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Role of Empowered Women in Media & Advertisement Industry

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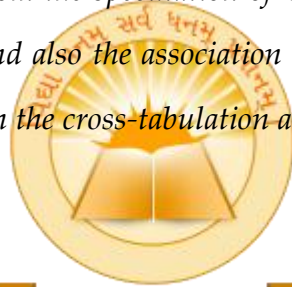
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Abstract:

The study tries to spot the trends and patterns of the role represented by women in Indian TV advertisements and explore the perception of the audience concerning the portrayal of women in Indian TV advertisements. throughout the primary part of the study content analysis is employed to search out totally different role represented by women in Indian TV advertisements and their association with alternative collarets of the advertisements like status, setting, credibleness, voice over, eye-contact and product class. Non-probability sampling, specifically systematic purposioe sampling is employed for sampling. Advertisements that are broadcast throughout the 5 preferred time TV shows were recorded. Out of 406 advertisements 268 advertisements were chosen on the idea of the inclusion and exclusion criteria. Advertisements are coded on the idea of the pre coded classes, known from the prevailling review of literature. The classes are custom-made from the speculation of Gender Stereotype by Erving Goffman. The frequency of the variables was explored and also the association of various role represented by women with alternative collarets was examined through the cross-tabulation and chi-square test.



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Lead In:

The study unconcealed that women in advertisements are delineate principally as independent decision makers and as each the user and authority of the publicized products. They primarily represent the products associated with Cosmetics attire and jewellery, Health and Hygiene, and Food and Beverages; they're principally delineate within the house and hardly build direct Eye contact with the viewers. The study additionally found a big association of various roles represented by women in advertisements with their (women's) status, quality (whether user or authority of the product in ads) and eye contact (whether the women in ads are creating direct eye contact with the viewers or not) within the advertisements; and setting, voice over and product class of the advertisements. This means that status, Eye contact, quality of ladies and therefore the Setting, and product class of the advertisements varies according to completely different roles



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represented by women in advertisements.

To support the result obtained through the content analysis and to match the portrayal with audience perception a survey was conducted through a structured form on a sample of five hundred respondents. The aim was to explore the perception of the audience relating to the portrayal of women on the fundamental of their age, education and gender. Respondents were chosen through the non-probability purposive sampling. They aged between 18-60, with a minimum qualification of HSC (Higher Secondary Education) and therefore the regular viewers of TV advertisements. Four factors, i.e. the portrayal of women in ornamental role, family role, operating role and as free wheeler were made through the informative correlational analysis. To seek out the final perception of the audience statement wise mode and frequency and factor wise mean was calculated. Mann Whitney U and Kurskal Wallis H test were used to verify the difference in perception among the audience on the idea of their age, education and gender. Audience responses were recorded on Five- point Likert scale.

Majority of the respondents agreed that women in Indian TV advertisements were largely delineated in ornamental role and family role and infrequently delineated as operating and free wheeler; women's body and body components are to a fault and unnecessarily shown in advertisements, women as sexual objects in advertisements encourage other women to imitate; they (respondents) feel uncomfortable to watch the advertisements with their members of the family where ladies are delineated as sex objects and like rather the portrayal of more traditional looking women instead of the ultra skinny models with scantily clad dress; girls in advertisements area unit largely delineated within the house with household chores and that they rarely build eye contact with the viewers. Most of the respondents agreed that though in advertisements women are largely represented as independent call makers, they typically represent the products associated with cosmetics, health and hygiene and Food and beverages and rarely represent the high price product like vehicles, share markets, property. The study further highlighted that gender, age and level of education of the respondents do have an impression on their perception.



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Respondents dissent in their perception relating to the portrayal of women in advertisements on the idea of their gender age and level of education.

The study has used triangulation of strategies to measure the construct i.e. Portrayal of ladies in Indian TV advertisements through two completely different strategies, i.e. content analysis of the advertisements and exploring the perception of the audience through structured questionnaire. On the idea of the findings from both the strategies the study concludes that women in TV advertisements are delineated largely in ornamental and Family role and rarely as Free wheeler and Working; oft pictured in Home setting and delineated as independent decision maker, represents preponderantly for the merchandise associated with Cosmetics, attire and jewellery, Health and Hygiene, and Food and Beverages and often creating Eye contact with the viewers.

- **The pattern of various role depicted by ladies in Indian TV advertisements**

The study notice the dominance of the ornamental role portrayal of ladies, followed by Family role, as Free wheeler and in operating role in Indian TV advertisements. tho' in half of the decorative role she was depicted as sex object, the advertisements for the sex connected products under study are found to be negligible, which means the needless portrayal of women as sex objects for the products that don't want the sexual attractiveness.

Advertisers use the sexual appeal of women solely to grab the eye of the viewers. The portrayal of women as concern for look and beauty ingrained around nearly hour of the ornamental role, implies the craze of Indian ladies and ladies for fair skin and beauty. Family role found to be the second dominant role portrayal of ladies in Indian TV advertisements, which means that though over the years the depiction of ladies in Family role is decreasing, there's a large increase in the ornamental portrayal of girls in advertisements. it's additionally been discovered that even if the portrayal of girls with independent thinking and opinion contributing completely towards the society, generally with higher position than men, are noticed in Indian TV advertisements their numbers were very little. Even the portrayal of girls as professionals and as career minded is rare



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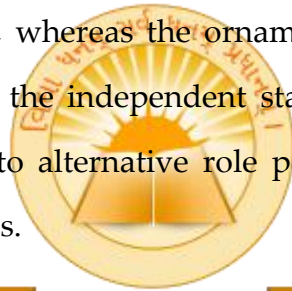
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to envision in advertisements that are below study. all these indicate that not abundant progress has taken place within the portrayal of girls in Indian TV advertisements. they're still depicted either as ornamental object or in relationship role.

- **Association of the Role portrayal of women with alternative collarets of the advertisements (Status, Setting, Voice over, credibility, Eye-Contact, and product Category) status.**

The study has found that in most of the advertisements underneath study women are delineate as independent decision makers for the utilization of the advertised products. Whereas the neutral status of girls were found to be least delineate in advertisements. The study reveals a statistical important association between the role portrayal of girls and their status in advertisements. it's detected that when delineated in Family role, ladies in Indian TV advertisements are principally connected with the dependent status, whereas the ornamental role, working role and ladies as Free wheeler are found be related to the independent status of women in advertisements. The study more explores that compared to alternative role portrayals, women as Free wheeler are more connected with the Neutral status.



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- **Setting**

The study explores the dominance of Home setting in nearly five hundredth of the advertisements underneath study, where as activity setting is found to be the least as setting. a big association has found between the Role portrayal of women and therefore the setting of the advertisements. The study finds that the settings of the advertisements vary in step with the various Role portrayal of women in Indian TV advertisements. once delineate in Family role and ornamental role girls in advertisements are found principally in Home setting, whereas while depicting the operating role because the name steered the association is additional on the activity setting and as a Free wheeler women in Indian TV advertisements are principally shown in outside settings.

- **Voice over**



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Though the study doesn't notice any statistically important association between the Role delineate by women and voice-over of advertisements, it's ascertained that male quite feminine were used as vocalisation for the advertisements underneath study.

• **Credibility**

The study reveals that in majority of the advertisements underneath study; girls were principally delineate as each User and Authority of the products. A statistically important association is found between the credibleness of the ladies and their Role portrayal. once depicting the Family role and dealing role, girls are found to be because the user of the merchandise, whereas the in ornamental role and ladies as Free wheeler were principally related to each the User and Authority of the products.

• **Eye contact**

The study finds that in more than seventy fifth of the advertisements underneath study girls don't seem to be creating direct eye-contact with the viewers. it's been detected that the attention contact of the women varies with the various portrayal {of women|of girls|of ladies} in advertisements. The study more explores that once delineated in Family role girls were creating least Eye contact and therefore the Eye contact are found to be most while delineated in ornamental role. more full analysis of the information reveals that whereas depicting in ornamental role and as Free wheeler girls are principally delineate as independent decision makers and maintaining maximum Eye contact. hence direct Eye contact is the corresponding results of the degree of decision making.

• **Product class**

Cosmetics, jewellery and attire were found to be the dominant product class that are publicized that are thought of within the study. The study found the product categories vary in step with the role portrayal of girls in advertisements. whereas the portrayal of ladies in Family role principally related to the merchandise associated with Health and Hygiene, and Food and Beverages; girls in



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working role principally associated with the Health and Hygiene product; and the ornamental role portrayal of girls because the name steered principally connected with the merchandise associated with Cosmetics, jewellery and attire. however girls as Free wheeler are found to be equally delineate for the merchandise classes that are underneath study apart from the merchandise associated with the Cosmetics, jewellery and attire.

- **Perception difference among the audience concerning the Role portrayal of ladies in Indian TV advertisements on the fundamental of their gender, age and education**

- **Gender**

The study finds a major difference of perception between the male and female audience concerning the portrayal of ladies in Indian TV advertisements. female over male were found to be concerned about the portrayal of ladies in advertisements. more than male, female understand that women in advertisements are delineate largely either in traditional Family role or because the ornamental object and infrequently shown as professionals and Free Wheelers. more than male they were feeling uncomfortable with the sexual portrayal girls and like to check normal looking women in advertisements.

- **Age**

Age difference among the respondents has greatly affected their perception relating to the portrayal of girls in Indian TV advertisements. there's no perception difference among the audience on the idea of their people relating to the portrayal of girls in Family role. no matter their age most of the audience agree that ladies in advertisements are largely pictured in Family role.

Though the study finds a major difference among the audience on the fundamental of their



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people, relating to the portrayal of girls in ornamental role, as working and Free wheeler, difference mainly lies between the respondents belong to the Young adult group (EYA and LYA) and Middle adult group (EMA and AMA). The respondents of the middle adult people over the respondents belong to the Young adult people believed that ladies are pictured largely in ornamental role and barely as professionals and Free wheeler. especially the perception of the respondents belong to the first young adult is found to be much totally different from the respondents of the Advanced Middle adult. Not a lot of difference is found among the Young adults and among the center adults.

- **Education**

Perception difference among the respondents relating to the portrayal of women in Family role, as working and Free wheeler on the fundamental of their instructional qualification. The variations are principally found between the respondents qualified up to HSC and Graduation and Doctor of Philosophy and above. The respondents qualified up to Doctor of Philosophy tend to believe quite the respondents with HSC and Graduation qualification that girls in TV advertisements are seldom pictured as working and Free wheeler. it's additional noticed that respondent qualified up to HSC were in agreement quite the respondents of Doctor of Philosophy and above that women in TV advertisements are principally pictured in Family role. there's no distinction in perception among the respondents on the fundamental of the academic qualification relating to the portrayal of girls in ornamental role.

Conclusion:

Thus, the findings of the study reveals that girls in Indian TV advertisements principally pictured in ornamental role and Family role; seldom as professionals and Free wheeler. The study further reveals that though ladies in advertisements are principally shown as independent decision makers, pictured mainly both as User and Authority of the advertised products, in most of the cases they're not creating direct Eye contact with the viewers, predominantly pictured in Home



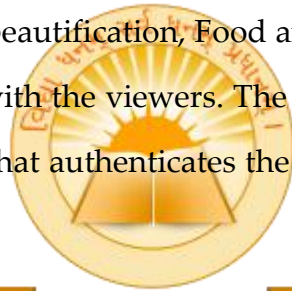
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setting and principally shown for the advertisements of the product associated with Cosmetics, jewellery and attire, and Food and Beverages. tho' multiple roles are noticed in advertisements ladies are principally pictured in single role in advertisements that are beneath study. it's ascertained that the status, believability and Eye contact of the women; and Setting and product class in advertisements vary consistent with the portrayal of girls in advertisements. Parallel results {are also|also are|are} found from the survey that has been conducted beneath the study; because the majority of the audience in agreement that girls in advertisements are preponderantly pictured in ornamental role and Family role; and barely pictured in dominant position with higher decision making capability over men and as professionals; if pictured as professionals most of the time shown in sub-ordinate position; principally shown within the house with their members of the family doing the house hold chores; tho' pictured as independent decision maker; the product are in the main associated with body beautification, Food and Beverages and Health and Hygiene; and hardly create direct Eye contact with the viewers. The results of content analysis and also the survey are found to be quite similar, that authenticates the results of the each the analysis content analysis and survey.



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Thus, the study can help the advertisers to understand the feeling and preference of the audience of various gender, people and level of education so they will set up their advertising message accordingly to the preference of the targeted audience and it also suggests the requirement for the review of the prevailing policy which might strictly prohibited the commercials that are going against the integrity of ladies within the society.



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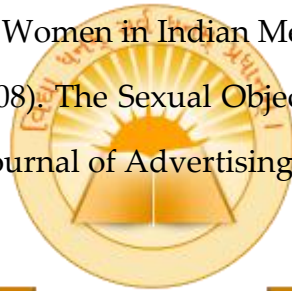
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