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Discourse of *Post-Feminism* and *The Willful Objectification* of Women as Evinced through Advertizing Media

The urge on the part of the so called inferior gender to achieve equity in every walk of life has been the main incentive behind the dynamic verve of feminism. As a result of seemingly determined series of courage, steadfastness, commitment and resoluteness, the women around the globe were made able to access an immeasurable range of opportunities. Yet unknowingly, with the passage of time, as a result of a discourse constructed by the contemporary media; the entire movement lost its vital zeal leading towards an apparent descent. The probe under observation follows the rubrics of phenomenological research within qualitative mode of inquiry. It aims at investigating the causes whereby the entire discourse of feminism appropriated its post feminist identity with its influential manifestation in advertising media, keeping into consideration the sensitive issue of willful objectification pertaining to women.

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