

## STEREOTYPE AND CULTURE IN INDIAN ADVERTISEMENTS

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### ABSTRACT

A stereotype is a representation of a group that signifies a particular characteristic. A stereotype is a preconceived notion, especially about a group of people (vocabulary.com) Stereotypes are the inference we make about the characteristics of certain group of people. Marketers are constantly seeking ways to make their products more easily identifiable to specific groups of end users. Advertisers are constantly trying to reinforce cultural stereotype to persuade their target market. In some cases, they may intentionally or unintentionally use stereotyping to show a product as appealing to their desired target customers or in an attempt to infuse humor into the advertisements. But sometimes the stereotype may rely on the characteristic that is negative or exaggerated.

**KEYWORDS:** Stereotype, Advertising, Culture, Gender Roles