

Media and Cultural Studies, Volume 4

What role media content and technologies play in processes of change is an ongoing and multi-layered discussion. Therein, advertising and gender have an extraordinary position. In the context of advertising production in urban India, this book deals with the understanding of social change in the early 2010s. Through an inquiry of the production of advertising created for commercial and/or social purposes, the perceptions of advertising producers are highlighted. The analysis presents the realities of the producers as well as debates surrounding the creation processes. Thereby, the complexities and intertwining of advertising are uncovered, while dynamics of gender, media, and change are discussed.

