

# Advertisements-Exploitation of Women

**S.A.G. Ansarali**

*Head of the department commerce and management studies  
Aditya degree college, kakinada,  
sagansarali786@gmail.com*

The mass production of cosmetics, dozens of creams, bright lip and nail colors and hair care products and an astonishing proliferation of beauty parlors created a new and wide spread beauty culture. It also created a wrong notion in the minds of women that beauty products alone could change any woman's appearance and with it her life.

Women are often viewed as a sex object because they are identified by their physical attractiveness and their sex appeal. In many advertisements, women are no way related to that product but they are chosen and shown any way because of their bodies or figures. Women's bodies are used to attract attention to promote sales of their products.

The woman is a sensitive species on the earth, whose femininity can attract men. Using women models in ads is actually a part of the effort to manipulate men's libido, which is easily fulfilled through presentation of model with attractive figures in ads. This means that men are trapped by their images and the same time ad agencies gain business.

Since women are physically attractive and charming, they can easily be 'made use of' and 'enjoyed' if this is a stereotypical thinking prevailing in the community, the exploitation of women's figure needs to be deconstructed. Advertisement that exploits women not only destroy women's image but also harm consumers.

Advertisers consciously manipulate their portrayals of women to ensure that they continue to serve as good consumers of the thousands of products and services like food, drugs and fashion articles industrial women have been portrayed in such a way that they are pressured to look what the world calls glamour, wearing skimpy clothing trying to get a man's attention only is an invitation for a man to lust for her.

As long as men continue to be consumers of what the entertainment and advertising industries put out, these industries will continue to tell us that women are nothing more than sex objects. We should remember that the woman you are lusting after is somebody's mother, somebody's daughter, somebody's sister, somebody's grand-daughter. Woman was created by god, not for our lust and desires but to serve and glorify him with life.

Women are portrayed as sex toys. Every commercial show shows women half naked and portrays them sexually in some way. The entertainment and advertising industry of our society continue to exploit women in this way. The real evil of the media in which image of women supports the sexiest status quo. In a sense, fashion, cosmetic and feminine hygiene ads are aimed more at women. They encourage men to expect women to sport all the latest trapping of sexual slavery.

The exploitation of female sexuality in advertising has negative consequences for

women. Television and magazine advertisement has given unrealistic importance to body image. It has been blamed for poor self esteem and unhappiness among ordinary people, particularly in youth.

Media within our society constantly degrades women and sends a negative messages about the way in which women should not be treated. Women are becoming objectified in the sense they are viewed as objects with little value. It is identified that the continued projection of negative and degrading images of women as a critical area of concern in advertising.

Advertising in India does not use sexual portrayals of women as much as does in U.S advertising. When the findings of this study were compared with those of previous studies of American advertisers, it was evident that the advertisers still portrays women in stereotypical roles and as sex objects. The exploitation of women in the media has become so common place, particularly in advertising that most people fail to get outraged or even notice it anymore. But many women do care about these images and understand their true power.

Fashion photography has incorporated bluntly sexual poses from pornographic publication that includes sexual cues such as closed eyes, open mouth, legs spread to reveal the genital area and nudity or semi-nudity particularly in the area of breast and generals. The cheek, legs, buttock and crotch shots increase the stereotype.

As long as you watch, as long as you listen, as long as you buy, the entertainment and advertising industry will continue to treat women as nothing more than sexual object. They look at women simply as an object of lust and sexual desire. Subordinate image of women hinder their chance of equal opportunity.

Media in today's society is constantly degrading women and sending negative message

about the ways in which slaves be treated. Advertisements on dishwashing liquids and detergents only feature women but not men, conveying to the public that it is a woman's responsibility to handle the household chores. It also shows how men are being portrayed as being superior to women in all aspects of life.

Women are exploited in media broadly. They become like goods which are sold and bought. For instance, in advertisements we usually see women presenting products or an idea about products, but unfortunately they use their bodies to attract consumers. For example when presenting a product , female usually do very attractive gestures like moving their sensitive parts of their body and showing them off , and most of them are half naked. Moreover we face advertisements whenever we go in the street, on the screen T.V, in newspapers etc. However the consumers do not focus on the quality of the product being advertised, but they focus on the quality of the women, who advertise the product.

There were wrong elements getting licenses and using their permission for other ends rather than providing information and entertainment. Images of models in push-up bras with "please ravage me" eyes have become the wall papers of our eyes. The commercialization of innocent women lives is not only a serious crime but an abuse of inherent human dignity that results in physical /social/mental damages to millions of lives every year. However the existing systems in the sphere of prevention, protection and prosecution are not adequately geared towards tackling this complex problem in a holistic and right based manner. It is necessary to recall the international community s efforts to strengthen the international legal frame work, to combat sexual abuse and exploitation.