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## IMAGE OF WOMEN IN THE ADVERTISEMENTS PUBLISHED IN THE NEWSPAPERS

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**Abstract:** Women are considered as half of the population. They play very important roles as working women and housewives. Their roles in the family, society, and nation can't be ignored. Now many women in India and around the world are creating their own international image. When we talk about responsibility, women have more responsibilities than men. They are not less than men. They are involved in every field of development, including media. Aside from news media, they also appear in advertisements. They work in the advertising industry, and their images are utilized in the advertisements. Their presence in the advertisements gives a new look to the product or service that is being advertised. This research paper focuses on the image of women in the advertisements published in the newspapers. The objective is to find out how women's images are reflected in the advertisements published in the newspapers. The study is based on two Delhi-NCR newspapers: Navbharat Times and Navodaya Times. The duration of the research is three months, from October 10 to December 10, 2021. The selection of advertisements is made on a random basis.

**Index Terms** - Advertisement, Women's role, Newspaper, Half of the population

### INTRODUCTION

Women are an important part of our family as well as society. They are running in every field of life, but there are many areas where their images are presented in an inappropriate way. The advertisement is one of them. Their image is utilized to draw the attention of the readers/audiences. This research paper is based on this theme. Vanshika Chaudhary says in her article (Womwn, and their importance in the advertisements): " Today, women are not just a symbol of delicacy and tenderness; they portray sensuous as well as strong roles on the television. Women are also used to increase glamour in the advertisements." <sup>1</sup> Women's roles should be given proper value at this time, but they are not. Two-thirds of female characters (66.9%) in Indian ads have light or medium-light skin tones—a higher percentage than male characters (52.1%). Female characters are nine times more likely to be shown as "stunning" or "very attractive" than male characters (5.9% compared with 0.6%). "Female characters are also invariably thin, but male characters appear with a variety of body sizes in Indian advertising." <sup>2</sup>

### FORMULATION OF THE PROBLEM

Without a doubt, the media's importance is growing by the day. When we talk about advertising media, we find that this has a great impact on the readers. The images of men and women are utilized in the advertisements. Generally, people talk about the image of women shown in the advertisements published in the newspapers. So the question is what kind of image of women is presented in advertisements?

### HYPOTHESIS

- The image of women in newspaper's advertisements is very poor.
- The image of women in advertisements is presented in contrast to societal norms and standards.

### OBJECTIVE

- To find out the image of women reflected in the advertisements published in the newspapers.

## IMPORTANCE OF THE STUDY

This research paper may be useful for media professionals, media students, researchers, social workers, and other members of society because advertisements are an important part of media. Advertisements are regarded as the media industry's backbone. As we know, people are raising questions about the gender-based theme of advertisements. No doubt, the topic of this research paper is relevant.

## METHODOLOGY AND RESEARCH DESIGN

Quantitative methods have been adopted in the research paper.

Primary and secondary data have been used.

A survey was used as a tool to learn about people's thoughts on the subject.

200 people from different fields were included in the survey as a population sample from Delhi and the NCR. Both males and females were part of the survey.

## BASE OF THE STUDY

The research is based on two Hindi newspapers published in Delhi-NCR, Navabharat Times and Navodaya Times. The duration of the study is three months, from October 10 to December 9, 2021. The number of advertisements for the study is 50, as is the sample size.

## REVIEW OF LITERATURE

A review of the literature helps to know the research work done related to the concerned areas. This is like a base for the research work. The following research papers and articles have been studied as part of the review of literature for this paper:

1. "Women in Advertising" is an article published in 2021 on <https://www.ipsos.com/en/women-advertising>. This article has been written by the Ipsos team. This article focuses on the positive power of women. The power of women is based on their creativity.

2. Emily Kostic has written an article titled "10 Historic Ads That Moved Culture Forward for Women" (March 15, 2021) on the web page of the Ad Council. The author has highlighted the role of 10 advertisements in the USA that created a positive image of women.

3. "Images of Women in Advertising: Both Consumer and Object of Consumption" (2019) is a research paper written by Lynne Ciochetto (Massey University). The author has completed this research in New Zealand. The reference and context are from New Zealand. In her research, she has underlined his conclusion that there are many advertisements in which women are presented as commodities to attract the attention of audiences.

4. "How Are Women Depicted in Ads?" A Content Analysis Study Using Brazilian Advertisements' (2016) is a research paper published in International Business & Economics Research Journal, Volume 5, Number 10, October 2006. Claudia Rosa Acevedo and Jouliana Jordan Nohara, both from Brazil, are the authors. This study was based on Brazilian advertisements. In the result, it was found that advertisers use the image of women in their advertisements as a tool of attraction.

5. In the article "How the portrayal of women in media has changed," (March 8, 2017), Leonie Roderick explains the actual position and status of women in the United Kingdom. The result of the study is an indication that beauty is a tool that is utilized in advertisements.

6. "The Image of Women in Television Advertising" (2009) is a research paper written by Carol L. Ferrante, Andrew M. Haynes, and Sarah M. Kingsley. This paper was published in the Journal of Broadcasting and Electronic Media, which is a USA-based journal. The authors of the research paper have shed light on the different aspects of the advertisements with photographs of women.

7. Ms. Upasana Gautam's article, "Vigyapano me mahilao ka prastutikaran: Arthik aur samajik pariprekshya" (2017, "Presentation of women in advertising: Economic and social perspective"), was published on the "strikal" website. Ms. Upasana has expressed her views against a male-dominated society. In her article, she has written that women's images are used in male products as well.

## DATA ANALYSIS

As men and women are equal under our constitution, the question is why women do not have equal status in the media, particularly in advertisements. Why women are considered the theme of attraction in the advertisements. On the basis of the observation of advertisements and the survey, it seems that they are showcased like an object or commodity. It is clear that in many advertisements, women are shown in inappropriate attire. They are not portrayed in accordance with Indian social norms and standards. We are living in the 21<sup>st</sup> century, but in spite of this, the

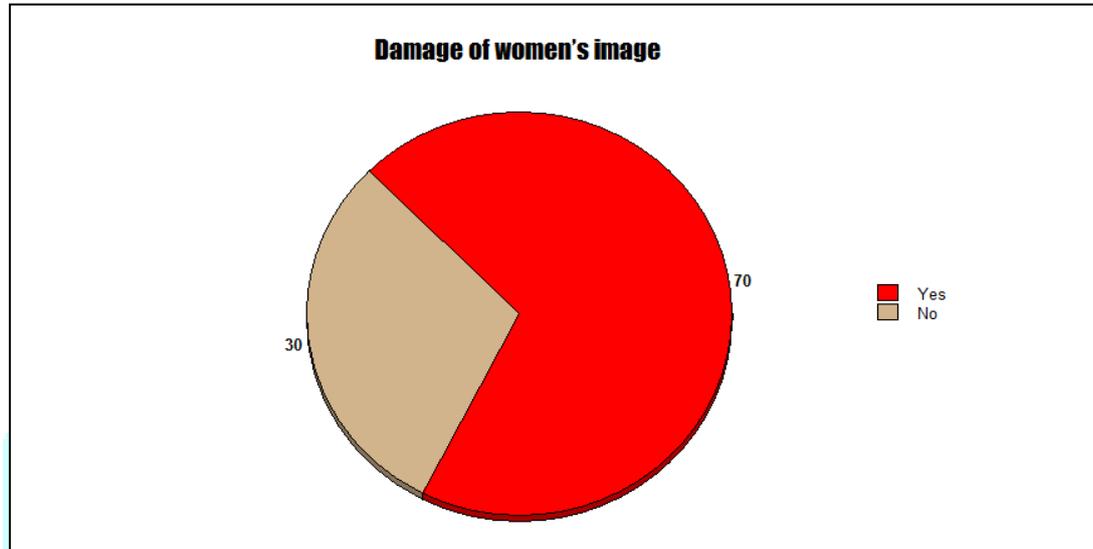
thought processes of society can't be ignored. What do people think about the image of women in the advertisements published in the newspapers? To know the opinion of the people in this regard, a survey was conducted. Following are the analytical details of the survey:

### Damage to women's images

**Table: 1, Image of women**

Sr. no.	People's opinion	Percentage of people
1.	Yes	70%
2.	No	30%

**Graph: 1, Image of women**



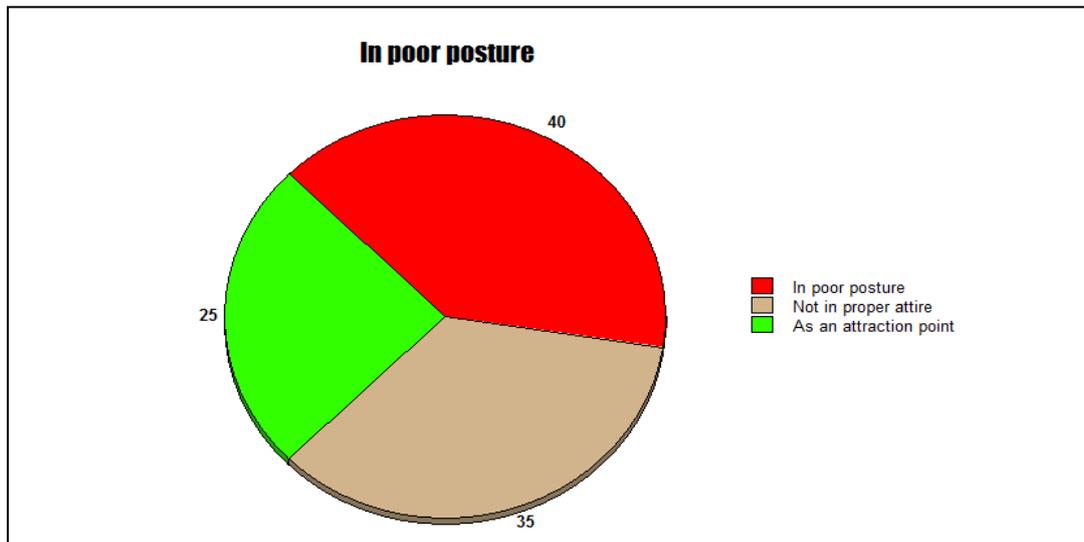
During the survey, a question was asked: "Do you think that the image of women is damaged by the advertisement published in the newspapers?" 70% of those polled said "yes," while 30% said "no." This means that two-thirds of the population believes that advertisements harm women's image.

### In poor posture

**Table: 2, Poor posture**

Sr. no.	People's opinion	Percentage of people
1.	In poor posture	40%
2.	Not in proper attire	35%
3.	As an attraction point	25%

Graph:2, Poor posture



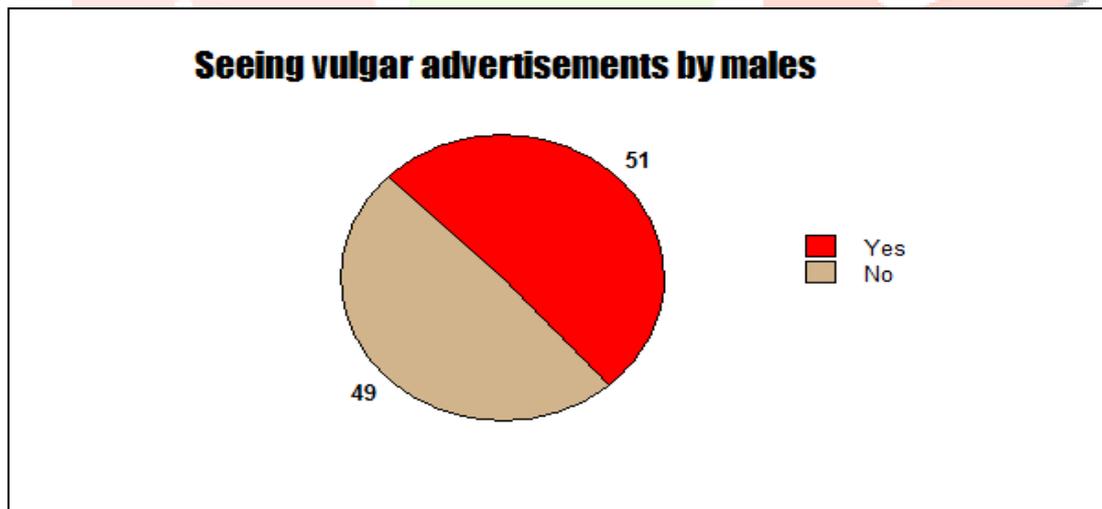
A common question was asked in the survey: "How often are women shown in the advertisements?" 40% people replied that women are shown in the advertisements with poor posture. Women are shown in inappropriate attire, according to 35% of respondents. 25% of participants said women are shown as an attraction point in the advertisements..

**Vulgar advertisements in the print media**

**Table: 3, About seeing vulgar advertisements by males in the print media**

Sr. no.	People’s opinion (male)	Percentage of people
1.	Yes	51%
2.	No	49%

**Graph: 3, About seeing vulgar advertisements by males in the print media**



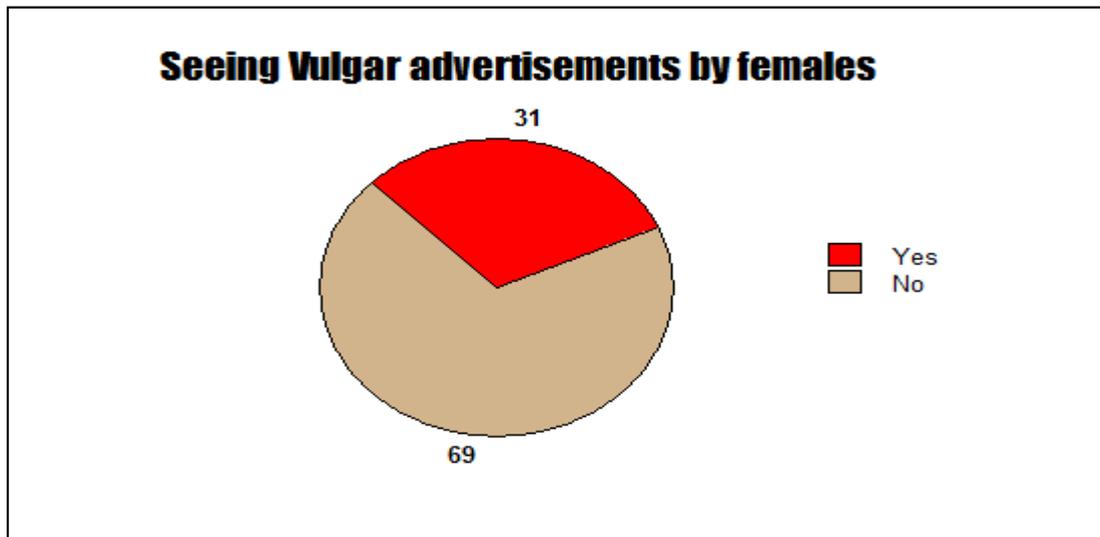
The question was asked to males: "Do you like to see vulgar advertisements published in print media?" In the answer of the question, 51% people said- yes. On the other hand, 49% of people said that they don’t like to see vulgar advertisements in the print media. This is related to human psychology.

**Seeing vulgar advertisements by females**

**Table: 4, Liking/disliking vulgar advertisements**

Sr. no.	People’s opinion	Percentage of people
1.	Yes	31%
2.	No	49%

Graph: 4, Liking/disliking vulgar advertisements



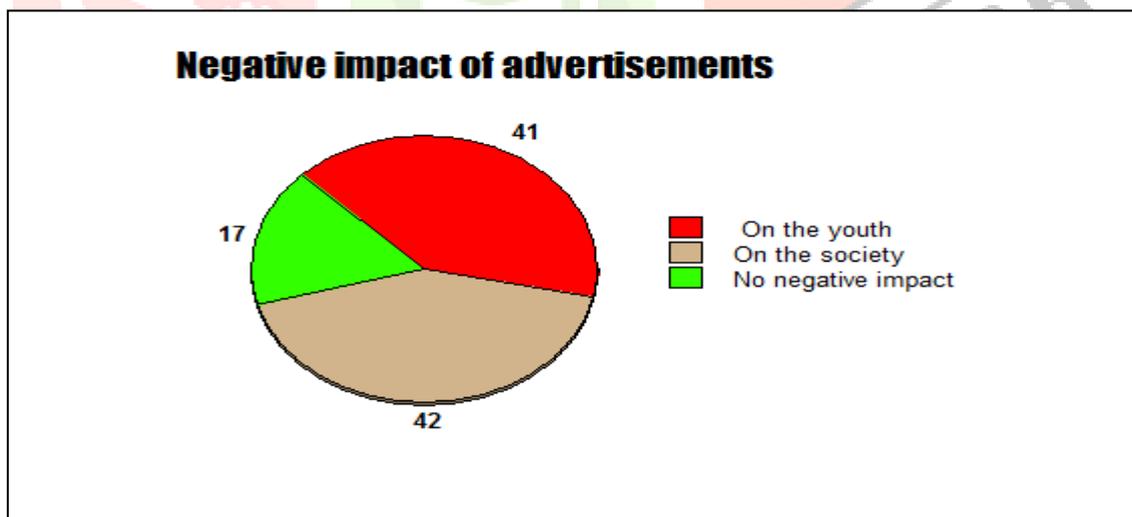
This is an important question to learn about females' attitudes toward vulgar advertisements in newspapers. During the survey, the question asked to females was, "Do you like to see vulgar advertisements in print media?" According to their answers, 31% of females said "yes" and 69% of females said "no." It means that only one third of females like to see vulgar advertisements published in the newspapers.

**Impact of advertisement of poor image of woman**

**Table: 5, Impact of advertisement**

Sr. no.	Description	Percentage of people
1.	Negative impact on the youth	41%
1.	Negative impact on the society	42%
3.	No negative impact	17%

**Graph: 5, Impact of advertisement**



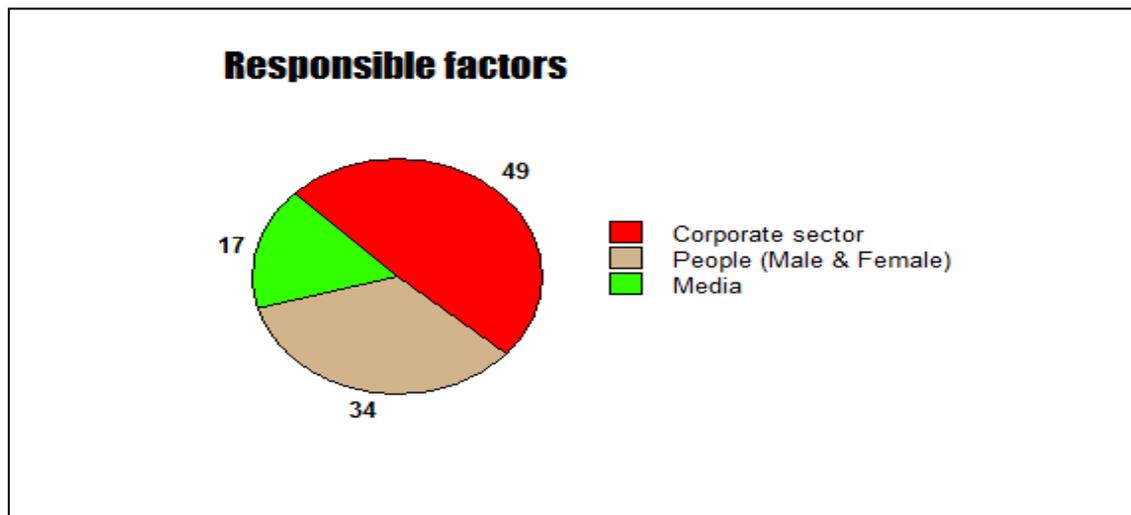
Every medium, like print or electronic, has an impact on people and society. The survey included this question: "According to you, what is the impact of advertisements that show a poor image of women?" While replying to this question, 41% of people said that advertisements showing a poor image of women have a negative impact on youth. According to 42% of respondents, such advertisements have a negative impact on society. However, 17% of respondents said that advertisements showing a poor image of women have no negative impact.

**Responsible factors**

**Table: 6, Responsible factors to portray the poor image of women**

Sr. no.	Responsible factors	People's opinion
1.	Corporate sector/Advertiser	49%
1.	Persons (male and female) who pose vulgar image	34%
3.	Media	17%

**Graph: 6, Responsible factors to portray the poor image of women**



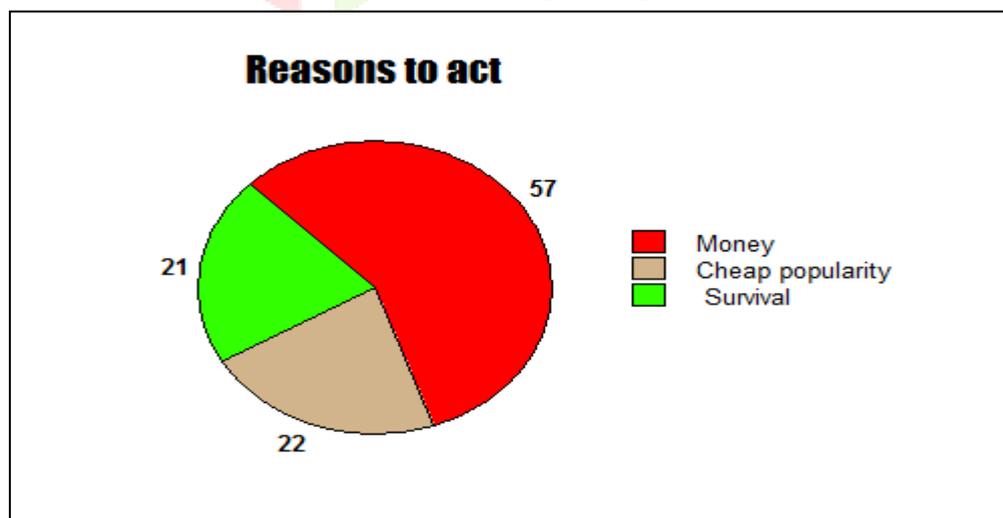
The preceding table and graph (no. 6) explain the factors that contribute to advertisements portraying a negative image of women. Both table and graph show that 49% people believe that corporate sector/advertiser is responsible to make poor image of women in the advertisements. According to 34% of people, those actors and actresses who act in such types of advertisements are responsible for the same. However, 17% of people blame the media for the poor image in the advertisements.

**Why people act in vulgar advertisements?**

**Table: 7, Acting in vulgar advertisements**

Sr. no.	Reasons	People's opinion
1.	Money	57%
1.	Cheap popularity	22%
3.	Survival	21%

**Table: 7, Acting in vulgar advertisements**



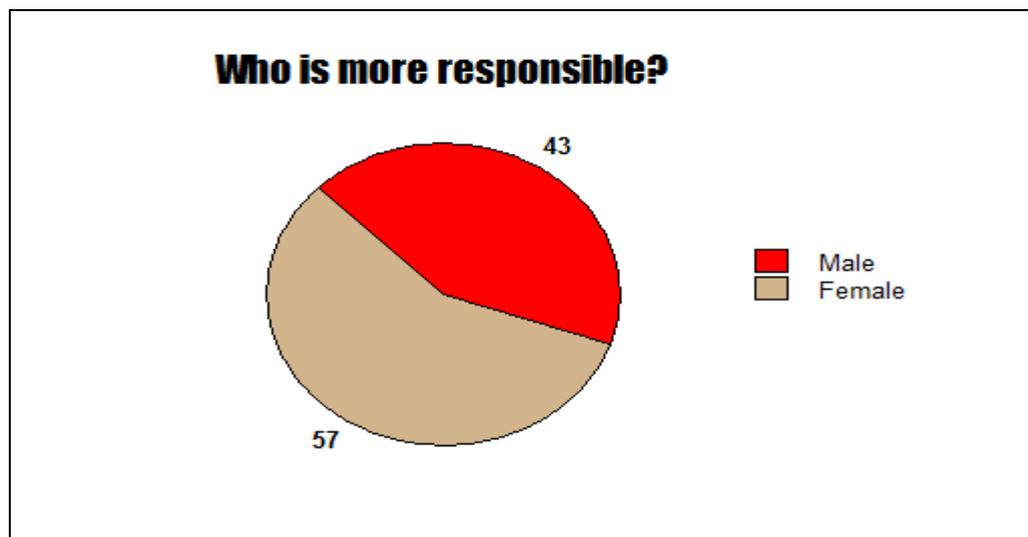
There is a question: Why do people like to act in vulgar advertisements? This question was asked to respondents who participated in the survey. 57% of respondents said that people like to act in such types of advertisements for money. Some people act in these advertisements for cheap popularity; this is the statement made by 22% of respondents in the survey. The remaining 21% of respondents revealed that there are many other people who like to act for their survival.

Who is more responsible- male or female?

Table: 8, Acting responsibility

Sr. no.	Who is more responsible?	People's opinion
1.	Male	43%
1.	Female	57%

Table: 8, Acting responsibility



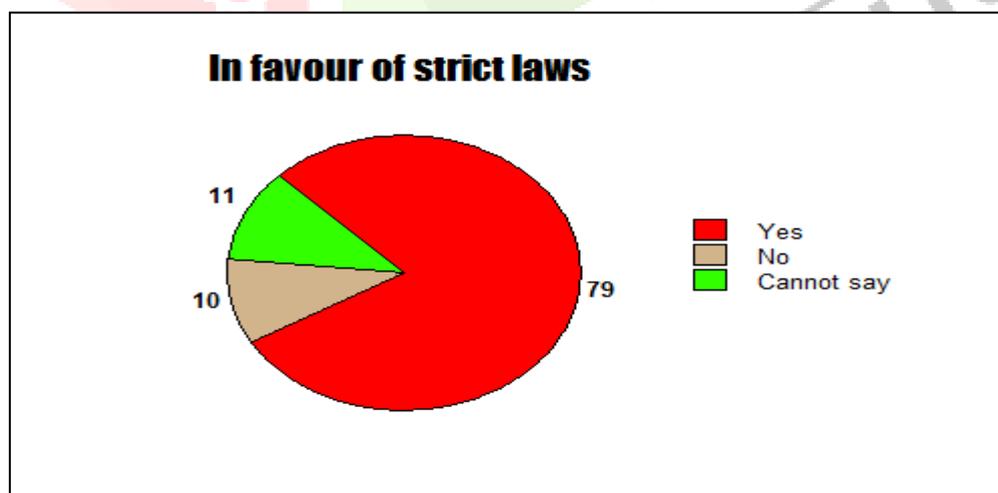
As per ethical values, anyone should avoid working in vulgar advertisements. A question was posed to determine whether men or women are more interested or responsible in working on this platform. People said that women are more interested in or responsible for their jobs than men. 43% of people said that males are more responsible; at the same time, 57% believe females are more responsible.

Strict laws

Table: 9, In favor of strict laws

Sr. no.	Reasons	People's opinion
1.	Yes	79%
2.	No	10%
3.	Cannot say	11%

Graph: 9, In favor of strict laws



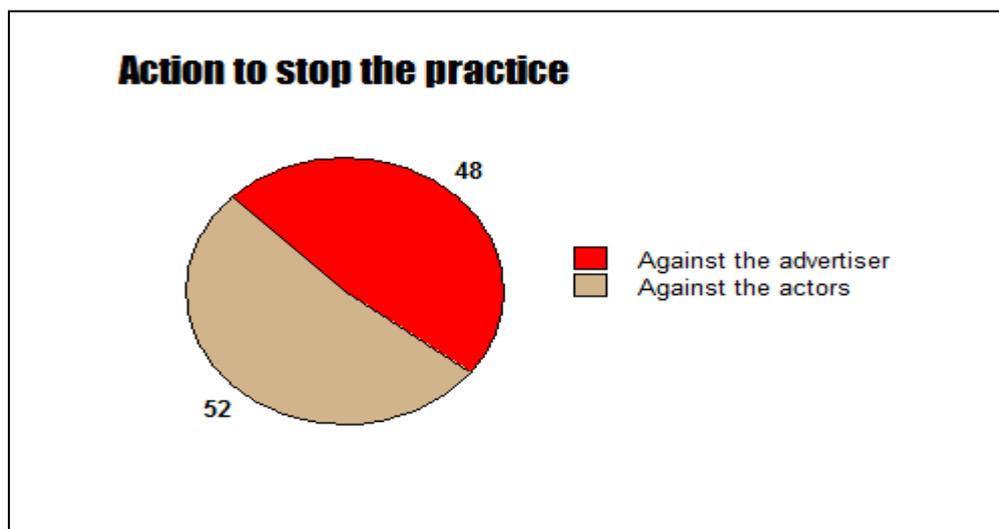
No one can justify damaging the image of women in advertisements, so there should be strict laws against such practices. 79% of people are in favor of making strict laws against damaging the image of women. However, 10% of people are against this, and 11% are unable to decide what should be done, so they said, "Cannot say."

Action against advertiser and actor/actress

Table: 10 Taking direct action

Sr. no.	Reasons	People's opinion
1.	Yes	79%
1.	No	10%

Graph: 10, Taking direct action



A lesson should be taught to the responsible people so that the image of women is not damaged in the advertisements. During the survey, 48% of people said that action should be taken against the advertisers. On the other hand, 52% of people said that strict action should be taken against the actors and actresses. The respondents expressed their views when they were asked this question: "How can the poor portrayal of women be stopped?"

## CONCLUSION

- 70% of people believe that the image of women is ruined in advertisements.
- 40 people have the opinion that women are shown in the advertisements with poor posture. 35% of people think that they are not shown in proper attire. 25% of participants say women are shown as an attraction point in the advertisements.
- 51 percent of men prefer to see vulgar advertisements in print media. On the other hand, 31% of females like to see vulgar advertisements.
- 41 percent of people said that vulgar advertisements have a negative impact on youth.
- 49% of respondents blamed the corporate sector and advertisers for portraying a negative image of women in advertisements.
- People (male and female) like to act in vulgar advertisements for money, cheap popularity, and their survival.
- 57% of people think that women are more responsible than men to work in vulgar advertisements.
- 52 percent of people support harsh punishment for actors and actresses who appear in these types of advertisements.

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