

Women in tiresome commercial breaks

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As both informed and uninformed viewers of a postmodern world, we let our lives to be driven by ever-influential TV programmes. In our pursuit for information and entertainment, it seems that we watch TV and the TV watches us. To us, "seeing on the TV screen seems believing".

Well, it may not be always true! Sometimes what we see [on the screen] is "unbelievable". The first aspect that strikes a layman mind is the use of women on TV. We watch female models reign in the commercial for different commodities, cosmetics, real state, house building loans and henceforth. This reminds a quote from Sigmund Freud, the psychoanalyst, who said: "there is only one sexuality, one libido and that is masculine". It seems everyone is competing to prove Freud right.

Everything shown on TV is for seducing the masculine sex. Commercials are now being made from male perspective; they project what the male audience wants to see: a beautiful face and an appealing figure. For any product, from household to construction material, a female model with such features becomes a must. What our commercial-makers fail to understand is that in the process of showing women for this kind of advertisements, they are also making women look like commodities. Just like a boy who grows up among the wolves will become wolf-like. People being displayed for objects will also become object-like.

The trend that predominates our television is that women become the product rather than the product itself. We don't seem to realise how demeaning this may be for a woman. Take the commercial on a brand of spice called "Radhuni" meaning "female cook" for example. The mother, being a woman, tells her son to get a real "Radhuni" this time when her son introduces this particular spice to his mum! What a farce! The son needs to marry for cooking only! That's what the commercial implies; isn't it?

Then again, it's only after using the "fairness cream" does a husband look closely at his wife or even a movie producer offers a role in their films without even interviewing them. As if skin colour is the sole qualifier of a person to become an actor.

The list could be enormous and they would relentlessly perplex us. People in Bangladesh should realise that women become a product on the television screen just like the commodities they pose for. There is no need to present a pretty face while showing that the quality of roof tin and there is definitely no need to show a female running around a field while advertising a water pump to a farmer.

Advertising is the right to choose. Everyone agrees. Without advertisement, there would be no revenues and hence no good quality programmes. That can also be agreed upon. What baffles everyone is that, should this