Abstract
Advertising surrounds us. It encircles our lives and leaves an impact on not only us but also on the society that we live in. We may not agree with some of it, we may not like it but we cannot ignore it. Looking at unisex advertising that is the topic of my dissertation, one tends to question why this is happening. Noticing the advertising happening around me locally, I had noticed this shift in target audience where advertisements tend to capture both men and women for the same product making that product unisex. That wasn’t the only thing I noticed changing in our society. Lately, products that were usually aimed at women have changed their demeanour towards men for example whitening creams. But that is not where it stops. Role reversal in duty task for both the genders has also taken a rise. Men are not just shown as the macho bread winner but can be seen in the kitchen, whereas women aren’t just the homemakers any more, they can be in a professional work environment or even playing sports. My curiosity aroused on the fact as to why this is happening? Had our society changed as a whole or was our advertising guiding our society. Looking through advertising campaigns and interviewing advertising personals had given me a tiny glance at the elaborate world of advertising. The way it functions and how it functions with the society.