



**Media and reality: A study of the importance of skin colour in
marriage prospects in Delhi**

**ABSTRACT
of the Ph.D. Thesis**

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ABSTRACT

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This thesis is a sociological attempt to understand the importance of skin colour in marriage prospects in Delhi and its portrayal in media. The objectives of my research are to analyse the importance of skin colour in marriage prospects in the lives of women, to analyse the socialization that takes place around colour, to look at media's portrayal of the relevance of skin colour and women's perception of skin lightening advertisements and to analyse the forms of resistance against skin colour bias in India. Since the gendered nature of the skin colour bias had already been established in existing research on the issue, I have conducted this study on the basis of indepth case studies of dark skinned women in my study. In order to see how media is portraying the relevance of skin colour in everyday life and marriage prospects, the trajectory of Fair and Lovely advertisements from 1990 to 2020 was observed. In this study I look at dark skinned women as stigmatized bodies through the theoretical lens of Erving Goffman's theory of stigma, Goffman's work *Gender Advertisements*, Naomi Wolf's theory on beauty myth and Sandra Lee Bartky's notion of gendered docile bodies.