

Gender and Tele-Advertisements

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Pointers for further critical analysis

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)?

How advertisements gender us? Duties, responsibilities, qualities, behaviours, values and so on 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?

Ads and Women

- In general, how women's body and self are used
- How are women conceived/constructed or conceptualized – their roles, the values they possess/represent, etc
- Women and spaces
- Women and their responsibility

Ads and KIDS

- Why and how are Kids used in Tele-ads?
- Is there a difference between the way male and female kids are represented?
- Colours used in relation to male and female kids and their gender politics
- The sort of toys they play with, the games and sports in which they are engaged, the spaces in which you see them, etc?

Surf Excel and Children

- <https://www.youtube.com/watch?v=iVrrUjJ7Jyw>
- <https://www.youtube.com/watch?v=C-jPrQzvE9E>
- https://www.youtube.com/watch?v=l5_XH1ikNsw
- <https://www.youtube.com/watch?v=Zq7mN8oi8ds>
- <https://www.youtube.com/watch?v=g4-BsyNLq1A>

Jewelry

- <https://www.youtube.com/watch?v=xh6PUOUVgds>
- <https://www.youtube.com/watch?v=Ith6bWklgzw>
- <https://www.youtube.com/watch?v=k5A4zWJ2czM>
- <https://www.youtube.com/watch?v=S5bfspNH8NY>
- <https://www.youtube.com/watch?v=W6tMQP6zda0>
- Father/Daughter, Mother/son, mother/daughter, husband/wife, lovable/caring colleagues or roommates – All focus on Relationships and love – Buying or gifting jewelry as an expression of Love

Centrality of Emotions

- Predominantly in jewelry ads but a general trait of tele-ads

Kalyan and the assertion of Patriarchal values

- <https://www.youtube.com/watch?v=n1DSdcekBxI>
- <https://www.youtube.com/watch?v=PVxQkCOasjg>
- <https://www.youtube.com/watch?v=W3ijSXCxeyY>
- https://www.youtube.com/watch?v=rWf2c5v_3Tw
- <https://www.youtube.com/watch?v=HaJBJjrSg3k>
- <https://www.youtube.com/watch?v=uIXNNfuS9ow>
- <https://www.youtube.com/watch?v=z7oiVsKTARU>

HOW DO TELE-ADS GENDER US VIA SHAPING US AS EMOTIONAL BEINGS?

THE PARADOX OF THE DISCOURSE OF ETHICS IN JEWELLERY ADS

– <https://www.youtube.com/watch?v=Zse8sbURwRs>