



PORTRAYAL OF WOMEN IN ADVERTISING

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Abstract: *Advertising is the paid form of non-personal communication for promotional activity. According to Philip Kotler, advertising is “any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”. Advertising can transform the audience from their practical value to the symbolic value. In reality we are purchasing the image of a particular advertisement, not a product or service. Raymond William identifies the concept of advertisement as a “magic” that can change a product or service into an attractive signifier. Being a persuasive instrument, advertisements have an ethical responsibility in the society. Sometimes it is seen that women are portrayed negatively (such as a sexual or stereotypical object) in advertisements. A gorgeous female model has become a basic part of any advertisements which sometimes are unnecessary. In that case the prettiness of that model attracts the consumers and the advertiser doesn't need to apply further efforts to influence the audience. For instance, a heart shaped painting epitomizes love, and this is universally interpreted in the same way. On the same path, advertising uses women as a symbol of beauty which is a universally accepted concept. This may easily leads to the negative representation of women, more specifically it can be said that such portrayal of women body is a landmark of attraction. Commercials have the leeway to persuasive communication for getting through their target audience. Most of the advertisements are focuses on reinforcing one's image and beauty. Advertisements generally are constructed by stating a problem and offer a solution by illustrating that through the beauty of women.*

Keywords: *Advertising, Women portrayal, Stereotypical representation, Social responsibilities and Ethical values.*