

# Reevaluating Roles and Spaces in Indian Tele-advertisements

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CULTURE AND GENDER PERFORMATIVITY



# What is Space?

- Spatial segregation
- Public/Private Divide
- Architecture
- Knowledge
- Analysis of society
- Means of control, domination
- A tool of thought and action
- Physical, social, mental



Courtesy: Google

<https://www.youtube.com/watch?v=Zwv6vzS-adY>

Ultra Tech (2024)

# Spatial Difference

The view of space as a “container” in which things are situated, a mere “relation” between things, or as a “subjective” condition of perception tends to diminish the importance of spatiality, since the philosophical focus turns to the things themselves which are situated in space, or which define the “space,” or to the individual perceiving them.

<https://www.youtube.com/watch?v=ffTSbFyHV0w> –Ultra Tech- Women’s Day

<https://www.youtube.com/watch?v=yJCWHH7tI5c> Ultra Tech

# Spatial Difference

Spatial differences reinforce status difference between men and women. Yet the transformations of social space, which like history itself is a human endeavour but which is not made under circumstances directly chosen by its “makers” (see Marx 1963: 15), affect the ways in which humans operate in space, “use” space, and make sense of their various spatial and social relations. This changing role of spatiality in human history has real consequences for theory and practice. {Spatiality (2013)- Robert T Tally Junior}

# Spatial Difference

<https://www.youtube.com/watch?v=AhWt5tlgpyY> (2017)- Tanishq- spatial segregation

<https://www.youtube.com/watch?v=GMx3nWk2Tcs> (2022)= Paisabazaar

<https://www.youtube.com/watch?v=7Js8mEkhYyU> – Olay- Knowledge Segregation

<https://www.youtube.com/watch?v=F9CLFiPnOd8> –PAYTM- Knowledge

<https://www.youtube.com/watch?v=Zwv6vzS-adY> – Policy Bazaar

# Transformation

Space has been utterly transformed by technological advances like air travel, telecommunications, and especially the Internet, which seems to combine the residual, dominant, and emergent elements of cultural production in hitherto unimagined ways.

[https://www.youtube.com/watch?v=dXqLV\\_vDwyE](https://www.youtube.com/watch?v=dXqLV_vDwyE) -Ultra Tech

<https://www.youtube.com/watch?v=ah43H8VaU34> (2015) Vim Liquid

<https://www.youtube.com/watch?v=bEDNbPQyVVw> Vim Liquid (2022)

# What are Gender Roles?

What are the different gender roles that we have?

Gender is the activity of managing situated conduct in light of normative conceptions of attitudes and activities appropriate for one's sex category. Gender activities emerge from and bolster claims to membership in a sex category (Candace West and Don Zimmerman, 1987)

# What are Gender Roles?

What are the different gender roles that we have?

**gender role**, a culturally and socially determined set of expected behaviors, attitudes, and characteristics based on concepts of masculinity and femininity. A gender role should not be confused with gender identity, which refers to an individual's internal sense of being masculine, feminine, on a spectrum between the two, a gender unrelated to that binary, or no gender at all.

The term *gender role* was coined by New Zealand American sexologist John Money, first appearing in print in 1955. Money defined it as “all those things that a person says or does to disclose himself or herself as having the status of boy or man, girl or woman.” Although the term wasn't defined until 1955, men and women have had gendered roles throughout history in most societies. For example, beginning in the early 19th century, many European societies subscribed to the Victorian gender ideology of separate spheres, which stated that men and women were meant for different roles in society.



# Gender Roles

[https://www.youtube.com/watch?v=g\\_X-NrcFlm4](https://www.youtube.com/watch?v=g_X-NrcFlm4) (2023)- Amaze

<https://www.youtube.com/watch?v=TfYyAnJRkh0> (2017) – Titan raga- Motherhood by choice

<https://www.youtube.com/watch?v=BNvs7aAn8RM> (2022)- SKoda Segregation of space embedded in roles

# What are Gender Roles?

Rigid, demanding career schedules are often the story for the middle classes. But working class men, too, live by work schedules that often make equivalent demands on them, with the same results in their private lives. In both cases, the long hours men devote to work and to recovering from work are often taken from the untold stories, unthrown balls, and uncuddled children left behind at home.

Thus to look at the system of work is to look at half the problem. The other half occurs at home. If there is to be no more mother with the picnic basket, who is to take her place? Will the new working woman cram it all in, baby and office? Will the office take precedence over the baby? Or will babies appear in the daily lives, if not the offices, of male colleagues too? What will men and women allow themselves to feel? How much ambition at work? How much empathy for children? How much dependence on a spouse?

The Second Shift: Arlie Hochschild (1983)

<https://www.youtube.com/watch?v=wDV4Buf00EO> -Policybazaar- 2019

[https://www.youtube.com/watch?v=nX\\_cHu8ljI4](https://www.youtube.com/watch?v=nX_cHu8ljI4) Tanishq-Superwoman

The Hindu (Kolkata)

## Working women's double shift

Working women get only 710 hours for rest every day, due to work at both office and home

Gender Equality · Women's Rights

24 Sep 2024 +17 more Vignesh Radhakrishnan

He Data Point published on Monday showed how profes-

sional Indian women work the most number of hours globally. Young Indian women in professional jobs such as auditing, Information Technology, and media work more than 55 hours a week, which translates to 911 hours of work every day depending on whether it was a sixday or fiveday work week.

The Data Point was published after the death of Anna Sebastian Perayil, a Chartered Accountant. According to her mother, Anna, 26, lost her life because of "work stress" at Ernst & Young. The letter addressed to the company's India chairman went viral, leading to discussions on the increasing workload of profes-

# Reflections

- Upper class, limited representation of the lower echelons

[https://www.youtube.com/watch?v=Frs\\_iFcmDgc](https://www.youtube.com/watch?v=Frs_iFcmDgc) (2022) JK Cement

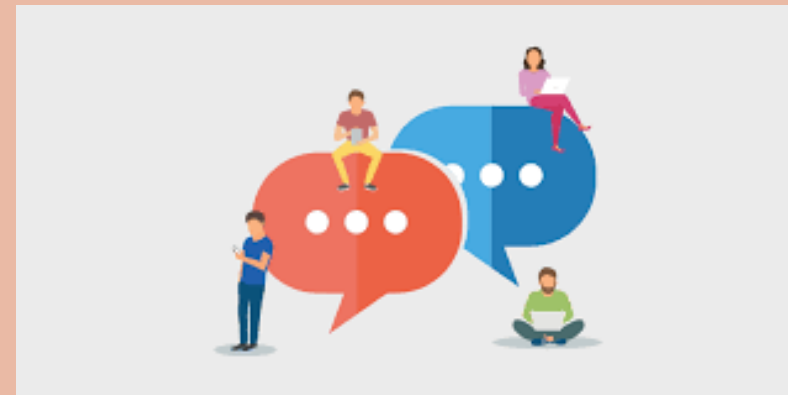
- Invariably rich
- Homogenised images

The media is thus an enabler of ideas and meanings, promoting diversity and difference, which might lead to social change.

# Thank you.



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# Summing Up

Roles

Spaces

Body



Masculinity

Femininity

Gender

Binary

Separate Spheres

Projection and

Packaging