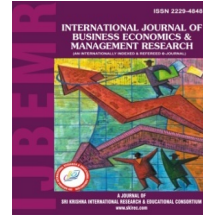




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GENDER DIFFERENCES REGARDING IMPACT OF TV ADVERTISEMENT: AN EMPIRICAL STUDY

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ABSTRACT

With the advancement of technology so many gadgets have taken very important place in our day to day life. One such of this is television. TV viewing affects greatly affects our minds. The advertisements that are shown on TV touch different aspects of life. That is why this paper focuses on impact of TV advertisements on society e.g. Exposure of advertisements and the trend of unreasoned shopping, the portrayal of women in the advertisements related to men's stuff, copying of stunts by the children shown in advertisement, women's becoming more figure conscious because of the portrayal of thinner women in advertisements and gender differences regarding that. The results bring out significant gender differences as to these issues.

Key Words: Advertisements, Gender, Children

