

SEC
PROJECT
FILE

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Roll no.- ENG/20/66

❖ ACTIVITY-1

Advertisements often convey sexist attitudes, through language as well as in visual terms. Look at popular advertisements and point out the sexism you observe in them.

1. VEET AD

<https://youtu.be/r6mBM5Qi6g>

Here the teenager girl is being asked to use a razor. It puts a pressure of beauty culture on women. They are supposed to dress in a particular code whereas men are not. So, the pressure of upholding these standards of beauty are primarily on women. That is the reason this ad is very sexist.



2. FAIR AND HANDSOME

<https://youtu.be/Zv0vhpaB2Zo>

This ad is about whole division of masculinity and femininity and it is again associated with both sex and gender. It displays the idea that men are rougher and tougher, therefore, their skin needs a different kind of product. Again pressure is on being fair. There is another cream in market 'fair and lovely' which caters to women. In short, the belief is that the skin of men is different from that of women. There are many biases that boys don't cry, girls don't play outdoor games. All these biases and pressures still exist in society. These kind of beauty product ads are very sexist.



3. MTR AD

<https://youtu.be/GwpQWha0Q6Y>

This ad is obviously very success because again that sanctified the portrayal of women like she has got at least hundred hands because she can cook so many things because everybody else wants to eat something different. She does not put herself first because if women puts herself first she's not a good daughter in-law, not a good mother and so therefore she has to serve with a smile, without complaining, without feeling, without getting tired, without getting exhausted doing all these chores.



4. MOTHER DAIRY

<https://youtu.be/BpGEeL4la1U>

For obvious reasons the man is shouting and the women is protecting her son because he broke his dad's belonging. Here idea of motherhood is being emphasized. It shows that a mother is someone who protects, who sacrifices. It's a very stereotypical image of mother that a must always be a saint. The ultimate, if a women is not a mother she's not a complete women. Nobody has seen motherhood as a choice. Some women may not want to become mothers for whatever reasons. So, defying motherhood, sanitized portrayal of motherhood makes it a sexist ad.



❖ ACTIVITY-2

Locate the various types of advertising in different media and identify their purpose.

1. Standard Advertising

This is the most standard form of advertising which we see on internet or television. This type of advertising aims to promote a particular product or service, with the intention of persuading the target audience to purchase them. Soaps, perfumes, clothes, soft drinks, and even advertisements for companies that offer bill-payment services, can all be included within this category. The only purpose is to promote the product as efficiently as possible.

Eg-: Google Pay

<https://youtu.be/NBeCBcvilul>

2. Public Service/Social Responsibility Advertising

Public service or social responsibility advertising answers a public need. It is generally produced and distributed by government agencies or non-profit organizations, in cooperation with private advertising and mass media companies. While the government or non-profit organization provides the information that is to be broadcast, the advertising and media agencies provide the creative services and the space and time for the display of the advertisement. Environmental messages, disease eradication campaigns, and announcements by police are kinds of public service advertising.

Example-: 1) Swachh Bharat Mission ads

https://youtu.be/mAvm80eP_zl

3. Image Advertising

This kind of advertising is designed by businesses to improve their image, rather than to promote a particular product. At one level, this kind of advertising is affiliated more closely with public relations rather than with marketing. This kind of advertising promotes the name, the image, the personnel, and also the reputation of the advertiser. The intent is to enhance the image of the company in the eyes of the target audience. The advertisement may choose to emphasize the various areas of human activity in which the company is involved; it may be creating awareness of the different products which they produce; the advertisement may also show how the company is a good place to work.

Example-: TATA steel, where company focuses more on it's image than product

<https://youtu.be/4tHuLKaXD50>

❖ ACTIVITY-3

Come up with taglines of your own for popular products that already exist like Nestle, Cadbury, Surf Excel, Amul.

- NESTLE- Snack your way to good health



- CADBURY- Khushiyon ka ek aur bahana ho jaye, chalo aaj Cadbury ho jae



- **AMUL**- Doodh wahi jo sehat ke lie sahi



- **SURF EXCEL**- Aao milkar haath badaye, Swacch Bharat ki aur sab milkar kadam badaye

