



INDIA'S Contemporary Past: Politics, Economy, Society and Literature

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Objectification of Women in Media and Advertising: Causes, Concerns and The Road Ahead

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Abstract

Marketing and advertising is a potential tool to generate revenue and a large chunk of the total resources are being allocated to maximize the reach to the prospective customers. In mass and entertainment media the trend of objectification of women has been gaining momentum over the last few decades. Advertising is a promotional tool used for marketing and serves as a communication

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