

## **Western ideology on marketing women: with special reference to some selected advertisements: media and culture**

Ajantha Hapuarachchi<sup>1</sup>

Everywhere in the world, there are still considerable differences in living conditions and upward social mobility opportunities between men and women due to unequal factual access to employment, income economic resources, education and learning. It is accepted that women are portrayed as commodities and such portrayals are unethical. Women are often used as entry points in advertisements to sell various products.

This paper covers the area of marketing the woman's figure, specially in the media from ancient era to modern era. In this context the paper explains how, when and why the woman's figure is portrayed in the media and it shows the objectives for which it has been used.

The paper compares pictures of women of Sri Lanka examples with selected pictures from other countries. Both local and foreign pictures have been used for various objectives. During certain period and in certain cultures some pictures were accepted without objections; though they may be objected to today. Some times even in western countries woman's pictures which appeared on cover page or posters brought about scandals.

Most of the new advertisements use the figure of woman to highlight the transmissional perspectives however much inappropriate it may be. Sometimes to prevent any objection from society some cultural features are included.

I have selected some advertisements of women's figure and I wish to show the effect of these ads in different societies. Though the western countries are suppose to be liberal and free in their views some ads have brought about objections from society.

**Key words:** Advertisements, Women, Western ideology, Media and culture, Sri Lanka

<sup>1</sup> Department of Mass Communication, University of Colombo, Sri Lanka