THE IMPACT OF SEX APPEAL IN ADVERTISEMENTS IN INDIAN SOCIETY

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ABSTRACT

We can see that sex appeal in advertisements is a worldwide phenomenon because sex appeal in advertisements helps the viewer to differentiate a particular product from other products. Many countries accept and allow sex themes in advertisement in varying degrees; some countries all sex themes to some extent and a few countries totally refuse the sex themes in advertisement.

In societies like that of India, sex is considered purely a private affair and it is morally offensive when it is openly discussed. People are more sensitive and emotional this score. They give more importance to cultural, social and ethical values than to their self-benefit and interest. However erotic advertisements do appear in India. This paper attempts to evaluate the impact of sex appeal in advertisements in Indian society aspect.

KEYWORDS: Sex appeal in advertisements, sex themes.