INDEX

'Bombay Plan', 98
'pester power', 309, 338
Agriculture, 41, 58
rahmanas, 36
Barter, 51
Beauty and appearance enhancing products, 224, 286
Ben Bagdikian, 119
Bengal, 54, 91, 92
Bernard Berelson, 123, 247
Body Display, 233, 239, 249, 271, 293, 353
body type, 180, 196, 219, 220, 234, 250, 259, 322, 356, 362
Boycott movement, 93
brahmanas, 36
Branding, 57
Brook Shield, 178
Buddhism, 46, 47, 48
Calvin Klein, 178
capitalism, 15, 24, 41, 64, 73, 77, 97, 120, 147
Capitalism, 74, 97, 99
Caste, 80, 83, 87
CEHAT, 167
Chanda Committee, 104
Charlie Chaplin, 60
Christian missionaries, 66
clocks, 78
coder, 219, 220, 243, 245, 247, 248, 250
coding, 220, 243, 244, 245, 246, 247, 249
Cohen's Kappa, 243, 244, 245, 249, 251
Coins, 51, 52
commodity, 19, 21, 22, 24, 31, 34, 50, 51, 53, 57, 67, 90, 102, 136, 147, 184
company, 20, 188, 189, 203, 204, 228, 230, 236, 240, 312, 324, 327
Consumer, 33, 55, 72, 90, 95, 146
capitalism, 15, 28, 68, 75, 109, 369
consumption, 15, 22, 23, 29, 31, 45, 47, 48, 60, 62, 63, 64, 65, 79, 80, 84, 86, 89, 90, 91, 94, 95, 96, 103, 141, 142, 143, 146, 147, 184, 223, 371
Consumption, 22, 45, 68, 83, 86, 90, 144
Content, 122, 124, 160, 170, 211, 219, 232, 233, 239, 249, 269, 271, 291, 293, 351
dakshina, 36, 38
dana, 36, 38
Dana Stuti, 37
Democracy, 31
Denis Mc Quail, 16
dharma', 87
Edward Hermann, 119
Electronic products, 223, 224, 269
Enclosure Acts, 59
Europe, 56, 59, 73, 74, 94, 352
Fascism, 95
Financial products, 223, 225, 338
Francisco Pelsart, 79
Frankfurt School, 141
Gandhi, 92, 94, 96, 101, 104, 105
George Gerbner, 152
Gift giving, 36
Goods, 20, 21, 44, 53, 56, 62, 77, 78
Graham Murdock, 15, 119
Gulf war, 107
Guptas, 51
Harappa, 35, 42
Harold Innis, 126
Harshavardhana, 36
Health products, 224

389
sex, 117, 162, 163, 176, 177, 179, 180, 184, 186, 227, 232, 233, 246, 258, 269, 336, 355, 361
Sex, 176, 177, 180, 184, 232, 239
sexual appeal, 122, 176, 179, 266, 288, 350
Sexual Behaviour, 233, 239, 249, 271, 293, 354
sexual connotations, 234
sexual innuendos, 234, 355
Sexual referents, 234
sexuality, 18, 175, 176, 178, 180, 181, 187, 232
Social customs, 79, 87
Stuart Ewen, 141
Stuart Hall, 12, 123, 124, 130
Sudras, 45
suggestive behaviour, 179, 180
Sultanate, 54, 57
Sumit Sarkar, 93
surplus, 22, 29, 35, 36, 38, 41, 42, 44, 45, 47, 48, 51, 58, 59, 65, 68
Sut Jhally, 20, 141, 148
Swadeshi, 93
Swayne and Greco, 212, 217, 228, 246
Tapan Raychaudhuri, 60, 369
Television, 12, 19, 103, 108, 120, 152, 159, 161, 163, 171, 184, 186, 189, 195
Theodore Adorno, 142
Tom Reichert, 232
Trade, 51, 53
TV advertisements, 113, 174, 186, 212, 216, 336, 362
urbanization, 42, 58, 60, 61
Vaisyas, 45, 46, 48
Vance Packard, 142
Varahamihira, 79
Variables, 222, 239
Varna system, 45, 48
Vatsyayana, 182
verbal innuendo, 180
Victoria L. Farmer, 98
Vince Norris, 35
visual symbolism, 180
voice over, 264, 329
Walter Benjamin, 138
wagi-a-navis, 67, 68
William Randolph Hearst, 16
Wolfgang Fritz Haug, 147
zakaat, 36, 38
Zhang, 152, 154, 171
Annexure A - CONTENT ANALYSIS FORM

Do not put a tick mark. Please put a circle around your choice.

Q1. The Ad is from the channel
   16. HBO
   17. PIX
   18. SETMAX
   19. Star Plus
   20. Colors
   21. UTV Bindass
   22. NDTV 24x7
   23. TIMES NOW
   24. CNN IBN
   25. 9XM
   26. ZOOM
   27. Channel [V]
   28. HUNGAMATV
   29. Disney Channel
   30. Cartoon Network

Q2. The category of the channel is
   1. General Interest
   2. News
   3. Movies
   4. Music
   5. Cartoon

Q3. The medium of the Ad
   1. Hindi
   2. English

Q4. What is the Product category being advertised:
   1. Foodstuff products
   2. Health & Personal Hygiene products
   3. Beauty & Appearance enhancing products
   4. Electronic products

Q5. The product advertised is meant for
   1. Specifically Male interest
   2. Specifically Female interest
   3. Specifically Child interest
   4. Specifically Elderly interest
   5. General Use interest

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1 Edibles like pan masalas, gutkas, cooking oils, noodles, pan masalas, chocolates, cereals, coffee, tea leaves either cooked or raw available through retail shops alone
2 Artificial sweeteners, chavanprash, vitamin caps, blood purifiers, fruit juices, and all health drinks etc
3 Promoting sanitary products like deodorants, hand wash, shaving creams accessories, toothpastes, shaving razors, toothpaste, dental floss, anti-dandruff shampoos, anti-bacterial soaps and anti-bacterial bathing bars, body spray (for male & female) female hygiene products, condoms etc.
4 Fairness creams, anti-aging creams, spot reducing gels etc, skin softening soaps and gels, ordinary shampoos for and normal dry hairs, and hair styling products like gels, mousse, hair dryers, shine enhancers.
5 TV (all types), laptops, cell phones, refrigerators, heaters, ACs, inverters, home theatre, VCD, DVD and their players, video games consoles, washing machines, fans, electrical switches, coolers, food processors, cameras, juicers, mixers, grinders, toasters vacuum cleaners, other home appliances etc
6 Mutual funds, bonds, shares, banking services, UC & insurance policies, and financial publications etc.
7 Engine oil, car fresheners, car upholsteries car tires, batteries etc.
8 Include shoes, watches and other accessories etc.
9 Includes men under-garments, women's under-garments, and children's nappies.
10 Of or relating to drugs used in medical treatment like cough syrups, pain relief balms & gels, analgesics and capsules for men's vitality, birth control pills etc.
11 Utensils, paints, aerosols, non-electrical water purifiers, bed sheets, liquids cleaners, detergents powders & bars, fabric softeners, toilet cleaner, ceramics, paints etc
12 Airlines, websites, DTH, Telephony services, fast food centers like Domino’s, Mac Donald’s, Sub Way, matrimonial services etc.
13 Cement, iron bars, and other products that do not belong to any of the above mentioned category.
14 Targeting male consumer through products like shaving cream, prophylactics (condoms), razors, electric razors, motor bikes, men's fairness creams, pan masalas, male suitings & shirts and other items that are generally used by men etc.
15 Targeting female consumer through products like sanitary napkins, lipstick, shampoos, birth control pills, female under-garments, sooty, lip-gloss, hair remover cream, any brand that specifically claims for women/girls only.
16 Targeting elderly consumers through products like hearing aids, dentures, etc.
17 Products that have general use. Includes all the products & services that are not exclusively meant for use by men, women, children, or the elderly, e.g. cars, washing machines, insurance policies, etc.
Q6. The category which played the principal role is (chose one)
1. Male
2. Female
3. Child
4. Elderly

Q7. The category which plays the supporting role is (chose one)
1. Male
2. Female
3. Child
4. Elderly
5. None
6. Don't know/Can't say

Q8. The principal character's setting appeared to be
1. Home/Domestic setting
2. Professional/Corporate Setting
3. Recreational/Social Setting
4. Recuperative/Health Care setting
5. Scholastic/Educational setting
6. Combination of Setting
7. Indeterminate setting
8. ..............................................

Q9. The voiceover belonged to (chose one)
1. Male
2. Female
3. Child
4. Elderly
5. No one
6. Don't know/Can't say

Q10. The main character plays a role
1. Parental role
2. Housekeeping role
3. Professional role
4. Aesthetic role
5. Filial role
6. Companionable role
7. Expert role
8. Real life celebrity role
9. Delinquent role
10. Detached role
11. Independent role
12. Indeterminate role
13. Don't Know/Can't Say

Q11. The predominant type of appeal in the Ad was
1. Argumentative Appeal
2. Emotional Appeal
3. Endorsement Appeal
4. Sexual Appeal

1 Having the most screen space in terms of shots; speaking the most or having the most dominant position on screen compared to others.
2 Male lead between 15-59 years.
3 Female lead between 15-59 years.
4 Age 14 or less.
5 Judged on the basis of appearance of retirement, grey hairs, and wrinkles, use of aids like wheel-chairs, hearing aids shown as parent of middle aged people, or with grandchildren etc.
6 Furnishing support and encouragement; Give moral or psychological support, aid, or courage to
7 Home, drawing room, bedroom, lawn, balcony, kitchen, toilet, or any part of it.
8 Office, board room, or any part of it, work place, etc.
9 Any setting outside home which is not a workplace like clubs, marriage halls, beach, rock concerts, basketball courts, outside school environment, roads, saloons, spa centers, fashion ramps, inside a car or an airplane, car showrooms, shopping malls etc.
10 Hospital, nursing home, or any part thereof.
11 School College, university or any part thereof.
12 Includes a combination of all the settings, with no dominant setting visible
13 Can't be known
14 The voice on an unseen commentator in a film of television program.

387
Q12. Is there any sexual content in the advertisement?
1. Yes
2. No

Q13. The level of sexual content in the Advertisement
   a. Body display  
      1) Yes 2) No
   b. Sexual behaviour  
      1) Yes 2) No
   c. Sexual referents  
      1) Yes 2) No

If principle role is played by Male go straight to Annexe A;
If principle role is played by female go straight to Annexe B;
If principle role is played by child go straight to Annexe C;
If principle role is played by elderly go straight to Annexe D

Annexe A
Characteristics of Primary Male character

Q14. The male character was
   1. Slender
   2. Fit
   3. Average
   4. Plus size
   5. Obese

Q15. The primary male character’s age is
   1. Between 15 and 19

Q16. The primary male character looked
   1. Married
   2. Appeared single/ not married
   3. Appeared in a relationship
   4. No indication

Q17. The primary male character appeared to be
   1. Not attractive at all.
   2. Little Attractive
   3. Somewhat attractive
   4. Attractive
   5. Strongly attractive

Q18. Relationship with other characters in the Advertisement
   1. Superior
   2. Equal
   3. Subordinate
   4. Can’t be known

Annexe B
Characteristics of Primary Female Character

Q19. The Female character was
   1. Slender
   2. Fit
   3. Average
   4. Plus size
   5. Obese

Q20. The primary female character’s age is
   1. Between 15 and 19
   2. In the 20s (20-29 yrs)
   3. In the 30s (30-39 yrs)
   4. In the 40s (40-49 yrs)
   5. In the 50s (50-59 yrs)

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* Humour  

** Appeal
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If any of these sexual content is present: body display, or sexual behaviour or sexual referents.

- Revealing clothes, shirtless men, and women in short skirts, undergarments, skimpy clad, wrapped in towel, various stages of being undressed etc.
- Sexually provocative action like biting lips, pouting, flying kisses, moving & talking in a manner that communicates sexual interest, or in a manner intended to invoke viewer's sexual interest, flirting behavior like fleeting glances, smiling, self-grooming, head tilting, exposing neck, women puckering their lips, emphasizing their body parts, glancing seductively, kiaang caressing. Also includes sexualized language and vocalic. Camera focusing on body parts like chest, thighs, bare legs, breast, midriff etc.
- Verbal elements and symbolism or the mix of verbal and visual messages elements, includes sexual innuendos and double intenders.
- Being of delicate or thin build,
- Be the right size or shape; fit correctly or as desired
- Around the middle of a scale; normal or usual
- Larger than average
- Excessively fat; overweight; plump; heavy.
---

Of or characteristic of high rank or importance
A person who is of equal standing with another in a group
dependent, or subservient; An assistant subject to the authority or control of another
Being of delicate or thin build
Be the right size or shape; fit correctly or as desired;
Around the middle of a scale; normal or usual
Larger than average
Excessively fat; overweight; plump, heavy
Q21. The primary female character looked
1. Married
2. Appeared single/not married
3. Appeared in a relationship
4. No indication

Q22. The female character appeared to be
1. Very attractive
2. Attractive
3. Somewhat attractive
4. Little attractive
5. Not attractive

Q23. Relationship with other characters in the Advertisement
1. Superior
2. Equal
3. Subordinate
4. Can’t be known

Annexe C
Characteristic of Primary Child
Q24. The child character was shown to be
1. Slender
2. Fit
3. Average
4. Plus size
5. Obese

Q25. The gender of the primary child character is
1. Male
2. Female
3. Indeterminate

Q26. The child is
1. Pre-school
2. Pre-teen or pre-adolescent

Q27. The level of the physical activity of the child is
1. Non-existent
2. Negligible
3. Low
4. Moderate
5. High

Q28. The child character has
1. Positive portrayal
2. Negative portrayal
3. Indeterminate portrayal

Q29. The child is shown
1. Alone
2. In the company of parents/grandparents
3. In the company of other children
4. In a crowd
5. Can’t be known

Q30. The presence of fantasy In the advertisement is
1. Yes
2. No

Q31. The situation in the Ad is
1. Cooperative
2. Competitive
3. Indeterminate
4. Can’t be known

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1 Of or characteristic of high rank or importance
2 A person who is of equal standing with another in a group
3 Dependent, or subservient; an assistant subject to the authority or control of another, seeking help, aid, advice from another.
4 Being of delicate or thin build;
5 The right size or shape; fit correctly or as desired
6 Around the middle of a scale; normal or usual
7 Larger than average
8 Excessively fat; overweight; plump; heavy.
9 A child that is too young to go to school; aged between 0-2 years
10 A preadolescent boy or girl (usually between 9 and 12 years of age); aged between 3-9 years
11 A juvenile between the onset of puberty and maturity; aged between 10-13 years
12 So small as to be meaningless; insignificant
13 Less than normal in degree, intensity or amount
14 Being within reasonable or average limits; not excessive or extreme
15 Greater than normal in degree, intensity or amount
16 Impossible to deny or disprove the behaviour of
17 Having no positive features; involving disadvantage or harm to others
18 Imagination unrestricted by reality like children flying, cartoon characters etc.
19 Working with others for a common purpose or benefit
20 Involving competition or competitiveness, showing a fighting disposition

389
Annexe D
Characteristic of the primary elderly

Q32. The gender of the primary elder character was
1. Male
2. Female

Q33. The age of the elderly appeared to be
1. In the 60s
2. In the 70s
3. In the 80s
4. More than 80

Q34. The elderly character's was shown to be
1. Slender ¹
2. Fit ²
3. Average ³
4. Plus size ⁴
5. Obese ⁵

Q35. The principal elderly character appears to be
1. Married
2. Widow/Widower
3. Unmarried
4. Don't know/ Can't Say

Q36. The level of the activity of the elderly is
1. Non-existent
2. Negligible ⁶
3. Low ⁷
4. Moderate ⁸
5. High ⁹

Q37. The elderly character has a
1. Positive portrayal ¹⁰
2. Negative portrayal ¹¹
3. Indeterminate

¹ Being of delicate or thin build
² Be the right size or shape; fit correctly or as desired;
³ Around the middle of a scale; normal or usual
⁴ larger than average
⁵ Excessively fat; overweight; plump; heavy
⁶ So small as to be meaningless; insignificant
⁷ Less than normal in degree, intensity or amount
⁸ Being within reasonable or average limits; not excessive or extreme
⁹ Greater than normal in degree, intensity or amount
¹⁰ shown to be helpful to others, full of vitality, active, playing, doing work.
¹¹ Shown as helpless, sick, lacking bodily or muscular strength or vitality, being made fun of, forgetful, butt of joke.