Chapter Thirteen. The Research Questions
Based on a review of the existing literature and an examination of the corpus of research done on TV commercials in India so far, and its limitations the following questions were framed so as to enquire into the mode of representation of the categories selected. With a view to present the research questions in a comprehensive and logical manner the questions have been groups as per the categories selected for interrogation.
Men

1. What is the percentage of men as active/principal characters in Indian TV commercials?

2. What is the percentage of men in supporting/passive/secondary roles?

3. What is the body profile of men in the TV commercials?

4. What is the relationship profile of men vis-à-vis the other characters shown in the TV commercials in which they play the principal role?

5. Which is the predominant location (if any) setting of men in TV commercials?

6. What is the percentage of men’s voice-overs in TV commercials?

7. Which is the dominant advertising appeal in men’s TV commercials?

8. Which is the dominant role (if any) played by men in TV commercials?

9. To what percentage is sexual content present in Ads that have men playing primary role?

10. What is the category of sexual content in Advertisements that have men playing an active/primary/dominant role?

11. What is the age profile of men in TV commercials?

12. What is the marital Status of a male?

13. What is the level of Attractiveness of a male?
Women

14. What is the percentage of women as active/principal characters in Indian TV commercials?

15. What is the percentage of women in supporting/passive/secondary roles?

16. What is the body profile of women in the TV commercials?

17. What is the relationship profile of women shown in the TV commercials in which they play the principal role?

18. Which is the predominant location (if any) setting of women in TV commercials?

19. What is the percentage of women’s voice-overs in TV commercials?

20. Which is the dominant advertising appeal in women’s TV commercials?

21. Which is the dominant role (if any) played by women in TV commercials?

22. To what percentage is sexual content present in Ads that have women playing primary role?

23. What is the category of sexual content in Advertisements that have female playing an active/primary/dominant role?

24. What is the age profile of a female lead?

25. What is the marital status of a female lead?

26. What is the level of attractiveness of a female lead?
Child

27. What is the percentage of children as active/principal characters in Indian TV commercials?

28. What is the percentage of children in supporting/passive/secondary roles?

29. Which is the predominant location (if any) setting of children in TV commercials?

30. What is the percentage of children's voice-overs in TV commercials?

31. Which is the dominant advertising appeal in children's TV commercials?

32. Which is the dominant role (if any) played by children in TV commercials?

33. What is the ratio of male to female child in the TV commercial?

34. What is the age profile of the primary child?

35. What is the level of activity of the child?

36. What is the dominant characteristic of the primary child (negative or positive or indeterminate)?

37. What is the predominant company in which children make an appearance?

38. What is the level fantasy in the Ads featuring child/children in primary role?

39. What is the situation children are mostly featured in: cooperative – competitive?
Elderly

40. What is the percentage of elderly featured in primary role in Advertisements?

41. What is the ratio of male to female elderly in TV commercial?

42. What is the age profile of the elderly in TV commercials?

43. What is the body profile of the elderly character?

44. What is the marital status of the elderly character?

45. What is the level of activity of the elderly character?

46. What is the dominant characteristic of the elderly character- negative or positive?

47. Which is the dominant company in which elderly are shown?

48. What is the pre-dominant location (if any) setting of elderly in TV commercials?

49. What is the percentage of elderly voice-overs in TV commercials?

50. What is the dominant Advertising appeal in elderly’s TV commercials?

51. What is the dominant role played by the elderly in TV commercials?