

WOMEN AND ADVERTISEMENT: A CASE STUDY OF BHIMA GOLD

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CERTIFICATE

This is to certify that the dissertation entitled “**WOMEN AND ADVERTISEMNT: A CASE STUDY OF BHIMA GOLD**” is a bonafide work done under my supervision and guidance and is submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of Master of Arts in History and that it has not been previously formed on the basis of the award of any degree, diploma, fellowship or similar title of any other universities.

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DECLARATION

I here by declare that the project entitled '**WOMEN AND ADVERTISMENT: A CASE STUDY OF BHIMA GOLD**' is a bonafide work done by me under the supervision of Dr.Beena Paul, post graduation Department of History, Henry Baker college Melukavu and no part of thisproject has been presented before for any degree, diploma, associateship, fellowship, or other similar title or recognition of any university or institution of higher learning and has undergone plagiarism checking.

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CONTENTS

CERTIFICATE

DECLARATION

ACKNOWLEDGEMENT

CHAPTERS

Page No

Introduction

1-6

Evolution of Advertisement

7-24

Advertisement, Women and Bhima Gold

25-37

Impact of gold Advertisement On women

38-43

Conclusion

44-46

BIBLIOGRAPHY

47-52

APPENDIX

53-55

CHAPTER I

INTRODUCTION

Men are dog and women are cat, women play various crucial roles in patriarchal culture, though those roles often vary with race, class, and other differences. Perhaps most basic is the use of women and femininity to define men and masculinity. Men are men to the extent they are not women: masculine, independent, invulnerable, tough, strong, aggressive, powerful, commanding, in control, rational, and non-emotional. "Real women" (that is, middle- or up-per-middle-class white women) are dependent, vulnerable, pliant, weak, supportive, nurturing, intuitive, emotional, and empathic." Real women" and "real men" are essentially different in patriarchal culture.¹

Writers, filmmakers, psychologists, and advertisers all have used the idea that men and women are different to develop stories, create conflict, and provide persuasive imagery. Not only do advertisers view men and women differently, but men and women also bring different perspectives to advertisement.² Thus advertisements give different meanings which directly or indirectly influence the viewers and have implications on different cultures and cultural values.

The portrayal of women in media advertisements, over the decades, has been about unrealistic body images, sexual objectification, physical

¹ Baker Mary, Patriarchy and Inequality: Towards a Substantive Feminism, University of Chicago Legal Forum, Vol.1999, Issue.1, Article.3,P.27.

² Shirley Chishlom,, Gender and Advertising How Gender Shapes Meaning,2013,P.89.

beauty and family roles. These advertisements affect the self-esteem and confidence of the female viewers and results in dissatisfaction and pressure to conform to certain body norms. It also affects the way women are perceived and sets men's expectations of a woman's appearance.³

Most of the advertisements try to convey the gender difference in men and women. Gold advertisement plays an important role in this construction. Women are used in gold advertisements. The representation of women in various advertisements has changed their position to that of a commodity. This happened not in a single step but it was a long term process in a patriarchic society.

AIMS AND OBJECTIVES

Aims and objectives of this project are given below:

- To analyze advertisement and identify the way of changing representation of women.
- To identify the stereotyping and construction of women through gold advertisement.
- To identify the cultural transition of women in the context of Kerala, on the basis of gold.

³Soni Pallavi, Portrayal of Women in Advertising, Indian Institute of Management, Udaipur, 22 September, 2020.P.4.

CONCEPTUAL FRAME

Feminists argued patriarchy is the root cause of everything. The word patriarchy literally means the rule of the ‘father or patriarch’. It refers to a social system where the father controls all members of the family, all property and other economic recourses and makes all major decisions, Linked to the social system is the beliefs or ideology that men is superior to women, that women are and should be controlled by men and are part of men’s property.

Patriarchy marked women in a subjective position. Even then she was a status or a cultural symbol. The personification of women in the advertisements as a visual object and an instrument for the construction of images on female body and sexuality.

In the Kerala, gold advertisements use women and her body as an object for material fulfillment or completion. Commoditization of women’s body and stereotyping of women as a visual object is also communicated.

AREA AND PERIOD OF STUDY

This study depicts the socio cultural changes in life style of women in Kerala due to the influence of gold advertisement. The study focuses on the Bhima jewelry, which is the first readymade shop in Kerala. This study concentrates on the transition of gold advertisement from 1925 to 2021 and its implications on women.

REVIEW OF LITERATURE

There is no specific study pertaining to women in gold advertisement. But there are large numbers of related works on the representation of women in advertisement.

In the work 'Pennu Pennayathum Pinne Shareeramaayathum' by C.V Sudeendran mentioned about representation of women in advertisement and problems related to patriarchy.

'Culture and gender difference' by Angelica Nicole Neculaesei deals about gender, cultural relation and gender stereotypes.

'The History and Evolution of Advertising', a work written by Jose Gallegos explained the evolution of advertisements and focuses the transition advertisement in various periods.

Monika Gulati's work 'Analysis of Projection of Women in Advertisement on Society' explained about the objectification of women through advertisement and stereotyping of women in society.

'A Study on Influence of Advertisement on the Buying Behavior of Gold Jewelry Consumers of Kollam District' by Manoj M. S and Dhanya Sajan examine the buying behavior of consumers, increasing gold use, and role of gold in cultural and social context of kollam.

RELEVANCE OF THE STUDY

Women represent the half of the world population but they are always marked as a second position. Various theories are formulated on the social construction of women and the various factors that lead to the construction of women identity. Study on advertisement and women are also numerous. But the impact of gold advertisement on the construction of women identity has not received much attention and so far no studies has brought forth. People of India and Kerala have a passion for gold and gold ornaments and it is not only considered as an asset but possession of gold is considered as a status symbol and object of beautification. In this context, study of gold, advertisements and women's socio cultural interrelation between gold is important.

DESIGN OF THESIS

This project is divided into five chapters. The first chapter is Introduction. This chapter deals with introduction, aims and objectives, conceptual frame, area and period of study, review of literature, relevance of the study, design of the thesis and methodology.

The second chapter titled "Evolution of Advertisement" describes the evolution of advertisement in the world and in India and stereotyping and objectification of women in advertisement.

Third chapter titled “women, Advertisement and Bhim gold” analyze the role of gold, transitions in gold advertisements, and women in advertisements with special reference to Bhima Gold.

Fourth chapter titled “Impact of Gold Advertisements on Women” describe about the impact of gold advertisements in society, economy and culturally.

Fifth chapter is Conclusion It discusses the overall ideas and findings of the study.

METHODOLOGY

This study is a historical analysis of gold advertisement and one way of construction of women’s body and its impact women and society. This study is an empirical and an analytical method is employed. This study is based on Primary sources like advertisements and interviews and secondary data. Materials of this article have been taken from relevant books, journals and articles, newspaper report.

CAPTER II

EVOLUTION OF ADVERTISEMENT

Advertising is the technique and practice used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way towards what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates. In many countries advertising is the most important source of income for the media. For instance, newspapers, magazines, or television stations are the medium through which it is conducted. In the noncommunist world advertising has become a large and important service industry.¹

The history of advertising has experienced several major milestones. The beginning of which are thought to date back to metal carvings made by the ancient Egyptians.² In the ancient and medieval world such advertising were conducted by word of mouth.³ Advertising has constantly had to adapt and change to suit new mediums and an increasingly savvy audience.⁴ The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly

¹ <https://www.britanica.com> , 22September, 2021.

² <https://www.tintup.com> , 12Janury, 2021.

³ <https://www.britanica.com>, Op.cit.

⁴ <https://www.tintup.com>, Op.cit.

newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.⁵

I. HISTORY OF ADVERTISING

A. BEGINNING

The history of advertising is connected to humankind's evolution and its technical progress.⁶ Proto type of advertisements in ancient times was the first steps of advertisings in Ancient Empires, for example, in Egypt they used papyrus promoting slaves' sales and rewards. In Babylon, they used dirt splits with inscriptions about salesman, shoemakers and clerks. Greeks used street callers who announced ships' arrival and it cargo of metals, wine and species.

In the case of Rome, they did something different for instance. They did the first tourist advertisement of a tavern; Also in Rome, an important media was known as album, which consisted in a board of blanched wall where they published edicts and laws together with promotions of Gladiators' fights and theater representations. Another media was the libellees, made with Papyrus, a sort of poster which announced possessions sales, shows programs, and the lose of several things. Painted announcements were important too. For example a goat meant milk stores, and Bakery could be identified with a mule which has a mill in it back.⁷The eruption of Mount

⁵ <https://www.britanica.com>,Op.cit.

⁶. Daymettee Montenegro, History of Advertising, University of Matanzas, Cuba, 2017.

⁷Ibid.

Vesuvius almost destroyed the ancient Roman city of Pompeii but saved evidence of multiple messages written on the city walls in the form of graffiti, which was a pretty popular form of expression in Ancient Rome.⁸

B.THE MIDDLE AGES — THE PRINTING REVOLUTION

In Middle Age, together with street callers, appeared brands in products for identifying the maker, giving to them a sign of individuality from a manufacturer from other. In this period, a vast number of people were unable to read. So, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour.⁹

The World's first Printed Advertising

In the Chinese Tang Dynasty (618–907 AD), salespeople in the market district of the capital city Chang-an were required to sign a trademark on their products. In this way, authorities identified the producer, monitored product quality, and controlled advertising. Another piece of spectacular evidence in the history of advertising comes in the form of a copper printing plate used to produce promotional posters during the Northern Song period (960–1127 AD).¹⁰

⁸ <https://www.britanica.com>,Op.cit.

⁹ Daymetee Montenegro, History of Advertising, University of Matanzas, Cuba, 2017.

¹⁰ <https://www.britanica.com>,Op.cit.

Gutenberg's printing press (1438) really began the era of mass communication. Printed materials could be produced in mass, whereas prior to the printing press, books and other printed materials had to be made individually. A Londoner printed the first English newspaper in 1622 and the first ad appeared in 1625. That 1622's first newspaper was the Weekly News, by Nicholas Brown and Thomas Archer. Other newspapers of this time were the Mercurius Britannicus, in 1665 and La Gazette from Paris by Théophraste Renaudot in 1630. Those were considered beginners of modern advertisement¹¹

Gutenberg's Moveable Type and Spam in Handwritten Books

Four centuries after Jinan Liu's family printed their needle posters, Gutenberg started the printing revolution in Europe by inventing the mechanical movable-type printing press in 1439. The invention of printing started the second line of evolution in advertising.¹² Within the next forty years, Gutenberg's presses were set up in multiple cities all around Europe including in Germany, England, France, Spain, and Portugal. It's worth noting that commercial book production was widespread several centuries before the beginning of the printing revolution. These books were written by artisans and contained spam and other marketing tricks.

¹¹Daymettee Montenegro, Op.cit.

¹²Dhanshri M Patil, Recent Trends of Print Media in Development Communication, Vol.2, Issue.2249-5835, No.2, 2011.

C. MODERN PERIOD

The first step towards modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.¹³

In England, line advertisements in newspapers were very popular in the second half of the seventeenth century, often announcing the publication of a new book, or the opening of a new play. The Great Fire of London in 1666 was a boost to this type of Advertisement, as people used newspapers in the aftermath of the fire to advertise lost & Found, and changes of address. These early line ads were predominantly informative, Containing descriptive, rather than persuasive language. It was around these facts that in 17's century appeared the first law for controlling advertising content because false advertising and so-called "quack" advertisements became a problem.¹⁴

The first newspaper was published in 1704 in United States (USA). In it pages it Promoted itself as a vehicle for advertising. Later, in England, The Spectator, by Joseph Addison and Richard Steele published the advertisement of a dentifrice well accepted by nobility and high class. In USA, appears in 1729 The Gazette by Benjamin Franklin, which is considered the true beginning of advertising in that country. That newspaper had advertisements of ships, birds' feathers for writing, wines, books, tobacco, chocolate and other wares. It had so much success, that Franklin is

¹³<https://www.britanica.com> , 22September, 2021.

¹⁴ Daymettee Montenegro, History of Advertising, University of Matanzas, Cuba, 2017.

considered a real advertising executive, salesman, publisher and director. Progressively, newspapers receipted advertisements, sometimes in the internal pages or in the specialized ones.¹⁵

The Industrial Period — Mass Media and Advertising Agencies

The next stage in the history of advertising and its timeline was the industrial revolution and the advent of the press in the 17th century. Along with books, people all around Europe got an opportunity to read newspapers, gazettes, magazines, and journals. Retailers and manufacturers began mass production of flyers and trade cards.

William Taylor in 1786 began the first advertising agency and existed till the late 1980s as White Bull Holmes, a well-known recruitment-advertising agency in London. On June 16, 1836, Émile de Girardin, a French journalist, politician, and publisher, founded *La Presse*, the first newspaper that managed to reduce its price to the reader by 1841, the advertising agency in the United States was founded by Robert Palmer, the son of a newspaper publisher and a coal businessman who considered himself an advertising agent. Palmer's major contribution was the formation of the newspaper advertising market by setting aside a large amount of space for ads and reselling it at higher rates to professional advertisers whose competition got fiercer year by year. Subsidized the subscription price through advertising. A John Orlando Parry watercolor created in 1883 confers the atmosphere of the age.¹⁶

¹⁵ Ibid.P.3.

¹⁶ <https://www.britanica.com>, 22September, 2021.

The Machine Period — Radio and Television

In the beginning of the 20th century, advertising was everywhere. And advertising agencies were fully responsible for its content. On June 4, 1917, five regional industry groups and 111 charter members formed the American Association of Advertising Agencies, now called the 4A's.¹⁷

The World's First Radio Advertising

The first paid radio advertising was aired on WEAJ (WFAN) in New York on August 28, 1922. Since direct selling was prohibited, the ad was a 10-minute broadcast on the subject of a carefree life in the suburbs at the Hawthorne Court Apartments in Jackson Heights, Queens. The Queensboro Corporation paid WEAJ \$50 to run it. In the 1920s, commercial radio stations became the major advertising medium for national advertisers, small businesses, and big companies.¹⁸

The World's First Television Advertising

After World War II, television became the major source for promoting products and services to the masses. The first television advertisement was aired on July 1, 1941, and lasted nearly ten seconds. Produced by the Biow Company, the video promoted a Bulova Watch. The message was "America runs on Bulova time."¹⁹

¹⁷Ibid.P.5.

¹⁸ Ibid.

¹⁹ Ibid.,P.7.

The Golden Age of Advertising

The period from the 1960s to 1980s is considered the golden age in the history of advertising. During this period, industry legends such as William Bernbach, David Ogilvy, and Mary Wells Lawrence revolutionized the industry and improved standards. Professionals started thinking out big ideas, relying on psychology and big data, and allocating big budgets. In the 1960s, advertising transformed into a real science with teams of psychologists, focus groups, and researchers.

The synergy of economics and science in advertising that began in the 1980s reached its peak in the 1990s with the emergence of the fourth major advertising medium: the World Wide Web. In the history of online advertising, the timeline includes numerous events.

The evolution of digital advertising began in October **1994** when Hotwired launched the first digital banner ads from 12 brands including Volvo, AT&T, and IBM. One of the banners that participated in the Hotwired ad campaign. Hot Wired left one of the best examples of early internet advertising. Back then, website publishers sold ad space on their websites to ad exchange networks such as Microsoft, Nexus, and OpenX and changed banners by hand by editing a website's HTML code. In **1996**, Double-Click was founded. Double-Click was the first online advertising platform to run targeted ad campaigns as we know them today. In **2000**, Google developed Google Ad Words (now Google Ads), an advertising platform allowing businesses to target ads based on people's Google search

history and browsing preferences. In **2007**, Google acquired Double-Click for \$3.1 billion.²⁰

With the introduction of Face book Ads in **2007**,.In **2005**, native Gmail ads arrived in Google Ad Words for all advertisers. In **2006**, Google acquired You Tube for almost \$1.7 billion. Now You Tube is one of the world's leading advertising platforms and is responsible for 37% of the world's mobile traffic. In **2009**, You Tube ads were launched in seven formats. Google advertising revenue grew from \$70 million in 2001 to more than \$134 billion in 2019. Advertising is estimated to account for nearly 71% of Google's total revenue. In **2012**, Face book bought Instagram for \$1 billion 18 months after its launch. In **2013**, Instagram ads were launched. Facebook advertising revenue increased from more than \$700 million in 2009 to nearly \$70 billion in 2019. Payments and other fees collected by Facebook amounted to only \$1 billion in 2019 — about 2% of the company's global revenue.²¹

II ORIGIN AND EVOLUTION OF ADVERTISING IN INDIA

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. First ever noticeable advertisement was released through the paper Hickey's 'Bengal Gazette'²² India's first newspaper (weekly). To 'advertise' meant merely to 'inform' until the end of the eighteenth century, and the early newspapers and

²⁰ Ibid.,P.11.

²¹ Ibid.

²² Amarja Karandikar, "Assessment of the Effect of the Advertising on Consumers in India and Measures of Protection" ,, SNDP University, Mubai, 1996, P.15.

periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal (first published in 1785) even offered to print government advertisements free.²³

The front page of most such journals carried only advertisements. This is evident from the appearance of punch lines such as ‘superior to anything of the kind hitherto imported’ and ‘warranted to the first quality’. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. ‘Agents’ flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like ‘The Statement’ and ‘The Times of India’, which had their own advertising departments, offered their own facilities to ‘agents’. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved the bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard in the advertisements appearing in its column. This practice was responsible for turning advertising into a distinct profession. These ‘agents’ were forerunners of the ‘advertising agencies’.

²³ <https://www.mbaknol.com>

ADVERTISING IN EARLY 20th CENTURY

Two main events responsible for growth of Indian advertising agencies were: the Swadeshi Movement (1907-1911), which gave rise to indigenous industries, and the second, was the installation of first rotary linotype machine by the *Statesman* of Calcutta in 1907.

In few years, other papers too installed the new machine, which made it possible to produce a cheap newspaper with a large national circulation. The first Indian Advertising Agency, the Indian Advertising Agency, was launched around this time, and is still going strong. The main functions of these agencies were to secure advertisements and to get them published in the press. The major British agencies during this time were: Alliance Advertising Associates, Publicity Society of India. They catered to the need of the affluent British and Indian elites living in the metropolitan cities. They rarely advertised Mass consumer items like tea and cigarettes.

During the war, press advertising was exploited to raise funds for the war effort. Advertising Agencies established during this period-included Alliance Advertising Association Ltd, at Bombay, started by the British India Cooperation of Kanpur, to sell its manufactured goods. Mr. L.A.Stronach, the manager of Alliance, bought up the Bombay branch of the agency and started in 1922 his own agency, with a branch in London. It provided production and media services to advertisers (unlike the space-selling agencies) and so even manufacturers of competing products or brands had to use these services.

The Inter-War Years

During the inter-war years a few Indian agencies too sprang up, the most notable being the modern Publicity. In Madras, the Calcutta Publicity, and the Oriental Advertising Agency in Tiruchirapalli. The Vasudevea Publicity Service was started in Delhi to carry out outdoor publicity campaigns in Uttar Pradesh, Punjab and Delhi. In 1931, the first full-fledged Indian Ad Agency, the National Advertising Service, was established. Among the other Indian Agencies to be launched during this period were: New India Publicity Co. 1930, Paradise Advertising Agency of Calcutta (1928), the Indian and Eastern Newspapers Society (IENS), and others. The IENS was set up as a central organization of the newspaper owners of India, Burma and Ceylon. The society looked after the interests of newspaper publishing houses; an indirect effect of the formation of the IENS was the standardization of Ad agency practices. The IENS also sought to foster better publisher agency relationship.

The establishment of the Advertising Agencies Association of India (AAAI) in 1945, and the Audit Bureau of Circulation (ABC) in 1948 helped to bring some order to the competitive field. The AAAI came to be recognized as a representative body of the profession, with the authority to represent its interests and problems. The ABC gave some credibility to the claims of newspapers regarding their circulation.²⁴

²⁴ Ibid.

Post-Independence Advertising

Following World War II and the Indian Independence, the British-owned agencies were sold to Indian business. Several agencies, however, retained an 'affiliate' status with the main branches of the agencies in London. They continue to enjoy this status even today, though American multinational agencies have replaced affiliation with British agencies.

At independence the advertising business was well on its way to growth and expansion. Partition did not touch the business at all. The introduction of multi-color printing, improved printing machines (like offset and web offset), and the development of commercial art gave the Ad business a further leap. Agencies began to offer, besides space selling, many more services, such as artwork, organization of fairs and exhibitions, market research, public relations consultancies.

The phenomenal growth in the media, especially television and cable has given a boost to Indian advertising. Market research and readership surveys have led to the further professionalization of the business. Individual publishing houses like 'The Hindu and The Times of India' first conducted readership surveys. Now, National Readership Surveys (NRS) and Indian Readership Surveys (IRS) as well as regular Television Rating Points (TRP) measurements provide advertisers with statistical data on which to base their media plans.²⁵

²⁵ Ibid.

III. PORTRAYAL OF WOMEN IN ADVERTISEMENTS

The status of women in India has been subject to many great changes over the past few millennia. From equal status with men in ancient times through the low points of the medieval period to the promotion of equal rights by many reformers, the history of women in India has been eventful. In modern India, women have adorned high offices in India including that of the President/Prime minister, Speaker of Lok Sabha, Leader of Opposition, etc. Deepa Dhanraj, a Bangalore-based activist and documentary filmmaker, wrote in a paper for an international seminar in 1990: "In Indian advertising, women are used as models in sexist ads for diverse products from tires to ceiling fans. Apart from this, a stereotyped notion of gender roles is explicit in the casting for ads. Primary roles for means demonstrators, experts are used and their physical presence is made strongly felt as the authoritarian 'Voice of God' in commentaries. Women, by contrast, are cast either in auxiliary roles or as feather-headed clients who have to be convinced at length to purchase X product, in pseudo-scientific terminology. These images bear no relationship whatsoever to the reality of Indian women or their on-going struggles to achieve economic and political autonomy."²⁶

²⁶ Monika Gulati, Analysis of Projection of Women in Advertisements in Society”, Vol.3(5):78-81,2014,p.79.

OBJECTIFICATION OF WOMEN IN ADVERTISING

Is the woman the target-audience a product/service is aimed at? In other words, is she the primary consumer of the product/service advertised? Or is she herself the product or service? This is the basic ambivalence that leads to the great, unending debate on the portrayal of women in advertising, mainly in the electronic media. Women are often viewed as a sex object because they are identified by their physical attractiveness and their sex appeal. Most often than not, in advertisements especially, they have no relationship with the products but they are chosen and shown anyway because of what their bodies/figures can offer. Objectification of women is hence when women are reduced to a mere commodity, judged by their attributes of their bodies rather than who they are, as a person. Advertisements also portray women as scantily clad. A woman's body can be used to push through any product in the market, starting from washing powder to shaving cream or to iron and steel products. Women are used to endorse products meant to be used both by men or women. These advertisements seem to believe that since men have the purchasing power, they can be compelled by a woman model in an ad to buy that product.²⁷

²⁷ Ibid,P.79.

STEREOTYPING OF WOMEN

Representation of women in television makes an interesting feature, advertisements always shows women in stereotypical roles. They are either represented as mothers, wives or in sensuous roles. They can be seen carrying out household chores with full make-up. Working women are represented as highly efficient who could effortlessly manage both their professional lives and household chores, pleasing everybody. Such images of women are seemed to promote the notion that women need to handle both private and public sphere with great ease. This amounts in putting extra pressure on them. Such images of today's woman have generated double demands from women. Women failing in carrying out these tasks have been branded as inefficient .In addition to all these advertisements have further escalated the situation by raising the expectation of the society on them and pulling down the woman's confidence level.²⁸

20th century most people think that there is too much advertising, that it makes us materialistic, that it perpetuates stereotypes that it plays on our fears of not being socially acceptable, that it lies, exploits children and generally corrupts society.²⁹

Globalization has facilitated conveying of media signals manifold with entire society been converted into a marketplace. The immediate effect

²⁸Ibid,P.80.

²⁹ Preeti Sanjeev Saxena, Impact of Indian Cultural Symbolism on Brand Preference in TV Advertising, S.N.D.T Women's University, Mumbai, 2009.

of entertainment centric programming has led to the rise in advertisements alongside the media contents. The basic objective of advertising is profit maximization with the depiction of minorities within society including women in tune with the consumerist culture. Advertising involves a commercially viable language of appearances and images in which commodity relations systematically penetrate and organize cultural meaning. The print and television advertising media is one area where these changes are significantly visible, targeting the consumers and thus influencing their purchasing behavior. The consumer purchases various commodities for their basic needs in order to sustain life. A successful commercial that creates a lot of "buzz" can earn a spot in media history. Advertising for women have increased due to increase in purchasing power and decision making capabilities of women yet role are stereotypical either as housewives or sex objects with an ideal body image and fair skin. Even in neutral portrayal women are projected as inferior especially intellectually. Gender relations affect the unequal power relations in society and these are reinforced in advertisements. Social responsibility especially in case of women is found to be wanting as advertisements use female forms even if women may not be the target consumers.³⁰Different advertisements use women for as sexual objects. Mainly gold, soap, washing powder, vehicles...

Men and women are targeted according to their social beliefs and attitudes. Although physical appearance is important in both males and females, beauty is generally defined as peculiarly a feminine attribute and preoccupation with one's appearance is seen as part of the feminine stereotype. The advertisements have a negative impact on women than men,

³⁰ Monika Gulati, Op.cit.P.78.

as women appear more emotional and unconfident in contrast to men. The point of concern to be noticed about women's appearance in commercials is that the advertisements focus mainly on beauty and body features of the model, and less on the product and they give emphasis to the physical attractiveness of woman.³¹

³¹ Sasi Rekha V, K Maran,“ Advertisement Pressure and it’s on Body Dissatisfaction and Body Image Perception of Women in India”, Vol.3, No.1, 2012.

CHAPTER III

ADVERTISEMENT, WOMEN AND BHIMA GOLD

Gold, the yellow metal continues to be a wonderful metal for people everywhere.¹ Humans have valued gold for its lustrous color and its resistance to tarnishing, which is the reason why it issued for special decorative ornaments and jewelry. The veneration reserved for gold by the ancients has led to its use for many centuries for religious artifacts. Gold was often cast in the form of idols or hammered into foil to make masks for the dead. Gold was used for barter and subsequently for coinage. By eighth century BC, small and irregular bars of impure gold were being exchanged as currency in Asia Minor, and by fifth century BC, gold coins were being used really. Even today, majority of the produced gold is turned into gold bars that is, bullion that acts as the standard for the world's monetary systems, and are used in international trade and exchange.²

There are numerous references to palaces being built using bricks made of gold. Gold ornaments have been found in Egyptian tombs of the prehistoric Stone Age, and the Egyptian goldsmiths of the earliest dynasties were skillful artisans. Today, gold used in jewelry sums to about 2000 tons annually worldwide, which represents 75% of the total consumption. Gold in jewelry serves different purposes in different parts of the world.

¹Manoj M S,Dhanya Sajan, A Study on Influencing of Advertisement on the Buying Behavior of Gold Jewelry Consumers of Kollam District,Vol.1,No.5,2015 P.89.

² Fathi Habashi, Gold an Historical Introduction, Laval University, Canada, 2016, P.3.

In the West, its primary role is for decoration; it is not normally regarded as an investment and consequently the gold used for this purpose is less pure. In the East, the exact opposite; gold has a strong monetary role there, it has typically high carat and is bought and stored as an investment. It is mostly worn by women and so has an ornamental role as well; the presence of large amounts of gold ornaments in Oriental bazaars attests to this fact.³

ROLE OF GOLD

Due to the durability of gold and its value in old times, to be in possession of gold jewelry was considered a mighty deed. Gold also symbolizes wealth, power and status. For some, jewelry is a form of art for self and creative expression. Then, there are some people who use jewelry as part of their tradition and culture⁴

1. RELEGIOUS CONNOTATION

The overwhelming fascination with gold jewelry and its role in the cultural heritage is the reason why gold is in huge demand in India. How gold is viewed in a religious connotation is important to examine because religion acts a vital social institution in today's society. Gold has always been considered a sacred item in life and is a must in every religious function- reason being that Gold is pure having passed through fire in its process of evolution. Religion serves the purpose of uniting people together to abide by a set of rules and commandments. Gold in religions such as Hinduism,

³Ibid.

⁴<https://wp.nyu.edu>

Sikhism, Jainism, and Christianity serve many functions. In the bible, gold was seen to denote exuberance in the form of gold ornaments and gifts.⁵

As mentioned before, there is a high desire for gold in India. In India, gold is not just another precious metal, but it is a part of the culture.

2. STATUS SYMBOL

Gold has become an inseparable part of almost every household in Indian society. Also, it is a symbol of prosperity and good fortune. Despite the rising price of gold, the demand for gold is still increasing in India. There is no bigger status symbol than gold in India and the Indians are not shy to flaunt it. In a social setting with billions of people, gold is one element which can help people stand out, literally shine in the crowd. Gold has been a status symbol in India since ages, right from the time of kings and queens to the British and independent India has imbibed this into its blood. The more gold one has, the more power he/she has, an indication of their ability to purchase gold in spite of rising gold rates.⁶ Gender, age, education, income, and lifestyle have a huge influence on gold buying behavior. Conventional value and cultural value features, gold is the most sought-after asset.⁷

⁵ <https://blog.farman.edu>

⁶ <https://bank.bazar.com>

⁷ Op.cit; <https://blog.farman.edu>

3. INVESTMENTS

In Western markets, gold is usually low karat and is bought primarily as items of adornment, but in Asia and the Middle East, most of the gold jewelry is in high karat.⁸ It indicates that Gold has been considered the safest investment, a sentiment which Indians live by. It is this property of gold as a protector against bad times which have pushed Indians to buy it as investments. Owning gold is considered an extremely smart choice, and is reflected in the amount of gold Indians own. With gold prices fluctuating everyday it makes sense to invest in gold for a secure future.⁹

4. FAMILY HEIRLOOM

Gold is part of every Indian household and is considered a family heirloom by most Indians. Gold jewelers and ornaments are passed on from generation to generation, in a bid to keep family legacy alive. It is common for most households to pass on jewelries from a mother to a bride in weddings, irrespective of facts like change in design trends or value. Gold is an extremely sentimental part of certain traditions and continues to remain a cherished heirloom. Passing gold from one generation to another also helps people save money on gold, avoiding ever rising gold prices in India.¹⁰

⁸ Ibid.

⁹ Ibid.

¹⁰ Ibid.

5. GOLDEN GIFT

Gold and gold jewelry seem to share many aspects of a gift including communication, social exchange, economic exchange, and socialization. Gold jewelry is a proper traditional gift item, and is a communicative product that carries social cues. It serves as a symbol of continuance and merit, and signifies attainment of high standards.¹¹ This could be the reason why sixty percent of the women surveyed by the World Gold Council (WGC) agreed to own gold jewelry.

In rural India gold is viewed as means to command respect. “Gold jewelry purchases are commonly driven by a need for financial value and ease, it was found that gold jewelry ownership is very high in India”.¹²

The history of Kerala’s association with gold dates back to the time when global trade in pepper and other spices. During those days, pepper was so valuable that the spice was traded for gold¹³. The result of this trade, gold accumulated in day by day. They considered gold as an asset and emotional metal; therefore they always merge gold with a woman which is why gold appeared as dowry. Jewelry owners are spending crores and crores on promotional activities and especially on advertisements.¹⁴

¹¹ Ibid.

¹²Indian Women’s Connection with Gold Jewelry, Times of India, March, 22, 2021.

¹³Rajesh Abraham, Still Shining Kerala’s 5000 Years Old Love Affair with Gold, New Indian Express,16 September,2019.

¹⁴Manoj M S, Dhanya Sajan,A Study on Influencing of Advertisement on the Buying Behavior of Gold Jewelers Consumers of Kollam District,Vol.1,No.5,2015,P.89.

WOMEN IN GOLD ADVERTISEMENTS

In different promotional methods used for the publicity of gold, advertisements play an important role. Women are used as a promotional material. Her body and sexuality is being utilized for the purpose. There are many phrases, idioms and captions in advertisements, related to gold and women in Kerala. For example

- *“Ponnum kodathinu endina pottu”*
- *“Neighbor’s envy and owner’s pride”*

The society integrates men with handsome and women with beauty. People think jewelry helps to enhance one’s beauty and there for gold is often associated with women. Advertisements and writings, explicitly indicates women should always be beautiful. For a woman, jewelry is one of her most prized possessions. Indian women have always had a weakness for jewelry– especially gold, because society consider gold ornaments as an asset to give the daughter in marriage which later on raised as part of our custom. Gold has always been a favorite, and Indian women have forever been admired for their impeccable taste in gold jewelry.¹⁵ Most of the advertisements try to convey the association of gold and

¹⁵Indian Women’s Connection with Gold Jewelry, Times of India, 22march, 2021.

women. Some striking advertisement captions related to women and gold are given below:

Gold jewelry advertisements took different form in different times. The cultural transformation of Kerala can be analyzed in the background of gold advertisements. A Bhima jeweler, the first readymade gold shop in Kerala is a typical example to study the changing trends in the cultural scenario of Kerala and also the changing perception on women.

HISTORY OF BHIMA JWELLERS

K. Lakshmi Narayana Bhattar, popularly known as Bhima Bhattar, after his marriage settled in Alleppey, where Bhima realized that the profit from his fledgling business was insufficient for a comfortable life. One of his acquaintances mentioned to him that the demographic situation in Alleppey was congenial for a profitable business in silver jewelry, cutlery, and puja article.¹⁶

Kerala have long time trade. Merchants in other countries are exchanged pepper for gold.¹⁷ Alappuzha or Alleppey is a coastal district in the Southern state of Kerala. The rise and fall of Alappuzha is closely linked to the history of the port. Port is the main factor which propelled the region to dizzying heights and later to the depth of stagnation and backwardness with its downfall. Alappuzha was the commercial metropolis of the erstwhile

¹⁶<http://www.bhimajwellery.com>,

¹⁷ Rajan Gurukkal, Raghava Warier, Kerala History, Vallatholvidhyapeedam, 1991, P.219.

Kingdom of Travancore. It was with the construction of the Alappuzha port that Alappuzha gained a coveted place in the international trade map. Monopoly in the global coir market was just one of the feathers in the crown of this port town in those glorious days. Even though the royal period of Alappuzha port lasted only till 1989, the port gained an inevitable role in the economic history of Kerala through these years.¹⁸

Traders are influencing factor in a business field. Later there are large number of branches came up from Bhima jewelers. M.G. Road, Ernakulam (Kochi) that started operations in 1978 became the most renowned jewellery retail store in the state. Showrooms in Kozhikkod, Kannur and also available. When gold demand increased their promotional activities were also changed. But the promotional activities were more and more engaged with women, which in a way led to the stereotyping of women Kerala. Various phases of advertisement of Bhima gold shows the changing cultural values and ethos of Kerala.

¹⁸Neeraja A, The Economic Significance of Port Alleppey the Study on Past and Present Scenario, Vol.9, Issue 5, 2019.P.66.

a. FIRST PHASE

In early period simple mode of advertisements were used. The name of the jewelry and place of location were the only matter present in the advertisement. In Bhima jewelers early advertisements appeared as Bhima and brothers, which mentioned only about a scheme that is money deposition. The advertisements were published through the print media.

Bhima boy is the business emblem of Bhima jewelers. It also appeared in the advertisement from early phase itself the cherubic Bhima boy encapsulates the goodness and unflinching commitment to purity, the unwavering loyalty, spotless ethics and enduring innocence that we are bound by. A symbol of trust, he embodies the aspirations of generations of patrons and timeless legacy.¹⁹Meanwhile they changed their focus of attraction to air-conditioned showroom in order to attract the customers. By the end of this phase they started different showrooms and diamond museum.

b. SECOND PHASE

In second phase women were introduced as a promoting object. Their body was focused and depicted the girl with full of gold in her body, different type of ornaments and designs. The beauty of gold and also the girl were highlighted. The message communicated was women will be complete only with gold and their identity is the possession of gold. Moving advertisements began to appear. During this phase advertisements were

¹⁹<https://www.bhimagold.com>

published through print, television, and digital manner. Some of the captions in moving advertisement are given below.

Pennayal ponnuvenam Ponnumkudamaayivenam

Patharamaatavalkekanbeema than swornamcharthidenam

Aanayalpennuvenamabaranapryamvenam

*Patharamaatavalkekanbeema than swornamcharthidenam*²⁰

A girl should always be adorned with gold.

She should be a gold casket incarnated.

In order to make her purest she should be decorated with Bhima gold

A boy should have a girl and a yearning for ornaments.

She should be decorated with Bhima gold in order to make her purest

c. THIRD PHASE

The Bhima advertisement that traces the journey of a transwoman from childhood to marriage. In this advertisement, each of her life's milestones were marked, of course, with pieces of jewelry but gently and sensitively marked. The slow transformation of the brooding, unshaven young man with sad and unsure eyes into a beautiful, confident, laughing young woman takes just about 100 seconds to unravel but packs in a lifetime

²⁰ Km100here, Bhima Jewelry-Pennayal Ponnuvenam Remix, 1 April, 2010.

of hope and fulfillment.²¹ It indicates even women or Trans women got acceptance with the presence of gold.

It's a journey with one important fact — acceptance of parents. Instead of the usual horror and rejection that greet those who discover that their gender is different from their birth-assigned one, what greets the transwoman here is a very quiet but strong underpinning of love and support. From the lady's bicycle parked in the bedroom to the golden anklets gifted by the father to the mother waiting patiently while her son/daughter gets her ears pierced, each little thing moves towards the transformation²²even though it is also part of systematic construction of femininity.

The Bhima Jewelry is as pure as its tagline - pure as love. There are two reasons why this advertisement stands out. First, it challenges the notion of jewelry advertisements featuring only cis-gender women and second, it did not do the blunder of hiring a cis-gender to play the role of a transgender woman. The portrayal is in a true sense.²³But they also argued even women or Trans women need gold to fulfill aspirations and gender identity.

The journey of a teenager from discovering her gender to being a confident woman is beautifully portrayed by linking it to the kind of jewelry

²¹ Ascent of a Woman: An Ad Film that Traces the Journey of a Trans Women, the Hindu, 15 April, 2021.

²² Ibid.

²³Shubha Pai, The Conditional Love Portrayed in Bhima Jewelers Ad is a Hit Among Hyderabadies, the new Indian Express,20 April,2021.

one wears at different stages of life. It also signifies that jewelers are meant for all those who wish to embrace womanhood in their own way. Womanhood, love and fine pieces of jewelry are bound together and are beyond any socio-cultural barriers. Such advertisements vouch for greater harmony and inclusion in our Indian society.²⁴

WOMEN IN OTHER GOLD ADVERTISEMENT

In Kerala later 20th century there are large number of readymade shops emerged. Jewelries such as Chunkath, Josco, Malabar gold, Chemmannur, Kalyan and Alappat..... Because of the demand for gold increased and got wider acceptance. There promotional activities are in same pattern. Major striking captions in advertisements which objectified women are given below

- classy girls wear pearls
- *penne nine sundharyaakiyatharu*
ninde kinaavil thankam pooshiyatharu
alukkas alukkas alukkas alukkas

²⁴ Alekhya Devarakonda, The Unconditional Love Portrayed in Bhima Jewelers ad is Hit Among Hyderabad's, New Indian Express,20 april,2021.

- wear a fabulous smile great jewelry and know that you are totally and utterly in control

Culture influences thinking, language and human behavior. The social environment, in which individuals are born and live, shapes their attitudinal, emotional and behavioral reactions and the perceptions about what is happening around. The same applies in the case of assigned/assumed roles in society based on gender. Cultural dimensions that reflect differences in gender roles, but also elements related to the ethics of sexual difference.²⁵

²⁵Angellea-Nicoleta Necualaesei, Culture and Gender Role Differences, Vol.XVII, Issue 1, 2015.P.31.

IV CHAPTER

IMPACT OF GOLD ADVERTISEMENTS ON WOMEN

In a competitive market, it is important for advertising managers to grab consumer's attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing.¹ Different mediums and methods are used for this attention; trends are varying in different times. Women are also used as a promoting material. As a result the socio political status of women has changed. Advertisement had several impacts on women and society.

CULTURAL IMPACT ON WOMEN

Personal adornment of jewelry besides enhancing beauty symbolize status, wealth and assets, excite the sense of prized possession ,titillate aesthetic satisfaction, display the craftsmanship that go into their creation and continue an age old tradition. These primitive forms of jewelry are a symbol of protective powers and traditional and religious affiliations. Indian Culture differs from Western culture in the shared importance placed on the spiritual and ethnic values that permeate Indian life and imbue symbolic meaning into objects.²

¹Ramzan Sama, Impact of Media Advertisement on Consumer Behavior, vol.14, issue.1, 2019, P.5.

²Prabhjot Kaur, <https://www.reaseachgte.net>, accessed on 13.11.2020.

Jewelry carries spiritual, ethnic meaning that underlies its use as a ritual artifact as the bride crosses the threshold of the extended family. Gifted and borrowed jewelry plays an indispensable role in the ritual purification and transformation of the bride from an ‘other’ commoditized female into part of the bridegroom’s extended self and subsequent incorporation into the sacred domain of the extended family. Jewelry has become a part of the culture and hence jewelry like gold has become an integral part of wedding. In Kerala culture marriage is a ceremony in which a women gives a gift to man. *Kanyadaanam* is good example of this. The purpose of giving gold with women is to ensure the financial security of man. It is the women who have to take care of the man and therefore the society places great importance on the financial security of man.

The Religious jewelry that is selected reflects one’s consciousness and awareness at that moment and one’s request for protection and blessings from the vast pantheon of Gods and Goddesses in their religion. Indian consumers seem comfortable with the temporal co-existence of sacred and profane meanings.³ These religious and divine beliefs are associated with gold and are imposed on women, making them part of a culture. So the woman symbolizes the tradition and establishes the dominance of the man by placing her in the framework of the tradition. The women become part of the culture and tradition; her freedom fell into the hands of the man.

³Ibid.

ECONOMIC IMPACT ON WOMEN

Gold has gained cultural and social recognition as well as economic progress. Therefore gold has emerged as a symbol of economic security. In Kerala, gold is more a social symbol than a priced investment and it is embedded in the culture. Of the total demand for gold in India, 45 percent comes from Southern States, and Kerala is the leading gold purchasing state among them. The surge in prices has strengthened the gold market in the state and market figures show that there has been no let up in retail buying, as gold is an integral part of marriage, cutting across caste and community divides in Kerala. Traditional loyalty to gold coupled with lack of other investment avenues in the industry-starved state has made gold and land the only investment options. Besides other benefits, consistent demand, world-wide acceptance and supply constraints ensures safety on its valuation. In the light of changing economic environment, especially when land transactions are subject to high level screening & scrutiny and burgeoning tax rate for land transactions, an understanding of the changing investment pattern of Keralites and its impact on demand of gold as an investment avenue is deemed essential.⁴

Kerala is the top consumer of gold in the country: rural Kerala's per capita expenditure on gold is Rs 208.55 while for urban Kerala, it is Rs 189.95. The southern state is far ahead of the other six top states — Goa,

⁴Sibi Abraham, Demand of Gold in a Changing Investment Scenario-a Study of Ernakulam District, Vol.4(2), Issn2321-371, 2016, p.41.

Karnataka, Himachal Pradesh, Tamil Nadu, Jammu&Kashmir and Punjab — in gold consumption.⁵

An analysis of the gold rate from 1925 -2011 (image 1.1), gives a clear idea about the economic growth of gold, now it reaches above 36000. This indicates the demand of gold in Kerala. In economic side it is considered as a asset. Gold is the deciding factor of economic status in many cultures throughout the world, possession of gold confers prestige. Investment in gold is an investment forever.⁶ It is the cultural and economic connection of gold that often turns women into commodities. All the advertisements, including the gold advertisement promote their business by targeting the body of women.

SOCIAL IMPACT ON WOMEN

Women have been reflected in stereotypical roles. She has been highlighted as “her place is in the home, they don’t make important decisions, are regarded as sex objects by men and as being dependent on men”⁷. Women were stereotyped in the advertisements in the aspects of “objectifying women”, “showing women as subordinate to men”, and as “mentally withdrawn from the larger scene”. This is known as retro sexism in social terms i.e. the communication of culturally sanctioned aspects of femininity related to notions of dependency, attractiveness, and adherence to

⁵Sutanuka Ghosal, Kerala Jewelers Expect Gold States to go up by 25-30 Present, The Economic Times,29August,2019.

⁶K.Padmavathi, Impact of Advertisement on Gold Ornaments Among Housewives- A Study with Reference Madurai Region, Volume 03,Issue 07,2019.

⁷ C.V Sudeendran, Pennu Pennayathum Pinne Shareeramaayathum,Kairali Books,Kannur,2011,P.68.

household tasks.⁸Gold advertisement has used this idea. They try to convey women identity is marked on the bases of gold. Gold advertisements mainly emphasize the idea that only women who possessed gold are valuable the women without gold are nothing. Society values a women's character and value more than that the amount of gold she receives.

There is the difference in the portrayal of women in Asian countries as compared to that in the US and other western countries. In the Indian context also, there is a lot of difference in the projection of women as compared to other nations as the common stereotypical portrayals seem less prevalent in Indian advertisements. Women were portrayed in neutral ways and less likely as sex objects. Although there is the difference in the product categories advertised by women, but they are still portrayed more in traditional and stereotyped roles.⁹

Sexual advertisements may represent the use of a subconscious symbolic language that recognizes the indirect link between sexuality and a desire for consumer goods. These explicit images in advertisement give women an emancipated choice of consumption meanings. One of the primary reasons why this advertisement was considered as one portraying women in a negative light was due to the manner in which women are treated in this advertisement. The car advertisement focuses on women as something that can be bought by anyone who buys the car rather than highlighting the features of the car. The Suggestive clothing and positioning

⁸ Pooja Chatley, Portrayal of Women in Advertising, Vol.6, Issue.7, 2012, P.16.

⁹ Ibid.

of the women reiterates the universal belief of men being the superior sex.¹⁰ The use of the female body in advertisements gives a definition of what the female body is and how it is, and it often establishes a sexual position within the female rather than male.

Theoretically, a viewer of a sexually-oriented advertisement would be expected to evaluate the advertisement on the basis of the role of the actors or models in the advertisement. In the case of a "sexy" female model, a female viewer would be more likely to project herself into the situation if she perceives herself as actually being sexy (actual self-concept) or, perhaps more importantly, if she wants to be sexy (ideal self-concept). The crucial point is that the stimulus should be congruent with either actual or ideal self-image in order to serve as a link between the viewer of the ad and the advertised product.¹¹

In the context of Kerala, the gold advertisement has been able to portray women as a commodity for sale. There was a situation in the society where a woman was sold along with gold. The use of female body in gold advertisement increased the notion that women were set to prices based on gold. This often led to carving for dowry, in the form of gold. Gold has become an indispensable in the category of rich as well as poor, gold advertising plays a major role in this social fabrication. Many women lose their lives in the name of gold and dowry, dowry issues have become a hot topic in Kerala society today. Gold advertisement have been able to bring women to the forefront of Kerala society when they hear the word 'gold'

¹⁰Sunita kumar, Representation of Women in Advertisement, Vol.3, Issue.1, 2017.

¹¹R.Dale Wilson, The Role of Sexually-Oriented Stimuli in Advertising: Theory and Literature Review, vol.06, 1979, P.57.

CHAPTER V

CONCLUSION

The foregone study analyses how gold advertisement use women as an instrument for the construction of women identity and sexuality. Modernity marked drastic change in the field of advertisement. Women figures and body used as propaganda of commodity for their marketing .This directly and indirectly linked the socio cultural context of Kerala.

In Initial stage advertisements were in the form of proto type, and then it changed orally. During the Middle Ages printing was emerged. Invention of printing was the second stage in the evolution of advertisement. Since 17th century electronic Medias like television, radio and internet were popularized. As a result of industrialization, production increased and in order to increase the sales, advertising spread through these Medias.

20th century Kerala witnessed an explosion of advertisements. In Kerala, culturally gold is an unavoidable material, and it is seen taken as an emotional and economic material. Gold is very much linked with the culture and tradition of Kerala. Different jewelries and readymade shops had emerged during the mid twentieth century. Bhima jewelers established in 1925 were the first readymade gold shop in Kerala. Gold market reached it's peak with the changed the pattern of advertisement. There for advertisements used different methods for propaganda.

The use of female body was one of the major changes in the depiction of advertisements with the advent of modernity. The woman was again subjected to the way society had constructed her. The advertisements combined women's body and sexuality to promote their items. Through this, society began to portray women as a sexual object and a commodity.

Gold advertisements played an important role in depicting women in advertisements. A variety of campaigns were used in the gold advertisements. If in the early days the name, location details, trade mark of the jewelry were based on the marketing method, over time the female body began to appear in advertisements. Later it started to focus on the female body. Gold advertisements have been able to create social changes in a way that brings to mind the image of women when one hears of gold.

In gold advertisements, the female body is associated with gold and thus the women become an object that is sold along with gold. The value of women is based on the gold she receives rather than her character or abilities. Society thinks woman with gold is more valued than without gold. Along with the gold, women become an item for male use. If gold was an economic asset for men, women were considered as his private property. This hidden agenda is working behind every advertisement. For the physical satisfaction of man female body is depicted as an object and a symbol of glory.

Through this study we are able to access the socio cultural changes that have taken place in the conception of women due to the influence of gold advertisements. Based on this assessment, gold advertisement portrays the idea that the female body is a man's object of use and therefore when gold is given to women it is indirectly given for the use of man. Both are for the smooth use of men. It conveys that the man who has to protect the women needs to handle the gold to make financial stability.

An advertisement also has created a concept of female beauty and concept of female body .This construction brought both male and female to the view their identity with the symbol of tradition, pride, culture and wealth. The depiction of women –centered advertisements has brought about great changes in the concept of woman at the socio- cultural level.

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Second phase



Third Phase

10 Gms of GOLD PRICE History for The Last 86 yrs

Year	Price	Year	Price	Year	Price	Year	Price
1925	₹ 18.75	1947	₹ 88.62	1969	₹ 176.00	1991	₹ 3,466.00
1926	₹ 18.43	1948	₹ 95.87	1970	₹ 184.50	1992	₹ 4,334.00
1927	₹ 18.37	1949	₹ 94.17	1971	₹ 193.00	1993	₹ 4,140.00
1928	₹ 18.37	1950	₹ 99.18	1972	₹ 202.00	1994	₹ 4,598.00
1929	₹ 18.43	1951	₹ 98.05	1973	₹ 278.50	1995	₹ 4,680.00
1930	₹ 18.05	1952	₹ 76.81	1974	₹ 506.00	1996	₹ 5,160.00
1931	₹ 18.18	1953	₹ 73.06	1975	₹ 540.00	1997	₹ 4,725.00
1932	₹ 23.06	1954	₹ 77.75	1976	₹ 432.00	1998	₹ 4,045.00
1933	₹ 24.05	1955	₹ 79.18	1977	₹ 486.00	1999	₹ 4,234.00
1934	₹ 28.81	1956	₹ 90.81	1978	₹ 685.00	2000	₹ 4,400.00
1935	₹ 30.81	1957	₹ 90.62	1979	₹ 937.00	2001	₹ 4,300.00
1936	₹ 29.81	1958	₹ 95.38	1980	₹ 1,330.00	2002	₹ 4,990.00
1937	₹ 30.18	1959	₹ 102.56	1981	₹ 1,800.00	2003	₹ 5,600.00
1938	₹ 29.93	1960	₹ 111.87	1982	₹ 1,645.00	2004	₹ 5,850.00
1939	₹ 31.74	1961	₹ 119.35	1983	₹ 1,800.00	2005	₹ 7,000.00
1940	₹ 36.04	1962	₹ 119.75	1984	₹ 1,970.00	2006	₹ 8,400.00
1941	₹ 37.43	1963	₹ 97.00	1985	₹ 2,130.00	2007	₹ 10,800.00
1942	₹ 44.05	1964	₹ 63.25	1986	₹ 2,140.00	2008	₹ 12,500.00
1943	₹ 51.05	1965	₹ 71.75	1987	₹ 2,570.00	2009	₹ 14,500.00
1944	₹ 52.93	1966	₹ 83.75	1988	₹ 3,130.00	2010	₹ 18,500.00
1945	₹ 62.00	1967	₹ 102.50	1989	₹ 3,140.00	2011	₹ 26,400.00
1946	₹ 83.87	1968	₹ 162.00	1990	₹ 3,200.00		

Image 1.1