

Table of Contents

Acknowledgements	ix
Introduction: A Look into the Spectrum of Advertising in India & Gender-Media-Change Dynamics	1
Contextualising Production Sites of Advertising through the Pleasure Campaign	3
Power and Diversity of Advertising in India	5
Gender as a Fundamental Component in Marketing, Development, and Social Structures	10
Contributions and Limits of the Academic Debate on the Power of Media's Influence	12
Exploring the Perspectives of Diverse Advertising through Producers in Urban Networks	13
'Discourses of Change' as Framework for Understanding Advertising and its Production	14
On the Necessity of Self-Reflexivity and Positionality	16
Overview and Chapters	21
1 Setting the Stage – The Significance of Advertising in Debates on Media & Change in India	23
1.1 Media and Power, a Contextualisation of Development, Modernisation Strategies, and Economic Growth	24
1.2 Outlining the Making of the Advertising Business in India from Pre-independence to beyond Liberalisation	32
1.2.1 The Advertising Industry and Social Campaigning between Colonial Rule and the Independence Movement	33
1.2.2 Recognising the Power of Advertising Post-Independence	40
1.2.3 The Significance of Liberalisation and Dynamics of Globalisation and Regionalisation Processes	46

Table of Contents

1.3	The Role of Advertising and its Producers in Directing Social Change – Conditions of the Historical Context of Social Initiatives and Marketing	54
2	Reviewing the Debates on the Influence of Advertising – Considering the Role of Production, Content & Reception	61
2.1	Embedding Advertising Research in India in an Interdisciplinary Field of Theories	62
2.2	Layers and Variations of Academic Debates on the Role of Advertising in Change Processes	73
2.2.1	Information Dissemination and Effectiveness: Intentional Directions of Change Processes	75
2.2.2	Reproducing and Normalising Social Patterns: Unintentional Directions of Change Processes	80
2.2.3	Discussions of Arenas' Inter-Connectivity: Commercial-Social Reciprocity, Intertwining, and Dynamics	90
2.2.4	Producing Media Content: Producers' Responsibilities and Self-Awareness	97
2.2.5	Trends and Gaps in Academic Debates: Influence of Advertising, Producers' Perspectives, and Gendered Issues	102
2.3	Production Sites and Producers of Advertising as Departure in Discussing Processes of Social Change	107
3	Framing the Understanding of Advertising Production & Exploring Producers' Perspectives	111
3.1	'Discourses of Change' as Conceptualisation of the Understanding of Change Processes	111
3.2	Considering Producers' Perspectives through Qualitative Methodologies of Social and Cultural Anthropology	123
4	Understanding Processes of Change and the Role of Individuals, Institutions & Communication within Dynamics of Gender, Media & Change	141
4.1	Detailing the Intertwining of the Commercial-Social Entanglements in Advertising	142
4.1.1	Individual Paths of Profession and Sharing Skill-Sets as Basis for Diversity and Discursive Struggle	143
4.1.2	Institutional Collaborations providing Networks of Negotiation and Solidarity	149

Table of Contents

4.1.3	Communicative Elements enabling Discursive Power	160
4.1.4	Intertwining as the Basis for Junctions of Arenas and Platforms of Discursive Struggle	166
4.2	Centring Producers' Perspectives regarding Processes of Change ..	167
4.2.1	Significance of Individuals and Personal Journeys in Processes of Change	168
4.2.2	Power and Discursive Struggles as Part of Institutional Conditions and Connections	196
4.2.3	What Works and Perspectives on Communicative Aspects in Processes of Change	219
4.3	Discussing 'Discourses of Change' through Perspectives of Gender, Media & Change	244
Conclusion: Voices, Perspectives & Processes of Change in India through Discussions of Advertising & Social Change		253
Annexe		263
List of Institutions, Interviews and Events		263
Guide of Questions		266
Bibliography		267