ABSTRACT

“Television has played an important role in society for generations.”\textsuperscript{1} It has now become a necessity in most households and is considered one of the most effective forms of communication. Television’s success is intertwined with Television commercials as the revenue generated from advertising provides a substantial percentage of revenue for most private television networks. Over the years, television has gained the power to alter cultures prevalent in societies hence, the images depicted in Television commercials also influences the viewer’s mindset. Women form the majority of viewing figures in Pakistan and product manufacturers target this large segment of the market to maximize profitability. The portrayal of women through television commercials raises the question of whether they are a true reflection of society or whether advertisers dictate the vision of women as they see ideal for their commercial benefit. A compilation and analysis of the primary research (both qualitative and quantitative) and existing literature (secondary research) lead to the conclusion; Pakistani Television commercials invariably reflect and reinforce the role of women in Pakistani society.