

Indian Television Advertising vis-a-vis Human Rights: LGBT

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ABSTRACT

In this paper, the author delves into the history and genesis of the concept of homosexuality and tries to look into various case studies of its portrayal in television advertisements. The case studies include positive case studies, like Fastrack (Come out of the closet...Move on), eBay (#ThingsDontJudge) and Jabong (Be you) as well as negative case studies like Virgin mobile (Think hat ke) and Pepsi (Youngistan ka wow). The researcher has also taken into consideration of advertisements other than television commercials that have either supported or are against the concept of homosexuality. The paper studies the present advertising codes of conduct and if the topic is being catered to by them. The author has also taken into consideration the laws of the land and if there is any mention of violation of rights in the context of the topic of the study.

KEYWORDS: LGBT, Homosexuality, Indian television, Advertisements, Media laws, Ethics, Advertising codes.

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