OBJECTIFICATION OF WOMEN IN ADVERTISEMENT: 
A SOCIOLOGICAL PERSPECTIVE

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ABSTRACT

Advertising is the paid, impersonal one-way marketing of persuasive information from Newspapers, Magazines, Television, Radio and the internet which are the main channels of the mass media. Advertising lies at the juncture where culture and economy interact and its primary purpose is to sell products and services by stimulating purchasing behavior and it does this by using strategies that rework culture, creating aspirations and new desires for products. Advertising is itself a cultural product which increasingly affects social attitudes, defined social roles and influences cultural values. Until the 1970’s the image of feminism was largely portrayed as non-threatening. After then advertisers started to use women's sexuality in a much more blatant manner to promote products. Such advertisements media messages provide a wealth of information about society and the ideologies that are at the base of its structure. In their quest to attract consumers, advertisers tent to stay within the social status-quo, so as not to alienate potential buyers. Since advertisements spread cultural values about women, men, consumerism and power. It is important to discus gender representations in mainstream advertisements within historical and social contexts. Objectification permitted men to ultimately consume the female body and to deny women’s social autonomy. The sexuality and objectification of the female bodies also established standards of beauties that excluded most women and men in society. The basic objective of the study is to find out the opinion whether certain advertisements are portraying women as a ‘commodity’ in this contemporary society and to analyze whether contemporary advertisements in both print and electronic media are influencing cultural change in society. For the purpose of the study I have used survey research for data collection. 120 respondents were selected from three age groups (Adolescent, Middle age and Old age) on the basis of non-probability sampling technique. Interview method was adopted. The study shows that the respondents belong to adolescent, have an psychological impact through the electronic media and print media. In the middle age group respondents agreed with the fact that women are playing a central role in promoting through advertisements. In this way women are portrayed as a commodity in the contemporary society. The study shows that the, aged respondents agreed that today media is changing the cultural values among individuals through advertisements.

KEY WORDS: Adolescent, Advertisement, Commodity, Cultural Values and Objectification of Women.
Bibliography