

PROJECTION OF THE IMAGE OF WOMEN IN COMMERCIAL
ADVERTISING : A COMPARISON OF SRI LANKA AND INDIA

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By analyzing a cross section of advertisements from Sri Lanka and India, the study focuses attention on the way advertisers exploit traditional gender based roles and stereo-type images of women in an attempt to appeal to various needs of consumers. The images that are examined are : House wife, Sex object, Power relationship and Personality. How these images are associated with specific product categories is studied

The advantages and disadvantages of projecting stereo type images are examined in relation to the association of popular and not popular products with the advertisements that project stereo type gender based images. The study reveals that in both Sri Lanka and India, a large number of advertisements depicting stereo type images of women are associated more with products that are not popular, than popular products.

By projecting stereo-type gender based images, advertisers not only fail to fulfill socially responsible roles, but are also unable, to a great extent, to meet marketing objectives.