



13. Portrayal of women in Media: Analytical Study

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Abstract

Portrayal of women in Indian media is turning into the creating worry of the equality individuals and society, essentially relating to investment, execution of women and portrayal of their picture. Since different circumstances interfacing with the media's occupation towards portraying the fair sex have opened one more guide immense sums all at once toward ponder it. There are various sides of ladies picture in media. One side is the means by which visual and print media is endeavored to present the ladies place and another side is the manner in which ladies need to portray their own image in media. A bigger piece of people in India purposefully or unconsciously will as a general rule believe that movies, or other than media, when in doubt, are habitually expected to be the impression of the overall population. It has been the topic of discussion that the media truly reflect the overall population or not, doubtlessly that media influence the overall population. As media is an impression of society, influence the social cerebrum science either clearly or by suggestion (social intervened) in like manner society make their image and culture. This study is center around print, electronic and different media.

INTRODUCTION

The double-dealing of ladies in broad communications is the utilization or Depiction of ladies in broad communications to build the allure of media or an item to the impediment of, or regardless of, the interest of the ladies depicted, or ladies overall. This cycle incorporates the introduction of ladies as sexual article and the setting of norms of excellence that ladies are supposed to reflect. Sexual abuse of the ladies in media traces all the way back to nineteenth century Paris, wherein ballet performers were presented to badgering and generalization. The ballet dancers in the Paris Show Expressive dance were gazed at by their male crowd individuals and frequently even expected to perform sexual blessings for the male supporters in the background. Women's activists and different backers of ladies' freedoms have condemned such double-dealing. The most frequently censured viewpoint o the utilization of ladies in broad communications is sexual generalization, yet dissection can be a piece of the typification too. Depiction of ladies in film, TV, paper and different media isn't the past of person concern. As we as a whole gone over everyday to these media. They are depicting ladies as wares and sex objects. A few socio-social factors, for example, character job, maltreatment of ladies are introduced consistently. These kinds of misuses, (for example, sati and



endowment, subjection, assault, moving young lady) bound to be highlighted in Indian settings as opposed to non-Indian settings in most element films (Ramasubramanian, 2005). One's getting it and disposition relating to different societies and countries across world is in many cases hued by our memory of those places that we have gotten through interceded visual data. Albeit various between related social variables could add to one's impression of others, broad communications depictions without a doubt assume an extremely huge part in impacting individuals' perspectives towards out-gatherings, particularly when introduced in exceptionally sensible ways in media like movies, papers and diaries. Media is today viewed as a culture industry, which makes and sells out the pictures of manliness and womanliness is the truth. Yet, the picture of ladies depicted by the media through television serials, pop shows, movies and papers, isn't to be tracked down, all things considered," He likewise set the ball moving by bringing up the issue that whether media, itself a guard dog, needs one more guard dog to screen it. Ladies' support, execution and depiction are the significant spaces need to concentrate for the sociology analysts of present day time, especially for the women's activists. Since for the strengthening and improvement of the ladies. It is vital to give them legitimate climate where they can speak more loudly against the imbalances and the orientation hole they are looking in our male overwhelmed or man centric social orders. Remaking of ladies' picture, in each viewpoint, are the interest of present days.

The term media is widely used as a short hand for 'Mass Media'. The word media is the plural form of medium. Conceptually, the media are those technological agencies which are engaged in the creation, selection, processing and distribution of messages among the people. As a logical connotation, the mass media deal with the day to day problems of the nation and especially of the general people. It contributes towards the emergence of mass society and mass culture. Women's participation, performance and portrayal in media are the three important dimensions of study for the social science researchers of modern time, especially for the feminists. Because for the empowerment and development of the women section, it is very important to give them proper environment where they can raise their voices against the inequalities and the gender-gap they are experiencing in our male dominated or patriarchal societies. Improving the status of women, in every aspect, is regarded as the only way to eradicate this gender gap and achieving a better quality of life for the women. For this, communication can be regarded as vital way and mass media can play a significant role in shaping social values, attitudes, norms, perception and behavior. It has been widely recognized that media can play substantial role in promoting and disseminating information among the masses and are regarded as the key players in the social, political and economic development of women. Media can focus all the problems faced by women, these can give a space for women to talk about their rights or freedoms and most importantly media can provide a democratic environment where women can participate, represent their womanhood and in which they will be portrayed positively. A positive portray of women in media is necessary to maintain the real dignity and status of women which will minimize the gap and inequalities between men and women. But if media also become male dominated or play the role as a mere agent to forward this tradition then the whole situation will be against the women where their development and empowerment will not be possible.

Mass Media in India, like every modern and advanced country, comprises of the Print media and Electronic media which are composed of the Radio, the Television, the Film, the Press, Publication and Advertising. Among these media, the television, films, Advertisements, photography, animation, paintings etc. are regarded as the visual media.

The picture for women in media

Women's accomplishments in the media sector have long remained under-recognized by traditional professional and news organizations, a trend that remains unchanged. Women have won only a quarter of Pulitzer Prizes for foreign reporting and only 17 per cent of awards of the Martha Gellhorn Prize for Journalism.

A number of organizations, mostly gender focused, have launched dedicated prizes to recognize achievements of women in media. The International Women's Media Foundation continues to recognize the courageous work of women journalists. In 2007, the Alliance of Women Film Journalists' began giving out the EDA Awards annually to recognize women filmmakers and photojournalists. More recently, in 2015 the African Development Bank began sponsoring a category for Women's Rights in Africa, designed to promote gender equality through the media, as one of the prizes awarded annually by One World Media.

TELEVISION

Television is often subject to criticism for the sexual exploitation of women on screen, particularly when teenagers are involved. In 2013, the Parents Television Council released a report that found that it was increasingly more likely for a scene to be exploitative when a teenage girl was involved. The report also found that 43 percent of teen girls on television are the targets of sexually exploitative jokes compared to 33 percent of adult women. Rev. Delman Coates, a PTC board member said, "young people are having difficulty managing the distinction between appropriate and inappropriate sexual conduct". This report is of a series that's about media sexualization of young girls.

- Portrayal of women in Advertisements:

In recent years, Indian advertising has witnessed a significant transformation in the manner in which women are portrayed. The way women are depicted in advertising changes with times, reflecting the transformation taking place in society. Advertising is one of the major media that affect our daily life consciously and unconsciously and are responsible to play a significant role in shaping the society in a much broader perspective. Women today are no longer consolidated behind kitchen walls. Their aspiration for coming out of the door also taught society to think differently. Marketer wisely utilized this transformation process to launch their product and advertisement strategically. Das (2000) examined the portrayal of women and men in Indian magazine ads from a wide range of magazines in 1987, 1990, and 1994. Results indicated that although the gender portrayals in Indian magazine ads have changed over the period, they are still portrayed in stereotypical ways. Vela et al., (2007) examined male and



female stereotypes in Spanish magazine advertising during the last three decades of the twentieth century. The results found that male and female portrayals have undergone significant changes in the last 30 years though gender stereotypes persist. Results also indicated that low and decreasing levels of sexism in Spanish magazines. Dwivedy et al., (2009) examined the role portrayals of men and women appeared in India's most popular men's, women's and general interest magazines during October 2006 to April 2007. Ads were content analyzed to identify the role portrayal patterns of male and female across magazine types. It was revealed that male and female are portrayed in traditional roles. Men's magazines depict men and women in very traditional role while women's and general interest magazines depict women in more modern roles.

Robert Jensen, Sut Jhally and other cultural critics accuse mass media of using sex in advertising that promotes the objectification of women to help sell their goods and services.

Women in social media:

Social Media has a prominent effect on people's lives, especially those who use social media platforms more frequently than others. A study conducted in 2006 found inverse relationships between the frequency of social media usage and the relationships adolescents formed with the impact it had on their sense of self. When social media usage increased, adolescents began to form stronger relationships online while their sense of self was impacted negatively. According to a study conducted by Xinyan Zhao, Mengqi Zhan, and Brooke F. Liu, social media content that weaves emotional components in a positive manner appears to have the benefit of also increasing one's online influence. Positive social media content results in increased presence on networking sites among adolescent users.

Digital social media platforms such as Twitter, Instagram, and Snapchat allow individuals to establish their influence through sharing opinions, insights, experiences and perspectives with others. In the 2000s, these platforms have emerged as integral communities for publics to voice their opinions, resulting in a changed online behavior associated largely with misinformation. One example of these behaviors is displayed in a 2017 Dutch study conducted by Johanna M. F. van Oosten. This study found that adolescents play out stereotypical gender roles in their self-presentations in social media. Results of this study show that it is predominantly women that feel pressured to conform to hyper femininity and stereotypical gender roles online, including personality traits, domestic behaviors, occupations, and physical appearances.

The prevalence of social media and its influence on self-perception among adolescents, especially young girls, is undeniable. Research has shown a significant scientific link between social media and depression among young girls. In addition, this link between depression and social media perceptions has been connected to obesity among young girls. The negative implications social media poses on women associated with their appearance or how they carry themselves reveals a chain reaction; the depression related to negative social media experiences

can manifest itself in the form of poor academic performance and further mental and physical health issues.

Such evidence of substantial mental and physical harm suggests that the root of the problem can be found not only within social media advertising and usage, but in the way young girls are taught to internalized responses on various social media platforms.

Representation of Women's beauty and body:

In traditional Indian Society, there are certain prescribed roles which regulate the conduct of women. For example, the conception of the woman as Sita is prevalent in Indian society and film. Sita is a character in the Ramayana, one of the great epics, which embodies values and the differences between right and wrong. She is the wife of Rama, who is representative of many virtues including honor, courage, and loyalty. Much of Indian popular cinema is influenced by the Ramayana and the Mahabharata, another epic, which involves the hero Lord Krishna. Sita is the ideal woman and wife that sees her husband as an idol. Indian popular cinema represents this role of the ideal wife's admiration and unfaltering respect. Also, according to the Manusmriti, an ancient classical work dealing with laws, ethics, and morality, a woman should be subject to her father in childhood, in youth to her husband, and when her husband is dead, to her children. Within the guidelines of the Manusmriti, women do not enjoy independence. Women are supposed to adhere to the role of a happy figure who takes care of the household. They are supposed to be obedient to their husbands and go to every length to honor them even after death. Although Indian cinema continues to change and evolve, reflecting new trends in gender relations, at least in very traditional Indian cinema women who live by these traditional norms are portrayed as happy and ethical. Women who go against these rules of narrative and culture in film are punished and seen as immoral. These roles and constructions of women are reflected in a great deal of popular Indian Cinema. Four important roles to consider include the ideal wife, ideal mother, the vamp, and the courtesan. There exists a pre-conceived notion in society and within the industry about the kind of woman who should play the lead actress based on a fascination built by the film form and its pattern over the years. The highly male dominated audience perceives women in a certain way, the directors have their version of what people might want to see, and they build their stories for the people, and the stereotypes are further reinforced and the cycle continues.

Objectives

To critically analyse the media's role in constructing the images of women.

Research Design

In order to fulfil the objectives of the study the researcher will employ the Analytical Method. An analytical method is that where a researcher has to use facts or information which are already available and analyse these to make a critical evaluation of the material. In the present study the available data on Indian print and visual media will be critically analysed.

Research Questions

1. What is the feminist stand on media?
2. How media play role in constructing images of women?

Data Collection

Data for this study collected from the secondary sources of data. The secondary data includes books, magazines, journals, periodicals and different websites. Library/Desk research has been implemented and Data for this study collected from the secondary sources of data that consisted of books, magazines, journals, periodicals and different websites of year 2015 and Indian cinema from 2010 to 2015.

Data Interpretation and Discussion

S. no	Image of women (categories)	Number of women image in print media (150) of year 2015	
1	Domesticated/take care of house	N	% 1.
2	Business women/career women	30	20.0
3	Fashionable/stylish & glamorous/decorative	15	10.3
4	Emancipated women	32	21,34
5	Employment women	12	9.33
6	As sex object/exposer of female body	47	31.33

Above table indicates that most of the print media like books, magazines, journals, periodicals and different websites of year 2015 representing and advertising the women as sex object and exposer of body (31.33%) followed by fashionable and glamorous women (21%) and then domesticated/ take care of house (about 20%) as it shows more negative portrayal. in other hand positive portraying women least focused as career oriented or business women (20), emancipated women (9.33) and employment women (8%). Thus this portrayal show that these print media is not interested to show the positive image. Question is, what actually mean to portray the women everywhere as a sex object or posture appeal to sex? And how women are accepting this type of their portrayal? Is it demand of Indian society because of fast changing world? Of course it is a very fast and business world but it doesn't mean that one should reach at the top by losing their respect and dignity and trade their body as an object. This time focus on positive and strong point of women to realise and meet their loosed respect and self-respect for progressive society. Female role stereotypes across different magazine, journal, newspaper types and product categories. Above data indicated that women in Indian print media advertisements were mainly portrayed in decorative roles (supporting the notion of retro-sexism). There is concern that advertising stereotyping can have a major influence on the sex role development of children subsequently media exposure affects cognitive development, attitude formation and development and change, and socialization. Because the use of female role stereotypes is also manifested in advertising directed toward children, it further broadcasts these gender representations. The evidence suggested that decorative images of women such



as sex objects and concerned with physical attractiveness appeared to disseminate in Indian print advertisements. Since magazine advertisements often mirror contemporary society, and easy to availed, one would expect the sexist portrayal of women to have been moderated in recent times. So media need here to portray the women positively as women are now well social concerning and career oriented.

Analysis

During the past decade, advances in information technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy, private attitudes and behavior, especially of children and young adults. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women. More women are involved in careers in the communications sector, but few have attained positions at the decision-making level or serve on governing boards and bodies that influence media policy. The lack of gender sensitivity in the media is evidenced by the failure to eliminate the gender-based stereotyping that can be found in public and private local, national and international media organizations. The continued projection of negative and degrading images of women in media communications -electronic, print, visual and audio - must be changed. Print and electronic media in most countries do not provide a balanced picture of women's diverse lives and contributions to society in a changing world. In addition, violent and degrading or pornographic media products are also negatively affecting women and their participation in society.

Programming that reinforces women's traditional roles can be equally limiting. The world-wide trend towards consumerism has created a climate in which advertisements and commercial messages often portray women primarily as consumers and target girls and women of all ages inappropriately.

Women should be empowered by enhancing their skills, knowledge and access to information technology. This will strengthen their ability to combat negative portrayals of women internationally and to challenge instances of abuse of the power of an increasingly important industry. Self-regulatory mechanisms for the media need to be created and strengthened and approaches developed to eliminate gender-based programming. Most women, especially in developing countries, are not able to access effectively the expanding electronic information highways and therefore cannot establish networks that will provide them with alternative sources of information.

Women therefore need to be involved in decision-making regarding the development of the new technologies in order to participate fully in their growth and impact. In addressing the issue of the mobilization of the media, Governments and other actors should promote an active and visible policy of mainstreaming a gender perspective in policies and programmes.

In this regard, some studies have found that social issues related to women (equality of status and opportunity) got less than 9% while sensational stories relating to women which were invariably crime stories got between 52% and 63% of items in newspaper. Besides the print



media, electronic media is also depicting women as scrupulous, religiously intolerant, craving only for their family, politically naive, socially inevitable and culturally ultramodern. In recent time, sex and sensation are becoming the primary motivations behind any reportage, where women are used as commodity; some time in advertising some products or some time as sexy babes neglecting the real status of the whole women section.

It is a fact that the Indian society generally considers women as weak and inferior. As a result, a woman undergoes tremendous traumas from birth to death. Many girl children are annihilated even before they see the light of the day, many girls are raped on roads or at homes, many wives are beaten by their husbands and in-laws, many girls have to give up their education to help their parents to earn money. But media are not focussing those problems. They are only busy with to publish the gossips of the actors and actresses, the love stories between them. This negative attitude towards women in real life is very much reflected in the way media represents them as well. Media representations of Indian women reveal that they are less accepted and respected as persons and more looked upon as objects. She has three projected roles--- biological, domestic and decorative. Media are hardly challenging the gender attitudes promoted and perpetuated by the society. Watching a BBC documentary on Indian cinema a British youngster commented, "Indians must be very poor, and they seem to have very little respect for women". He had after all seen a few clippings of films inserted in the documentary. What if he were to watch at length, more of our kitsch movies and worse still sexually suggestive, dehumanising song sequences.

Now a day, as a visual media, advertisements play important role in promoting different products. Every day we are exposed to a number of advertisements through various media vehicles like newspapers, magazines, radio, television, internet and various outdoor media. But there has been much criticisms against advertisements as these are portraying women as sex objects. Women's physical attraction has been used as a whole, or in parts, to market everything from brassiers, male under garments to automobiles. These ubiquitous images encourage people to think of sex and women as commodity, and these may contribute to violence against women. For example, there is an advertisement of a premium whisky that shows one man is taking first sip of that particular whisky and the lady sitting in front of him appears to be losing some inches of her dress, after every drink the process is going on up three drinks. After three sips of the drink he finds that the breasts of the previously over clad lady have become quick visible and half clad and his own shirt has slipped from his shoulders. And the voice smurs kuchh bhi ho sakta hain (Anything can happen). The depiction of women in this and other advertisements is actually insult to the women in general which are destroying the real status and dignity of women. According to a United Nations Research Report (1975) on Advertising and the Portrayal of Women, advertisements have been held responsible for projecting women in a derogatory light, and as inferior class of beings (National Advertising Review Board, 1975). Shrivastava's research on the Indian media has shown that the dominant negative stereotypes in connection to the portrayal of women are:

1. A woman's place is in the home.
2. The most important and valuable asset of a women is physical beauty.
3. A woman's energies and intellect must be directed toward finding the right man.
4. Women are dependent coy and submissive; they are masochistic in their response to indignities humiliations, and even to physical violence inflicted upon them.
5. The good woman is the traditional house wife long suffering, pious and submissive; the modern woman who asserts herself and her independence is undesirable and can never bring happiness to anybody nor find happiness for herself.
6. Women are women's worst enemies.
7. The working woman is the undesirable exception who must be brought in to the marriage fold and made to conform to traditional social norms.

The 1974 Report of the Committee on the Status of Women (Joshi Committee Report) found that 'women are represented as wives and mothers in most TV and other media programmes. Although 36% of them are agricultural workers, women are predominantly projected as non-producers, with a decorative function, being marginal to national growth and development. Plural nature of Indian culture and the diverse roles women play is neither acknowledged nor communicated. These results in stereotyped images and role specifications of women in unidimensional projection of their reality'.

Besides the advertisements, Cinema is also one of the most important and cheapest visual medium of entertainment in contemporary India. Unfortunately, the commercial film industry, which is a purely profit based industry, cares little about the image of women they portray to the public. Commercial films have followed a set pattern of female image portrayals wherein women are projected as sacrificing themselves for the family and reaffirming values of self-effacement and devotion to the male head of the family. Women who opt for a less traditional life are portrayed in a negative light. Furthermore, these films vividly portray physical violence against women and hardly ever show women as being capable of thinking for them in a logical and rational manner.

Gokul Singh and Dissanayake (2004) quoting Richards (1995) mention three categories of sexual objectification of women in Indian cinema, the tribal costume which is used for cabaret dances, through which women's body particularly pelvic region and the other parts are shown, the wet sari and the behind the bush scene. In the film

Hum Apke Hain Koun (1995), the leading female actress wore a deep cut blouse, indicating the scopophilic nature of the camera. In an another popular Indian cinema Dilwale Dulhania Le Jayenge(1995) actress Kajol enacting the modern version of the wet sari sequence, wearing not the sari but a more revealing white costume. In this film the female character comes from such a conservative Indian family that she fears to tell her father that she has fallen in love with someone. Given that conservative context, it seems unlikely that such a character would be dancing a rain dance.



In their study of the mistreatment of women in commercial Hindi films, Dasgupta and Hegde examined a sample of 30 movies. After examining the movies the researchers concluded that the mistreatment of women in Hindi films is a mechanism which reinforces and perpetuates the patriarchal order of Indian society.

Television is also one of the most popular electronic media in India. In the television programmes women are basically seen as performing the decorative functions and as being marginal to national growth and development.

Another important aspect of television programming is that large chunks of the entertainment programmes are drawn from commercial film content. A crucial implication of this phenomenon is that as in commercial films, women on television entertainment programmes are projected as non-thinking, sacrificing and suffering beings while educated and motivated women are seen as the scourge of the patriarchal order of society.

TV serials are depicting women and young females as involved in conspiracy, pre-marital, extra-marital, post illicit affairs, wearing costly, heavy golden, and diamond jewellery, perpetuating their religious fundamentalism, spending time in family feuds, suicidal love affairs, mega parties, palatial houses, luxury cars, sleek mobiles, elegant make-ups, little care about anything else than the individual matters, and at all mob even a word about the outside world.

As in the case of television, Desai and Patel state that the majority of the radio entertainment programmes in India are borrowed from commercial films. As far as typical women's programmes on radio are concerned, on an average, 60% of programme time is devoted to entertainment only. Twenty percent is given for educational programmes, and 20% is used for imparting information. Women are portrayed as gossip-mongers, and they are given advices on how to become a good wife, a good mother and improve their physical appearance. They are also given elaborate instructions on how to cook, sew knit etc.

The print media in India (when compared to electronic media) have limited impact on the vast and mainly illiterate population of the country. The majority of the population has depended on the oral tradition of cultural transmission for over two hundred years.

It has been seen in the newspapers that these give place to the news related to rape, crime, politics, scandals, sports and economics; serious debates and discussions on issues related to women are completely missing. In vernacular press the depiction of women gets a share only in coloured pages where there is a lot of gossip about actress of TV serials and film stars along with some hot pick-ups. The English press also dwells upon providing snaps of the hot babes and erotic photo gallery of party mania in multistar hotels.

Magazines as well as newspapers have sections for females where the readers are left only with the option of reading some personal gynaecological problems of married women or personal

love hick-ups of young girls, otherwise special features on knitting, fashion, sales etc. are the routine one.

As a result, most of the feminist writers have come forward to study about the present status of women in media.

And the necessity of feminist approach to the media is being acknowledged everywhere today. The worldwide feminist movement has pointed out that the portrayal and employment of women in media are in a most derogatory position. In the middle of the twentieth century, Simone de Beauvoir's book 'The Second Sex' was published and she clearly established that the problems and the poor image of women arose from the affirmation of the past and a gross neglect of the growth, development, the talents and opportunities of women in specific societies. Her work is a classical expose and a foundation for an intellectual defence of women and their rights to a different experience (Busby; 1975, 107-131). Betty Frieden's research about the construction of the American cultural ideal of "the happy housewife heroine" in women's magazines and advertisements is a typical example of feminist academic venture related to media. Her book 'The Feminine Mystique' (1963) was a best seller and gave rise to a revival of women's movement which had been dormant since the successful struggle for women's suffrage. Betty Frieden also headed one of the first 'second wave' feminist groups 'National Organisation of

Women' which declared the media to be one of the major fields of struggle for women's rights. The group demanded better placement of women in media, child care centre and journals by women. A research project was launched in entire US to monitor TV networks and local stations for sexist content.

Feminist media studies can be classified into three broad categories—

Liberal Feminist media analysis, Radical Feminist media analysis and socialist feminism.

In Liberal Feminist media analysis sex role stereotypes, prescription of sex appropriate behaviours, appearance, interest, skills and self perceptions are the core topics of analysis. According to this group of feminists women are depicted in mass media as wives, mothers, and daughters, girlfriends ;as working in traditionally female jobs like secretary, nurse and or sex objects. It is considered that media perpetuate sex role stereotypes because they reflect dominant social values and also because male media producers are influenced by these stereotypes.

In Radical Feminist discourse, there is a social system 'patriarchy' in which all men are supposed to dominate all women. Issues formerly considered as private like sexual violence, wife battering, incest, pornography; sex tourism and trafficking have exposed by radical feminists. According to radical feminist media assumption mass media are in the hands of male owners and producers, so they will operate to the benefit of a patriarchal society.

In Socialist Feminism women's position is not determined exclusively by gender rather it considers the analysis of class and economic condition of women. The reproduction of labour and the economic value of domestic labour are the concepts central to socialist feminism. Recently socialist feminism has attempted to incorporate other social aspects along the lines of ethnicity, sexual preference, age and physical ability (Gallagher; 1979).

In India also there are several writers who have criticised the role played by media towards women. A Feminist group in Delhi formed by Ritu Menon and Kamala Bhasin called 'The Committee of portrayal of women in the Media' rightly claims that it is not only the physical exposure of women that is derogatory but also the reinforcement of their stereotypes that are more damaging to image and the dignity of womanhood. Television ads go on harping about good mothers who feed their children with health drinks and instant noodles, ideal wives who care about their husband's shirts and cholesterols, mothers who wash their babies with soft soap to ensure soft bottoms and little girls who say they choose certain soap so that it makes them as beautiful as their mother. These are damaging, insulting and humiliating to the woman-image and takes all talks of women's progress, education, political participation, and several steps backwards, going back to where we began.

Geeta Seshu describes the latest media's image of women in the following words, "Short skirts and noodle-strap tops, see-through shirts with shorts that barely cover her derriere, hard drinking and hard partying. Impossibly slim and dizzyingly tall, a go-getter career girl with snazzy mobile phones to match every outfit".

Shabana Azmi, renowned actress and activist said, "A matter of grave concern is that, when it comes to films, women are shown to be completely dormant, totally subservient persons. It reinforces the notion that Indian women are supposed to be that. I think the only way in which we can counter these images is to portray a woman not just as a body but also an intelligent being".

According to Raja Rao one of the biggest obstacles to women's access, participation and control of the media is the patriarchal structure of societies where men continue to see women as subordinate to them. Patriarchal attitudes of governments and media are manifest in their being predominantly male institutions which tend to view women as an undifferentiated mass of low status of society. Gender biases and gender-based discriminations therefore result in stereotyped attitudes, sexual harassment, pay inequities, discriminatory treatment in assignments and promotions, traditional gender hierarchies, including a premium on family responsibilities, lack of support mechanisms for working women and low education that deter women from joining the media or assume decision-making positions.

Thus, it can be said that there is an on-going trend in Indian Media to portray women as busy and concerned with beautifying herself, choosing make-up, new fashions, jewellery, cosmetics, constantly watching her weight, worried about good figure and skin colour, proud of

advertising and selling latest products. She is hardly portrayed as having social commitments, capable of intelligent decision making, or as capable leaders and policy makers. Usually she is shown to accompany her husband like a shadow or as a decorative piece. Manu's dictum that 'a woman is protected by her father in childhood, husband in adulthood and son in old age' is perpetuated in all media representation. In most representations she is tactfully domesticated, and her place is 'home and hearth' by unwritten codes of society. Everything around her is arranged in such a way that she can't let herself loose.

Women who break this unwritten code and re-arrange their day are considered feminists or rebels. And media is playing their role perfectly to preserve the societal concepts. As a result, most of the mediated women are "weak, passive, needy and subservient, or vain, irrational and hot-headed. But the question is how to turn the media into an effective tool for promoting constructive change and faithfully representing the multiple roles of the women today---as achiever both at home and in the labour force.

Conclusion

On the based on above data and discussion it can be revealed that still there is problem in perspective of social and psychological of this modern scientific Indian society. We have somehow taken the whole possibility of discussions, stories and picturisation, portraying and advertising of women as way of our life. It has never been realized that if womanhood is come when the coming generation of the present children will have absolutely no respect for their sisters, wives and mothers. Hence the major objectives of media must be to perform the programmes relating to improvement of women's status that they are free to declare themselves as human beings, co-equal socially, morally and politically with men. So There is need to be positive portrayal of women in these print and visual media so offspring will be able to understand hot respect their sister, mother, and in-laws and also they will help the women at every field as men are. As we know now a days most psychological attractive media are visual and print media which are readily and easily available to everyone. This is responsibility of these media and society that do not demand and portray such type of image of women before youngster which influence the negatively. As youngsters are the backbone of Indian society they may lead sound and healthy society. No doubt media are the mirror of the any society so it need portray the positive women's image hence it influence the contemporary society and their psychology. Finally, it can be concluded that overall effect of the portrayal of women in the visual and print media are to reinforce rather than reduce prejudices and stereotypes.

These media in India has not made proper efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the advantages and disadvantages continuously. This study has tried to cover as many image in print media (journal, books, periodicals) of the year 2015 and as possible to study the changing portrayal of woman in Indian visual media(Indian cinema) from year 2010 to recent year 2015. However, it has not covered all the print and visual media even for the mentioned year as above and hence future



work could cover more number of print media and movies. Further, the changing portrayal of men could also be studied and a comparative analysis of Hollywood - Bollywood and images would add more insight to the study.

The worse part of the whole episode is that there is no revulsion, no change to biased projections and no regrets from any part of the society. We have somehow taken the whole gamut of dialogues, stories and picturazition of women as way of our life or as if of no consequences. It has never been realized that if womanhood is come when the coming generation of the present children will have absolutely no respect for their sisters, wives and mothers.

Hence the major objectives of media must be to perform the programmes relating to improvement of women's status that they are free to assert themselves as human beings, co-equal socially, morally and politically with men. There should be positive portrayal of women taking note of their role in all facets of life. Thus it can be concluded that overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereo types. The mass media is to reinforce rather than reduce prejudices and stereotypes. None of these women were self defining, powerful characters who decided for themselves and chose for themselves. They were always deciding and choosing and doing as per the norms and values of family, culture and society. In this sense, a hero who smoked and went to a cabaret dance was still a pure man, but a heroine who by choice dressed in a sexually attractive attire (wore revealing attire), or a vamp to whom the hero goes to satisfy his desires were all not as he point of this analysis is not to argue that women should not be objectified or that it is immoral for women in films to expose their bodies. These are personal choices made by actresses and directors. However, the way this exposure and exhibition of sexuality is portrayed on screen has an undercurrent, which carries messages to the audience, reinforcing further, the pre-existing stereotypes in society, adding strength to the vicious cycle do films lead to socio-cultural stereotypes or do these stereotypes find their way into films. The mass media in India has not made adequate efforts to discuss serious problems concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the advantages and disadvantages continuously.

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