

Portrayal of Women in Television Advertisement

Authors : Priya Sarah Vijoy

Abstract : The aim of this study is to analyze the Portrayal of women in Television Advertisements. This research study is conducted to analyze how women are portrayed in Television Advertisements. Advertising dates back to several hundreds of years. Right from the beginning, the seller wanted his goods to be sold and he used various techniques for achieving his objective. Advertisements have consistently confined women to traditional mother, home, or beauty/sex-oriented roles that are not representative of women's diversity. Currently, in our society the television stereotyping of woman is the dominating forces in the media that degrade women and limit their representation. Thus the study analyzes how women are portrayed in Television advertisements and find whether roles of women in Television Advertisement are related to the product or not.

Keywords : advertising, stereotyping, television, women

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