

***Stereotypical Portrayal of Gender Performance
in
Indian Television Advertisements***

***Dissertation submitted to Mahatma Gandhi University, Kottayam, in
partial fulfilment of the requirements for the award of the Degree of
Bachelor of Arts in English Language and Literature (Model I)***

During the academic year 2020-2023

Jeevan George

Register No. 200021001544



Under the guidance and supervision of

Dr. SEBIN JUSTINE

DEPARTMENT OF ENGLISH

PAVANATMA COLLEGE, MURICKASSERY

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY)

May 2023