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Representation of Women in Advertising

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Abstract

Mass media plays a unique & important role in shaping of a society where men & women enjoy equal rights. “Sex sells” is one of advertising’s oldest myths. According to sociologist Esther Loubradou, one of the primary motive of advertiser is to persuade the consumer & attracts attention. Sexual advertising has all the ingredients to titillate emotional areas of the brain while portraying women as sexual objects. The present paper provides an insight of the issues around the media’s portrayal of women and girls—from effects on body image and self-identity, to its ramifications on society. The paper also studies the stereotypical portrayal of women in the media. Analysis reveal that showing women as objects has risen crime against women & also respondents feel insecure about their own bodies after watching skimpily clad women in advertisements.

Key words: Women, Media, sexualized objects.

Introduction

By endorsing a few liberal reforms like equal pay, the media reinforced the message that women have every right to be treated as equal citizens with the same rights, responsibilities and opportunities as men. However, on the other hand, by mocking and dismissing the way feminist activists looked and behaved, the media also endorsed the notion, that in some cases, female subordination and sexual objectification were not only fine but desirable. This contraction that