

STEREOTYPES AND EXCLUSION
A STUDY OF GENDER, SEXUALITY AND HETERONORMATIVITY IN ADVERTISEMENTS.

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Sections of society around us, though not close to being rid of patriarchal norms, are allowing women and men to transgress stereotypes to a limited extent. This attitude is being reflected in the increase in the number of women who are working, the increase in inter-religious or inter-community marriages, the way people dress, their lifestyles and importantly also in cinema and advertisements. This paper traces representations of gender and to an extent sexuality in television advertisements, around the central figure of the "modern Indian woman" in order to look at stereotypes and 'ways of being' that are enforced within the framework of liberated and progressive notions of gender.