

The Role of Advertisements in bringing about Social Change and Social Equity with Special reference to Women – An Analysis of Contemporary Advertisements

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ABSTRACT :

Media influences a lot and its reach is immense, that too at an instant. In particular the Advertisement on television has a greater influence and reach on kids and on every age group in society. Especially all these advertisements are made to attract every age group. The Girls and Boys watching the advertisements today will be the future Adults. Young minds are more malleable and impressionable. Therefore whatever they watch or see it gets registered into their mind directly or otherwise in the subliminal mind and thus reflect their behaviour in present or future. Therefore Advertisers has a greater responsibility towards society in its transformation and hence change in advertising or innovative advertising which could promote the rights of everyone in an equitable way is the need of the hour for social change and social equity.

KEYWORDS: Advertisements – Women – Social Change – Social Equity

Introduction:

We all are familiar with the media and its influence on society. Among the media, the visual media has its greater effect than any other media. Its influence is immense and it is famous for its instant reach as well. In particular the Advertisement on television has a greater influence than any other means of communication. It reaches the kids and people of all age group easily. Especially all these advertisements are made to influence every age group so as to attract customers. The young minds watching the advertisements today will be the future Adults. Young minds are more malleable and impressionable. Therefore whatever they watch or see it gets registered into their mind directly or otherwise in the subliminal mind and thus reflect their behaviour in present or future. Hence Advertisers has a greater responsibility towards society in its transformation. Women play many roles up and down and in and out. The roles definitely need hard work to play. Their hard work are rarely recognized and realized. When it comes to women and advertisements, few

contemporary advertisements are innovative and promoting in nature. Hence the advertisers need to break the stereotyping of women and children so as to bring about a quick social change for social equity.

Advertisements: Advertising is a marketing communication which employs an openly sponsored, but non-personal message to which helps to promote or sell products, service or idea. Those who like to sell or promote their products and services sponsor the advertisements. The past Advertisers and the advertisements were motivated only to their profit and hence created stories to draw many new customers to their business.

The objectives of advertisements are to let know people that a particular product and make the people that how essential is it for them. Advertising is communicated through various mass media such as Broadcast media, Print media, Support media, outdoor advertising or Direct mail and the new media such as search results, blogs, Social Media, websites or text messages. Among which Video is the most popular and influential form of digital content the marketers and it is believed to hold more power to persuade than any other content media.

While sponsoring their products the sponsors tries to explore every ends to promote or sell their products. In the 20 seconds or the 30 seconds advertisement cum story the Advertisers try to occupy or capture everyone's mind. The sponsors as well as the advertisers need to keep in mind that whatever is shown in the advertisement will influence the people to its far more extend. Therefore the Sponsors and the Advertisers have greater responsibility towards society as a whole. Any kind of Stereotyping may cause direct or indirect effect on the minds of people.

Advertisements and Women: Representation of women in advertisements is changing now and thankfully few advertisers try to show them out of kitchen and also try to avoid the misrepresentation of women. Women play many roles and do multiple tasks in and out. But there arise a question whether it is recognize or not. Though few men realize and recognize, most of the men "don't". Their multiple roles at home and out at office have made them work hard and harder. The life of working women has become worse, as she the home as well as office. There arise another question whether there are treated with dignity or not. The answer remains unanswered. Advertisers and advertisement sponsors have greater responsibility in any kind of transformation due to their immense influence. Hence it's high time that stereotyping of woman is stopped and put her in a role which she is worthy. Thus a little change in the attitude of the advertisers and sponsors may bring about a greater change in bringing about social equity and for an egalitarian society as well.

Advertisements and Marketing Innovations: Marketing is the systematic planning, implementation, and control of a mix of activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products and services. Advertising is only one of the components of the overall

marketing process. The dependency and the independency of the marketing techniques, strategies and innovations have reflected on advertising innovations too. Since advertisement is the most effective means of marketing and the most expensive one, sponsors too try to adopt innovative techniques and strategies to impress the customers with their product.

Advertisements and Corporate Social Responsibility: Companies are striving hard to maintain their profits and the social responsibility. The Governments move towards corporate social responsibility has compelled the corporate to act socially responsible. The innovative Advertisements have the reflection of corporate social responsibility. Through these social responsible advertisements, the corporate in turn try to gain the good will for their companies which in deed are noted as indirect marketing techniques. On special occasions such as the mother's and father's day, the corporate release special advertisements which are innovative as well as have a social message in it.

Innovative Advertisements and Social Change: The trend of innovative advertisements by the advertisers and the sponsors has helped the society with some strong social message and with social transformation. Since it is known that visual media influences a lot and that too videos are the best, these socially transforming innovative advertisements has helped in bringing about a greater change in status of women in society. There are many advertisements which are innovative which paves way for social change, here are few mentioned.

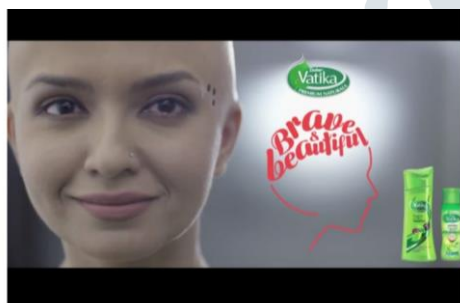
1. Hamam Soap (2018) – Promoting self defense
2. Colgate Strong Teeth (2018) – Promoting Gender equality
3. Flipkart(2018) - there is never been a better time to raise our children equally, whether they are boys or girls. Let's do our own bit in raising equal generations, after all it's our own babies.
4. Star Plus – An Advertisement of a new perspective- Aamir Khan
5. Maggi (2018) – promoting Gender equality
6. Bajaj Electricals –Gender equality
7. Prill (2018) – Gender equality
8. Videocon 2017 - Gender equality
9. Havells Fan (2017) – Hava Badlegi – Gender equality
10. Vatika hair oil – “Some people don't need hair for to look beautiful” – promoting non-discrimination of cancer patients



1. Hamam Soap (2018) – Promoting self defense



3. Flipkart(2018) – We are here to live equal generation



3. Some people don't need hair for to look beautiful

Advertisements and Social Change and Social Equity:

Advertisements as it plays a major role in influencing all ages, good and innovative advertisements really bring in the desired social change. Whereas the stereotyping lay down a negative impact on the minds of the people and becomes an obstacle for the timely changes. The above discussed advertisements are few set of innovative advertisements which reflects the transitions in breaking the stereotyping of women. Hence these advertisements play a vital role in uplifting the status of women in society. Thus makes people recognize the

unrecognized role of women and help in bringing about social change and thus directly or indirectly contributing to acquire social equity.

Break the Stereotypes: Stereotyping of women in media need to be stopped. Stereotyping of women definitely leads to inequality. Following are the few advertisements which still follow up the stereotypes.



1. Mr. Gold –Women and kitchen

MR GOLD SUNFLOWER OIL | 2018 | MADBOYS CREATIVE



2. Kinder Joy – Highly stereotyping

3. Prestige Gas Stove – Always women representing to kitchen utensils Ad, Why not Men

4. Dish Wash Bars – always women washing the vessels in Ad.

5. Harpic Rs.5 sample pack(2018) – This would be an extra ordinary Ad which makes the newly married and just entered home bride to clean the dirty wash room



Harpic Swacch Bharat 30sec

6. Parle Magix(2018)

The role of NGOs in Parenting the Does and Donts

NGOs and Human Rights defenders play a vital role in advocating the rights of the weaker section and the vulnerable. Therefore the wrong portrayal of women and children or any other person in media is also advocated by them. Not only in media, have they tried to question and protect the rights of people whenever and wherever it is necessary and it is evidently seen in many of the advertisements where it is censored after criticism.

It is common for those viewers who are little alert about what and it wrong and right projections. Thus many of us frown in disgust on seeing women being depicted as 'objects' to promote products through media.

Women have either been portrayed as being simple and gullible individuals measuring their self worth through attributes such as weight and skin tone or stereotyped as naive and bent on keeping the husband and children happy.

Few products such as cars, motorcycles, fashion wear, deodorants and perfumes liberally use veiled suggestion, sexual innuendo and stereotyping as part of their campaigns.

For an instance, few advertisements the Axe deodorant and the Lux innerwear campaigns have shown women in poor light, and gratuitous use of sexual imagery has been employed even to sell products such as motorcycles, pen drives or duplex flats.

It's high time that the advertisers and the sponsors realize their responsibility and act accountably. On the other hand good advertisements or advertisements which are made with greater responsibility towards society will definitely reflect on their good will which in turn may increase the motive as well.

Time for the Right Transitions:As we all know that few corporate follow a brand and try to incorporate many good things in it to increase their good will as well to give back in return what they have got from the society and hence act socially responsible as well. It's not always motivated to increase the good will but they may also need the change and feel the way to narrate good messages which could bring about positive transitions. Here are few advertisements which are innovative and break the stereotyping.

1. BIBA Shop Online – “Change is beautiful”
2. Havells Fan – “Respect for Women”
3. Mahindra Rise – “LadkiHaath se NikalJayegi”
4. Ariel Matic(2017) – “Share the Load”
5. Gillette(Jan 2019) – “We want best in Man Ad”



1. BIBA Shop Online – “Change is beautiful”



2. Havells Fan – “Respect for Women”



3. Mahindra Rise – “LadkiHaath se NikalJayegi”



4. Ariel Matic (2017) – “Share the Load”

Conclusion:

Media being the fourth pillar, holds, greater responsibility and need to be accountable as well. The sensitization of the issues related to rights of everyone is the need of the hour. Every single person needs to be educated about their rights. When it comes to media and video it's quite fascinating and thus influencing. Here, not only advertisers need to be educated but especially all the media persons including the script writers and song writers should be educated "not to stereotype women" or not to violate anyone's rights.

There is a need for 'gender sensitization' and the advertising industry can do a lot, says Srinivisan K. Swamy, MD & CEO, RK Swamy BBDO, and President of the India Chapter of International Advertising Association (IAA). "It is important to sensitize content writers across media not to typify women. They must be conscious and not objectify them."

The problem, he felt, was that the government went into knee-jerk mode whenever there was an incident. "There is no need for more laws to govern or regulate advertisements or content. There are enough penal provisions with regard to obscenity, vulgarity and inappropriate representation of women. The need of the hour is to start enforcing the law."

At the same time we should recognize the efforts of those advertisers and sponsors who have contributed for the 'social change' as well as for 'not stereotyping'. Now- a – days to a certain extent people are aware of the transitions taking place in society and hence even they try to portray it as well. To mention the Lifebouy Ad in which we can see 'the father too parenting the children' otherwise it's only left to mother. In the Santoor Soap Ad too, one can witness the father parenting the child and also promoting his in her endeavor.

Thus the time has come to stop all kinds of stereotyping of women or abusing women and also stop the wrong portrayal of women in media. Thus contributing to the social change and the transitions which could provide women the right place of what she is worthy enough and hence reflecting towards social equity.



Santoor Soap Ad



Lifebouy Ad

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