

Perception of Adolescents Regarding Portrayal of Women in Commercial Advertisements on T.V.

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ABSTRACT Advertisement is a powerful medium designed to sell products, aspirations and communicate concepts of acceptable behavior and gender roles. The question of women's portrayal on T.V has been a matter of debate for considerable time now. The present study, "perception of adolescents regarding the portrayal of women in commercial advertisements on T.V" was conducted with the objectives, to ascertain the responses of the adolescents regarding the image of women in advertisements on T.V and study the impact of commercial advertisements on adolescents. The study was conducted on a sample of 90 adolescents, which consisted of 45 girls and 45 boys. An interview schedule was used to elicit the required information. The results of the study revealed that advertisements left an impact on both the genders. The presence of female model in the advertisement influenced their liking for a particular product. Fashion statement of girls was also influenced by advertisements. Boys felt that whenever a beautiful model is screened in an advertisement, it stays on their mind for long period of time. Majority of them felt that advertisement depicts women in stereotype roles and that the advertisements are not representing the personality of Indian women. The respondents wanted to see women in different kind of roles in the future advertisements. They wanted advertisements to be more educative, informative, product oriented, family oriented and with a bit of humor. Majority of girls wanted women to be shown as confident, independent and empowered individuals, whereas, boys wanted women to be projected in fashionable and glamorous roles.