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**MEDIATING GENDERED  
IDENTITIES: SHIFTING  
PARADIGMS OF GENDER IN THE  
INDIAN PUBLIC SPHERE**

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**THE DEPARTMENT OF ENGLISH,  
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## Reclaiming the Female Body through Femvertising Campaigns

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### Abstract

*Femvertising is the advertisement that empowers women and challenges gender stereotypes and societal stigmas. As part of corporate responsibility, many products have relied on femvertising, to improve the brand image. The goal of this study is to explore how femvertising campaigns address the stereotyped notions of beauty prevalent in the Indian society. Through the feminist discourse analysis of three popular advertising campaigns of the cosmetic brand "Dove", this paper examines the effectiveness of commodity feminism in critiquing structures of male dominance. The campaigns #ChangeTheRhyme, #RealBeauty, and #AapkeBaalAapkiMarzi of Dove offers a new approach to reach the consumers by giving attention to diverse women who resist the societal norms to pursue their career goals. It also brings about a paradigm shift in the perception of women as an object to a subject capable of making purchasing decisions. Damaging stereotypes and degrading tropes have done much harm in shaping consumer perceptions. Femvertising appreciates women as consumers and connects with them in resisting gender expectations. The dangers of female representation in advertisement is explored through the Foucauldian concept of self-surveillance. Body positivity movement through hashtag activism and viral videos in social media is perceived as the next great move in digital age feminism.*

Women's financial independence has made them potential target consumers for new products. This change has led to a reconsideration of earlier modes of representation of women in media. Goldman coined the term 'commodity feminism' to capture the ways in which advertisers attempt to incorporate the cultural power and energy of feminism while simultaneously neutralizing or domesticating the force of its social/political critique. "Commodity feminism presents feminism as a style—a semiotic abstraction—composed of visual signs that 'say who you are'" (Goldman