

ABSTRACT**The Images of Women in Advertising Women's Beauty Products on TV****by****Nongluck Chotevithayathanin**

This paper investigates the images of women in advertising women's beauty products on TV. The researcher aims at finding the women's images and how women's images are projected in TV advertising. The study uses qualitative analysis. The unit of analysis is nineteen pieces of TV advertising portraying individual characters or actresses appearing in each ad. The findings reveal that the images of women in advertising women's beauty products on TV are restricted to working women and women as sex objects. The images of women as housewives and mothers are not found. The ad creators of women's beauty products on TV are likely to persuade all women to purchase their products because of women's desire for self-enhancement.