

Gender Interpellating Narratives: Necklace as a Cultural Code in Literature and Advertisement

Anjuli Thawait

Research Scholar, Jagran Lakecity University

(anjulithawait.scholar@jlu.edu.in)

Abstract

Guy De Maupassant, known for his exemplary contribution to short stories, is also a representative of the Naturalist school, who portrayed human lives, their destinies, and social forces in disenchanting and often pessimistic terms. His short story *The Necklace* (1884) is about Madame Mathilde Loisel, who has always envisaged herself as an aristocrat, despite being born into a family of clerks. Necklace plays an indispensable role in Mathilde's life for it weaves her fate and defines her identity. Meanwhile, in the Indian context the overflowing of jewellery advertisements have coloured the opinions of the buyers. There is a 'Necklace' for every occasion, but the approach is gender-skewed. This paper aims to situate the gender narrative concerning the bondage nature of the commodity, i.e., the 'Necklace', which is not mere fashion apparel but acts as a substitute for the person itself. The characteristic of the apparel is to hold the neck by societal and marital implications. 'Necklace' assimilates the affirmed traditional gender roles, and its depiction in literature and popular culture imprints its usage proficiently.

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