.

Others: In this category, I have selected two advertisements of those products which are not used by women and they are in no way related to them directly. I wish to show how women's use in advertising is all pervasive.
Visual Background and Analysis: In the two pictures above, women suddenly start dancing as they appeal the viewers to buy Intel Core 2 Duo processor for their computers. There are two advertisements shown above both exhibiting women in them. In one of them, only women are shown dancing and in another both women and men are dancing. The dance of women and men have no particular style as they dance in whatever style
they like, throwing their hands and legs in the air. The dance goes with the English song.

While they dance, the following three strips are shown on the screen—

Multiply Your Entertainment,
Multiply Your Performance and
Multiply Your Possibilities.

It is an appeal made by these women and men to the viewers to buy Intel Core 2 Duo Processor. The advertisement ends with the remark, ‘Great computing starts with Intel inside’.

As a researcher, my point is that women are unnecessarily used in many products to which they are not directly related. This, I think, is the result of growing consumerism and stereotypical representation of gender roles on television. The present drama does not give any features of the Intel processor. The question is as why are these women dancing? They could have told the message by excluding dance of women. But advertising industry has converted women into consumer commodities. Meenu Anand (2006) observes

Advertising thrives on commodification of women and by reinforcing age-old stereotypes. The process of commodification in advertising brings out the paradoxical nature of the woman’s role as a consumer; she is the subject of a transaction in which her commodification is ultimately the object. Advertising frequently commodifies women by exploiting their sexuality or by fragmenting the female body into eroticized zones such as hair, face, legs, breasts, etc. Thus, in the exchange between the commodity and ‘woman’ in advertisements, a woman becomes a commodity.
2. J.K. Super Cement/Hindi/Neo Channel/9 seconds

Image of a woman as a sex object -Sexploitation of a Woman
**Visual Background and Analysis:** A young woman is shown rising through the sea water and walking to the shore in bikini exposing her breast to advertise J.K. Super Cement. While the woman walks to the shore, the words are heard in Hindi as,

*Vishwas Hai, Isme Kuchh Khaas Hai, J.K. Super Cement. (Be sure about J.K. Super Cement because there is something special about it.)*

Now a question comes up to our mind as what is special? J.K. Super Cement? Or the woman in a bikini? This is the example of sexploitation of a woman in advertising. She is presented as a sex object. Women are used to sell everything and in this drama, it is cement.