



# REVIEW OF LITERATURE



## THE CHANGING ROLES PORTRAYED BY WOMEN IN INDIAN ADVERTISEMENTS

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### ABSTRACT

**T**he part of ladies has been changing throughout the years in different fields far and wide like publicizing, scholastics, governmental issues, and so on. Today 30% of representatives in the product business are ladies. They are likewise separating themselves as experts in various strolls of life. Be that as it may, has the portrayal of ladies promoting changed over some stretch of time in ads? Or, then again does it affirm to a portion of the customary thoughts about ladies and their part in the public arena? That is the issue we wish to manage in this paper. The primary segment gives a survey of writing on sexual orientation part depictions in publicizing. The second area talks



about the different theories of the investigation and the hypothetical establishment for the same. The third area talks about the philosophy of the examination and a nitty gritty investigation of the outcomes. The last segment contains general exchange, ramifications of the investigation, scope for additionally research and conclusion.

**KEYWORDS :** Women, Television, Advertisements, Society.

### INTRODUCTION

The part of ladies has been changing throughout the years in different fields the world over like publicizing, scholastics, governmental issues, and so on. Today 30% of representatives in the product business are ladies. They are additionally separating themselves as experts in various strolls of life. In any case, has the portrayal of ladies publicizing changed over some stretch of time in commercials? Or, on the other hand does it affirm to a portion of the conventional ideas about ladies and their part in the public eye? That is the issue we wish to manage in this paper.

Depiction of lady in publicizing has been a zone of enthusiasm for the two academicians (Das, 2000, Siu and Au, 1997) and experts. There has been a socio-social change in the public eye throughout the decades which are obvious from the expanding number of ladies seeking after vocations, changing family part structure, and horrible female dispositions toward customary sex-part generalizations.

The most punctual investigation of ladies' part depictions was finished by Courtney and Lockeretz (1971). They contemplated 112 advertisements in magazines and presumed that the promotions reflected cliché parts like "ladies' place is in the home, ladies don't settle on essential choices or do critical things, and ladies are reliant and require men's security, men see ladies as sex questions and are not keen on ladies as individuals". (Pg 94)

Like Courtney and Lockeretz (1971), numerous different investigations still trust that sex-part stereotyping happens in TV ads and the same is been a pattern for a considerable length of time. (Siu and Au,

1997). There is a solid similitude in sex part publicizing far and wide however there have been a couple of studies which have concentrated on the impact of culture on promoting (Siu and Au, 1997, Milner and Collins, 2000)

Part depictions in promoting are diverse in Asia, when contrasted with whatever remains of the world (Cutler et al., 1995). Hofstede (1980) additionally distinguishes that the social estimations of Asian countries are altogether not quite the same as those of nations like the United States, Canada, and Britain. In this way we can state that the part of lady will likewise be distinctive in Asia when contrasted with the United States or United Kingdom.

## LITERATURE REVIEW

### Role Portrayals in Advertisement

The most much of the time investigated points concerning the depiction of ladies in publicizing are the part depictions identifying with individuals and items. The issue examined is in the case of publicizing precisely reflects current ladies' parts or stresses stereotypic parts for ladies through express depictions specifically part circumstances or through insinuation (Kerin et al., 1979)

Wagner and Banos (1973) in their investigation inferred that the level of ladies in working parts had expanded to 21%, Dominick and Rauch (1971) analyzed about 1,000 prime time TV ads and found that ladies were generally depicted in the part of housewife/mother and the word related parts were significantly less when contrasted with men. Silverstein and Silverstein (1974) in their examination on TV plugs inferred that

1. Men are typically commentators, due to the ascribed "voice of specialist and trust."
2. Ladies were appeared in the home with more noteworthy recurrence than men.
3. Men will probably offer guidance to ladies
4. A lady's occupation was once in a while apparent.
5. Ladies were eight times more prone to be as depict subservient parts in their communications with men.

### Social Differences in Role Portrayals in Advertisement

The investigation of Siu and Au (1997) is a cross culture contemplate amongst China and Singapore. There examine found that both in China and Singapore male focal characters showed up in items utilized by either sex, while more female focal characters showed up in items utilized by females as it were. They likewise watched that male voices were utilized as a part of voice-overs when contrasted with female voices. Ladies were depicted more frequently to be more youthful than men and men will probably be found in autonomous parts, though ladies were depicted in parts in respect to others.

## THEORITICAL FOUNDATIONS AND HYPOTHESIS FORMULATION

Belkaoui and Belkaoui, (1976) and Sullivan and O'Connor (1988) in their examination led in United Kingdom reason that ladies in notices are depicted as; being needy, require the assurance of men, home creators, sex objects, and so forth. Comparative outcomes have been found in different examinations around the globe like Japan (Ford et. al., 1998), Korea (Cutler et. al., 1995), Hong Kong (Sengupta, 1992).

Past research demonstrates that sex part depiction is influenced by the item classifications. Ladies are for the most part found in ad for home items, child things, beautifying agents, and nourishment things and they are additionally observed in non sturdy items than tough items (Cutler et al. 1995, Fowles, 1996). The sexual orientation part depiction varies from the kind of items too. For e.g. ladies are for the most part depicted characteristically in ads of stimulation, garments, and beauty care products however are depicted non – stereo normally in promotions for tobacco, travel, sustenance, and money related administrations (Mitchell and Taylor, 1989).

## RESEARCH METHODOLOGY

The system utilized for the investigation was content examination. It is the most widely utilized procedure to examine sexual orientation parts in commercials. (Das, 2000, Siu and Au, 1998) Courtney and Whipple (1983) express that, content examination has been the essential methods for surveying sexual orientation stereotyping in notices.

### Coding

Content examination thinks about are trying as they catch complex substance of the information. Order in light of significance postures a larger number of difficulties to coders than the customary check. Coders have a similar feeling on such characterizations just in the event that they share the learning required to translate the encoded classifications, extricate significance from advertisements, and relate that importance to the classes. (Lerman and Callow, 2004). Interjudge unwavering quality ought to be high, given that the specialist contrived coding classifications with mind and appropriately prepared the judges (Kassarjian 1977).

Nine factors were inspected to investigation the distinctions in ladies portrayals. The factors and operational definitions have been given in Table 1. The greater part of codes distinguished here are in a state of harmony with the codes of Ford et al. (1998), Siu and Au (1997) and a couple of codes have been created by the coders during the time spent examination. The coders analyzed every promotion and showed with a 1 or 0 regardless of whether every characteristic was spoken to in the ad. Aside from the creator, another coder likewise coded the promotions. Both the creator and the coder are investigate researchers at an Indian administration establishment. Any difference in the coding was settled by a judge who is a senior research researcher in a similar establishment.

### CONCLUSION

The outcomes show that the part of lady in TV publicizing has changed throughout the decades. Despite the fact that, lady in India, are depicted as conventional and stereo average throughout the decades, there is a distinction in item classifications promoted by them. Promoters in the decade 2000 will depict lady in male commanded ads when contrasted with sponsors of 1990s. The discoveries of the examination are in a state of harmony with those found by Munshi (2000). He expresses that the depiction of ladies has changed, however just somewhat.

This investigation has endeavored to cover whatever number notices as could be expected under the circumstances to think about the changing depiction of lady in TV promoting in India. Be that as it may, it has not secured every one of the commercials and consequently future scientists could cover more number of notices. Further, the changing depiction of men could likewise be examined and a similar investigation would add more understanding to the examination. A relative investigation should be possible with the notices of different countries as this would help the multinational associations.

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