



## Celebrating Discrimination in Beauty Product Advertisements

Milind M. Ahire

Assistant Professor of English

Arts, Science & Commerce College, Manmad, Nashik Maharashtra (India)

Savitribai Phule Pune University,

Email- milindahire7@gmail.com Cell-9975658364

### Abstract:

*The human being is distinct from other living beings in diverse ways. Each living race has a group of distinctive features and characteristics. This distinguishes them from others. Down the line of human evolution, human beings though have some common features to entitle them as humans; each individual has unique feature thereby distinguishes it from others. The factors, among many, are related to social, economic, political, regional, caste, creed, colour (complexion), shape, education, clothing pattern, language, rituals, traditions, culture, etc. strikingly draw a demarcation line among people and make each human being unique in one way or the other. The differences may generate positive or negative perception in the minds of the people. The collective perception necessarily reflects the contemporary mindset of society. Among these differences, the difference in the name of colour or complexion and discrimination generated through it is explicit. The social stakeholders sense and make this discrimination concrete by mocking at the people who are at the receiving end. The sharp contrast at the level of shades of complexion (Black and White) unleashes myriad possibilities both negative and positive. However, negative predominates with ample scope created by society for discrimination. The field of (beauty products) advertisement potentially seems to be discriminative in their presentation. The present article explores the thought of complexion based discrimination endorsed by the advertisements of beauty products and the scope of damage they unleash.*

**Key Words:** Complexion, Advertisement, Discrimination, Disaster and Damage

### Introduction:

Complexion based discrimination has aggressively been discussed, debated and argued in India and abroad for centuries. The origin of this argument dates back in the history of civilization. Nevertheless, the debate is more social, political and economical and less personal. For over a period of centuries, the canon of standardization has been influenced by the people in power. It is the element of power (social, political, economical, cultural, ethical, etc.) that makes the human being powerful and not vice versa. Such people advertise their life as a canon of standardization. This fundamentally includes their language (variety), fashion, clothes, behavioural patterns, eating and sleeping habits (*manners*) traditions, rituals, relationship patterns, etc. The general mass is trained to believe that people in power are standard and everything they are associated with is standard. Therefore, the general mass tries to the best of their ability to match themselves with the canons of the standardization. THE STANDARD is strategically popularized to maintain the so-called dignity of the stakeholders. In this process, the print, non-print and electronic media endorse the canon of standardization. People want no negotiation between what they do not have and what they may achieve in respect to fit in the canon of standardization. A few succeed. Majority of them measurably fail and get frustrated.

