

TRIBHUWAN UNIVERSITY

Exploitation of Female Beauty in Visual Advertisement:

A Marxist - Feminist Study

A Thesis

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By

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Recommendation Letter

This is to certify that Mr. Khyam Narayan Kafley, a student of MA in English with TU Registration No. 2-6-297-368-2007, has worked on his thesis entitled “Exploitation of Female Beauty in Visual Advertisement: A Marxist - Feminist Study” under my supervision. In my opinion, this work is fully adequate in scope and quality as a thesis for the degree of Master of Arts in English. I, therefore recommend Mr. Kafley’s thesis be accepted for defense.

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Approval Letter

This is to certify that Mr. Khyam Narayan Kafley, a student of MA in English with TU Registration No. 2-6-297-368-2007, has defended his thesis entitled “Exploitation of Female Beauty in Visual Advertisement: A Marxist - Feminist Study” and has been approved by the undersigned members of the evaluation committee.

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Acknowledgements

This thesis has been prepared for the partial fulfillment of the requirement for the degree of Master of Arts in English under the faculty of Humanities and Social Sciences, Tribhuvan University, Nepal. It includes four different chapters regarding, how females are exploited through modern mass Media.

It is a matter of great achievement for me to complete this master dissertation with a proposal in this institution. It was not so easy for me to complete this dissertation since reading theories in class and applying them in practice are quite different and confusing. However, this assignment has not only developed my creativity, skill, knowledge, thinking and writing power for composition but also has broadened my mind with confidence.

I would like to thank Janapriya Multiple Campus in general and my supervisor Mr. Bhanu Bhakta Sharma Kandel for his valuable suggestion, guidance and inspiration in the course of preparing this assignment in particular. I continually thank God for the contributions that, Dr Dhurba Karki and Mr. Prakash Gautam who have supported me with their academic pursuits; I could not have finished this immense undertaking without their personal and professional support. Since I have forwarded historical and current social issues like gender, sex, class, exploitation, oppression, ideologies and hegemony, I wish this thesis will not only fulfill my 'Partial requirement for the degree of Masters of Arts' but also be useful for others to collect information from it.

July, 2016

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Abstract

Advertisements on Media affect viewers and can easily shape their perception to look at things including gender relation and women's sexuality. When women are projected in advertisement with sexual appeal that can draw the attention of audience ultimately forces to think about advertising product. This is the ideological tool of capitalism. Women have amazingly accepted capitalist hegemony by presenting themselves as a beautiful object to win the favor of onlookers. Thus, when females are stereotypically presented by Media, it does not only satisfy women's desire but also creates gender distinction which is the key assumption of feminism. Though many researchers have already proved that the image of ideal women as presented by the media today is harmful, women show their devotion towards the ideal image thinking that beauty is one of the major tools of higher self-esteem. This psychological chain creates a circle between media advertiser, female models and the actual consumers. Beauty and sexuality become the central theme behind the entire circle of capitalist feminism. Explicitly all the parts of capitalist feminism are satisfied: media advertisers are satisfied by consumers' intention to purchase; consumers are satisfied by ideal media image and female models are satisfied with their beauty as well as high self-esteem which is directly related to media advertiser. Presenting female body in advertising does not only promote commercial products but cultural fashion as well. Women from consumer class express excessive desire to become as beautiful as the media images and try to copy dressing patterns posed in ideal image. However beauty and sexuality are not free from politics because this trend leads consumers to invest larger amount of money to get the commercialized product. In this situation this paper implies quantitative and qualitative methodology to explore the impact on a micro and macro level of absorbing sexist media that presents the audience with unrealistic and objectified image of feminism. It also shows the facts that how manufacturing companies exploit common consumers and media models themselves by their hegemonic mechanism.

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