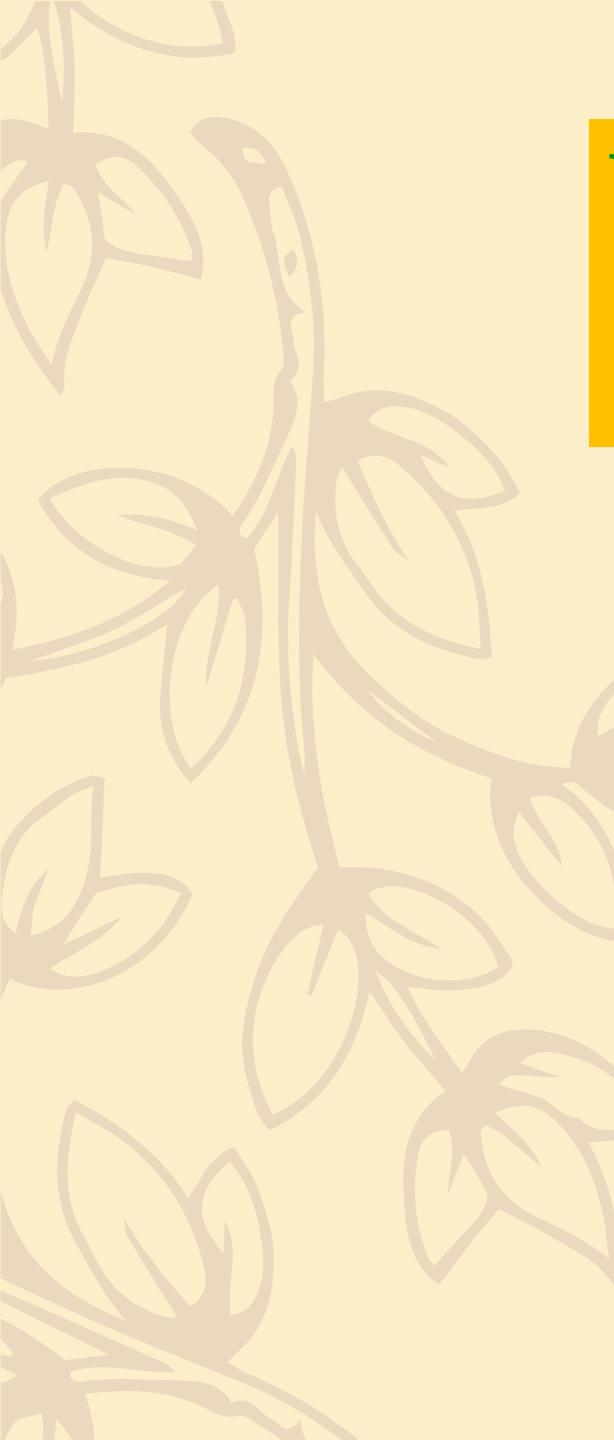


*Gender  
and  
Advertisements - 1*

Dr. G. Sujatha



# What is an advertisement?

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- What is its purpose/aim?
  - What does it aim to do?
  - Introduce a product and convince the consumer to buy it.
- 
- Do ads do only that? Don't they tell us what it is to be a 'man' or a 'woman'?
  - Don't they hint/dictate us about how to be ideally masculine or ideally feminine?
  - In other words, don't they make/create/mould us into gendered beings?



Woman

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Man

# The Gender Constructed by Tele-Ads

Women	Men
Sanitary napkins	Shaving creams/Gillette trimmer
Cooking and Kitchen related items	Building Materials
Child-care Products	Automobiles
Family hygiene, health and nutrition	Finance
Detergents, dish washers	Farming related ads
Bathroom and toilet cleaners	PAAN Masala
Cosmetics and toiletries	
Jewelry	

## *Cooking and Kitchen related items*

MEN

WOMEN

Atta

Grains and other provisions

Utensils

Cooking oil, masalas,

Dish washers

Kitchen electronics like mixer grinder, coffee maker, wet grinder, microwave oven etc  
Maggie and other instant food

## **Child-care Products**

**MEN**

**WOMEN**

Child-care products/baby care products

Health and Energy drinks – Horlicks, Glucon D

DETTOLE

## **Washers and Cleaners**

**Men**

**Women**

Detergents

Washing soaps

Toilet cleaners

bathroom cleaners

floor cleaners

vessel cleaners

# Jewelry

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## Building Materials

### Men

Bricks,  
electrical goods  
general home electronics like fans, light/tubes

### Women

steel bars,  
cement,  
PVC pipes,  
Closets, wash basins etc  
taps and showers  
paints

## Automobiles

Men	Women
Bikes/cars and other automobiles	scooter
Engine oil	
Petrol or diesel	
Farming related automobiles	

# Finance

Men	Woman
Banks	
Insurance schemes	
Tax advertisements	
Saving schemes	
Mutual funds	
Shares	
Personal loans, housing loans, Educational loans	
Gold mortgage etc	

## Farming related ads

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### MEN

Fertilizers,  
harvesting machines, ploughing equipments, tractor,  
Farming loans and loans for farmers

### WOMEN



# PAAN Masala

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## **Ads Addressing both Genders**

<b>MEN</b>	<b>WOMEN</b>
Online shopping	Online shopping
Clothes	Clothes
Electronic Gadgets/ phones	Electronic Gadgets/ phones
Cricket match	Cricket match
Films	Films
Opticals	Opticals
Shoe/chappals	Shoe/chappals
Online learning platforms	Online learning platforms
Games/dream 11.. cricket fantasy games	Games/dream 11.. cricket fantasy games
Stationery	Stationery
perfumes	perfumes

## **Hot drinks, Soft drinks and Hard drinks**

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### **Men**

Coffee, tea

Pepsi, coke -

### **Hard drinks**

### **Women**

Coffee, tea

Miranda, Fanta, Rasna

# Cosmetics and toiletries

## MEN

Fairness cream

Bathing Soaps

Shampoo

Hair oil

Tooth paste

## WOMEN

Make-up, fairness creams, nail polish, skin care, lipstick, eyeliner/mascara, so on and on and on....

Soaps

Shampoo

Hair oil

Tooth paste

## Balms and ointments

### MEN

Itchguard

### WOMEN

Move

Vicks vaporub

Iodex

# Fitness related ads

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**Men**

Muscle gaining

**Women**

Loose weight

# Pointers for further critical analysis

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## **Spatial demarcation of gender in Tele-ads**

- Products belonging to which place are addressed at men and which place are addressed at women
- Where do you generally see women and where do you generally see men in Tele-ads (including male and female children)?

## **Duties, responsibilities, qualities, behaviours & values that are ascribed for each gender**

- Finance, muscular strength, Scientific knowledge, protectors, extending help - male
- family health and hygiene, child care, love/care/kindness,
- anxiety about family's/child's
- Women as lacking in knowledge or at the receiving end of knowledge

## **Body of men and women**

- What sort of bodies do you usually see – elite upper class/caste, man – professional/woman – domestic
- Is there a difference in the way a woman's body is projected from that of a man's? If yes, what are they?