ABSTRACT

The proposal entitled advertising and image of women in the Indian print media is aim to explore the commercial content printed in the newspapers and magazines. After liberalization and globalization drastic changes have occurred in the pattern of advertising in main stream Indian newspapers and magazines.

The study will show how print media advertisement depicting Indian women, the study will analyse the content of advertising including women in the copy. The study as it is required will be based of primary and secondary data. Several research journals, research centers, different media personalities will also be the source of information for this study.

In the present context the study will be relevant academically and socially as in the recent past know such exhaustive study has been conducted in a rapidly developing economy like India. The sample of the study will be taken from prominent national dailies and mainline magazines.