

BLAZING TORCHES

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CALAMITOUS STATE OF FEMININITY IN THE COMMERCIALIZED ORBIT

U.ANAMICA

"I am the commodity you traded in,
My chastity, my motherhood, my loyalty.
Now it is time for me to flower free.
The woman on that poster, half-naked, selling socks and shoes-
No, no, I am not that woman!"

Wondered at the bold proclamation of Kiswar Naheed women are marching forward in the twentieth century with supreme goals and noble notions. Women as all rounders draw a parallel line between their career and their family moving towards the heights which men might not expect. Modern world is chiseled by the emancipated women who employ their skills for the well being of the society. Nothing can stop the growth of a deep rooted tree which penetrates the earth. But an erosion in the soil, can harm the accumulated asset. As soil erosion to the tree, degradation of culture to the emancipation of women. Degradation of morals might be the result of multifarious reasons to be probed. Commercialism is one such factor that collapses ethnicity. Measurement of success in the world is money not morals. This theory of success has its own effect in all the fields of life. In the shrunken world one can buy everything without making an attempt to move. Whatever attracts could be brought to your living room with a call. To sell their commodities the producer of goods is ready to demolish the values which served women throughout the years.

As Naheed states that half-naked woman are selling goods of men in the commercialized world through the medium called Advertisements. Adored femininity is advertised along with the goods of all kinds from dishwash to deodorant.

Advertisements are the ways to gain the attention of people. They are images that try to manipulate people into buying their product.

Advertisements use women as a way to make other women insecure. In the recent years many might have noticed the advertisement of 'Axe', a body spray. AXE is a brand that produces hygiene products geared towards heterosexual men, including body wash, deodorant and body spray. AXE's marketing campaign involves commercials that have a repetitive theme involving a main male actor aggressively pursued by a multitude of young, attractive women. Advertisers degrade women and damage their image by projecting them as animals which need not adhere to morality.

Even to sell the eatables they misuse femininity; The taste and smoothness of chocolates and biscuits is explained to the consumers through an elegant gesture of a half-naked woman. In order to propagate and proliferates their goods they collapsed the status of women in the society. The ultimate motto of sellers is to accumulate money in the locker to fill their wives and daughter with silver, gold, diamond and platinum and not to protect the uncared and insecure women of the remote and near.

In the world of Advertisements a woman's self-confidence is determined by the colour of the skin, length and thickness of the hair which create inferiority-complex in the mind of a woman who does not have. The inherent implication is that if you have fair skin, you are somewhat superior to others around you as if darkness were an illness which one must cure. 'Fair and Lovely' is one such cosmetic brand that has been around thirty years and has become the household name in India. In all its advertisements, it has espoused to be the cure for dark skin. Such advertisements have always disempowered women because they have encouraged the notion that women have to be fair and pretty to be eligible for marriage. Such advertisements damage the self-esteem of a woman.

Building products are not an exception, they too use women to increase their sale. The advertisers not only use mass media for their communication but also the medium of transportation. At the back of the driver's sheet once I saw a picture of a woman, she applied facial creams, her lips is multicoloured and in one of her hand each nail is coloured differently. Any one who sees such a picture might have thought it might be an advertisement about the accessories of women but in reality it is not so, it is about tiles and granites. It is really pathetic to see that woman who gave such a pose. Such women should also be educated.

Advertising agency follows some techniques or postures to show woman as meek and sub-ordinates. Portrayals of women in advertising are Caressing an object, Lying on the floor, Confused, Vulnerable, Holding an object or a man for support, Seductive, Careless, Sitting on a bed or chair. These are positions of submissiveness and powerlessness. The body – and particularly here the female body – is always inevitably controlled by social norms and the commodification of the body through industries such as fashion and beauty that exhibit femininity.

CONCLUSION

In the modern era, women enjoy freedom to some extent. Emancipation that women reap today is the result of the seeds sowed by the women of the past who struggled suffered and lost their life. But it seemed to be futile when femininity is misused through some advertisements. Calamitous state of femininity in the commercialized orbit would be changed only when the money minded individual change their attitude as human beings. God has carved everyone in His palm, each one is an apple of the eye of the Creator of heaven and earth, woman is not an exclusion.

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