

## **Report on Projection of Women in TV Ads**

The event started at 4:00pm with around 65 women students on 28<sup>th</sup> September 2018. we had a wonderful information given by the Chairperson of ICC Cell Dr Geetha Devi saying as Movies and TV probably represents only 1% of women. They have actresses with perfect bodies and the most famous Santoor Ad depicting a middle-aged woman as a Mom which is not true in all the cases. Women are portrayed as the main bearer of the domestic responsibilities where she has to complete all house-hold chores and then have to go for office.

She continued her speech saying how shameful it is to portray women going behind a man because of the perfume he has worn. Though it's a part of entertainment and promoting the products it gives a wrong projection of women which includes gender discrimination. It was continued by the speech by a student from MCA department who highlighted the portrayal of women in films and TV ads is purely cosmetic purposes and nothing else. She continued her speech saying that a woman is the gift of God who gives birth to a baby, take care of children and support family in all situations and ask respect in return which is spoiled by the people of industries who portrays women as said by Dr Geetha Devi. The event was concluded at 5:00PM.

It was concluded use of women as medium of promoting products should be opposed on a national level. Specifically projecting women as an object of visual and physical pleasure should be condemned.