



Reinforcing Patriarchy: Examining Indian Mind-Set Towards Women and the Role of Television Advertisements (Paperback)

By Chetna Bhatia

Ebooks2go Inc, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The life of a common Indian woman is full of struggles, dilemmas, pressures and conflicts. Family s pressure to plan kids, explanations for opting night shift jobs, scolding about going alone to eating places and movies, reservation of seats in public transport, reaching out to diet and cosmetic industries to attain size zero and ultra-fair faces to get her boyfriend s attention back.Where does 21st century Indian society stand on such issues? Also, what role does mass media, especially advertising plays in influencing public mindset about women ? This work acknowledged the need of examining it with reference to a wider context of the hard core issues faced by women in their bedrooms, kitchens, offices, streets and living rooms. Therefore, a sincere effort was put in reaching out to the people and mapping their minds through a set of questions (hidden form) about the control over a woman s body, the concept of her beauty, aspects of her occupation and mobility, her role in decision-making and in division of labor in the households. The book goes one step ahead of the typical impact studies...



READ ONLINE
[1.56 MB]

Reviews

Very useful to all of class of people. It is really simplified but unexpected situations within the 50 % in the ebook. I am delighted to let you know that this is actually the best book i have read in my personal daily life and can be he finest ebook for at any time.

-- **Gwen Schultz**

Basically no words to describe. We have read through and i also am sure that i am going to going to read once more once again later on. You may like just how the article writer compose this publication.

-- **Mrs. Jane Quitzon DDS**