The implications are pretty clear here: the TV commercial compares the bottles with the figures of the two women. Is it the responsibility of the ad-maker or for that matter the media to emphasise on the fact that a Coca-Cola bottle looks like a woman's figure? Especially at a time when the whole world is trying to establish the fact that women are not objects of attraction and lust, contrary to what this TV advertisement portrays.

The television screens these days are filled with sexy women singing about utensils in canorous voices -- as if they are trying to evoke eroticism in the minds of the male audience.

Compare a TV commercial of a water-tap company usually run on BBC, ESPN, NatGeo and Discovery channels. An architect is escorting a couple to his office. On the way to his office, the architect keeps boasting about the great designs he had done in the past and how many awards he had received for them. When seated in his office, the architect asks: "Now, what can I [with an emphasis in I] do for you?" The woman, beautiful and confident-looking, takes out a water-tap from her hand-bag; puts it on the table with a firm bang, and says: "Design a house around this."

This is not the only praiseworthy TV commercial. There are thousands of new ideas that refrain from portraying women in a derogatory manner. It is possible to keep a balance between promoting a business and responsibly portraying women at the same time. Unfortunately, here in Bangladesh, the promotion of a beauty cream must show a dark-skinned girl being rejected by a man.

It's worthwhile to mention that the models, especially female ones, who pose for these types of commercial should think twice before they accept such offers. Most of the women in Bangladesh don't even realise that they have been ill treated all their lives. They don't have any idea that they have been looked at as lesser humans over the centuries.

How long will it take Bangladeshis to understand the fact that women are not sex objects? They say the media is the conscience of society; the media can -- all by itself -- change the face of society in no time; the media stands by the revolution where there's no one to stand by. But what happened to the media in Bangladesh? Is it failing to fathom the fact that the corporate world is spoiling all achievements, the little that has been earned over the past few years, just for profit? We thought the media would help change the stereotypes of women as sex objects and radhunis. Surely that's not happening.

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