

Vol 4 Issue 4 May 2014

ISSN No : 2230-7850

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International Multidisciplinary  
Research Journal

*Indian Streams  
Research Journal*

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**RNI MAHMUL/2011/38595**

**ISSN No.2230-7850**

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## REPRESENTATION OF WOMEN IN T.V AND FILMS IN INDIA

Fareed Ahmad

**Abstract:-**With the introduction of new communication technologies, the power of mass media has grown in stature. The mass media shapes our perceptions of social reality by presenting only some aspect of reality and by continuous repetition of images and messages. Although the form and content of mass media have changed dramatically over the years, the mass media have played a decisive role in reinforcing gender stereotypes and in reinforcing patriarchal culture by constructing new meanings and images and by setting agenda for public opinion through selective themes and viewpoint.

This paper attempts to give a picture of representation of women in the mass media (Films, T.V.) on basis of available research literature on women and mass media. It argues that women and their concerns are no longer invisible in the mass media. However, old sex-stereotypes have continued in new forms. With the growing commercialization of the mass media, there has been increasing commoditization of women in the mass media. On the other hand, progressive discourse on women's issues is often co-opted and re-constructed in the mainstream media to establish the hegemony of dominant social classes. Hence, the task of changing media images of women has become far more difficult in the context of market economy.

**Keywords:** Television Representation, Women, society, Films, T.V economical,

### INTRODUCTION

Now a day a fast growing and everlasting forms of communication could be done only with the help of media. The importance of media has gone to an wider extend of providing basic information knowledge, reality, socialization, shaping the perception of the individual as well as gains a way leading the country towards its up gradation as a whole. Media is not only a mirror of the society but also an instrument of political, economical, cultural, social change. Its main aim is to spread noble ideas of the people and the expression, thought, perception, feelings and other aspects. It must expose social evils and help the eradication of discrimination, inequality, race, color, gender and other sources of violence. This is the period of Information Explosion and this age is considered as the Age of Information this growing trend has made the involvement of youth, men, women, children in shaping their life patterns as well as providing a better outlook of socialization pattern. While coming to the role of women in media it's narrow. Women contribute half of the total population in our country 35% contribute in media and anchoring them daily. Women are gradually providing this worth and making an indelible mark in the media world sweeping out in various roles they as reporters, writers, news analyzers in print and broadcast media, anchoring, compeering programmers and effective discussions. 20% of our country population are youths they are fully mobilized by media, but coming to women they don't know how women are shown the representation of her in media is wrongly shown as sexual objects, glamour dolls, skimpily dressed, villains and shown violent which may lead the society to intimate relationships as well as make gaze over media. In this context television is massively projected as an effective role of depicting and distorting women in the fold of commoditization of her body parts which is the biggest violation of human rights which is a growing trend. Women and media: Women and media play a vital role now days. Media which influences all sets of people through Newspaper, Television, Films, and others had provided a wider social change. But doesn't had changed the pattern of women no it has not she is considered as an object sexual harassment, glamour doll, oppressed, depicted and distorted one. She has been portrayed daily in the media as commoditized object of advertising her body to sell the products of all MNC as and local companies. It could also say one of the marketing trends of female bodies of male gaze. Media treating women is narrow. On films as well as in the press and the broadcasting media women are typically under-represented and cannot go further than the confines of home and family. These are all considered a factorial form of media where she is treated as an inferior sex and inferior status where she is not socially, economically and culturally portrayed. It has portrayed stereotypical sensational

Images of women accompanying the body of politic in the media. Due to various efforts of Feminists they are coming

forward to make the issues come out of from them and struggle for their freedom. Women in media: The role of women in media started off from the 1960s onwards when television becomes the part of the society. From that period onwards women who were show in the newspapers, films and television got much importance on her. Most of the media corporations were owned big MNC as well as big business who were all males. So, they were not conscious about women so they started exploiting them as a weapon of attracting their audience and to improve their ratings. It may also send the image which were shown in media was physical in nature where she was not given importance and under-represented as inferior sex. She is being COM modified as an idol of sensational hum our even though there also happen the brighter side media takes a major role in representing women issues and giving importance on their counter paths of rich emotional and rational thinking of them. Women are proving their work as an important means of indelible mark in the media world; they are shown as news readers, analyzers inprint and broadcast media, anchoring, compeering radio jockeys, and in films.

#### **WOMEN PORTRAYAL IN MEDIA:**

Portraying women is common now days where she is being exploited day today by the means of her ignorance and not aware of any situations. Why she is portrayed? It's due to male dominant society where she is considered as inferior sex of men and she could only serve as a homemaker or a mother, so regarding Medias context on women is irrational and under exploited as a social evil of the community. She is unsecure in doing works and exploited in the name of working conditions in media. In what ways does the media look a woman if we analyze it would be owe some, she is considered as an inferior one a body of commoditized advertisement where she is exploited by big MNCs and big business corporations in the name of providing entertainment to the audience. They don't think of women at all they need to keep hold of their audience so they use women as a burning firework of extrotified glamour, skimpily dressed, fashionable and making up the males gaze over them. Historical background of women in television: Women in television started in 1960s with the countries like U.S.A., U.K., U.S.S.R and other developed countries. In the context of India also started after the 1960s only where Doordarshan played an important role in it. Major serials like log bunniyad which attracted all sets of people. The serial which were shown was glamorous which made an idea that television was meant for glamour .it was the starting of women to be commoditized as a glamour doll as well as to show their body of advertising big MNCs and big businessman. It was during 1991 where satellite channels as well as cable channels came into force where woman where used as a commoditized objects in major channels for making audience attracted and improving their rating .catering ,youth programmers, business were all advertised by women as a commoditized girl. These trends are growing now days in this commoditized world. Each television combat with each other in order to attract the people by beautiful women with skimpily dressed fashionable to make the males gaze and get attracted to these programmers.

#### **WOMEN DEPICTION IN TV SERIALS:**

Television has made a huge impact in the last decade. Serials have been moved a great deal on portraying strong characters of women in 1980s Udhaan, RajiniKalyani which impressed all kinds of women. Today there is an overdose of serials and focuses women as ruthless, brutless, ignoring characters. Popular serials called K.serials by star network, to Zee TVs bahuramain, hargar kuch kata hai, Sony TVs thodi khushi thode gam and khwash, Sun TVs kollangal, kasthuri, megala, thiru mathi selvi, Kalaignar TVs thekathi ponnu, Jaya TVs roja, Raj TVs geethanjali, Star Vijay's Madurai, etc. these homemade shows focus women as an family oriented relationships. The concept clearly says that women could be only as a homemaker maintains the households, being a good wife and good mother to her kids. But she is exploited in the means of serials like characters which are unrealistic, ignoring characters where she is not represented in a right position at all. Most of the television serials which are shown are fully stereotypically in nature where men go to the office and women are shown are light of approval and disapproved that she stays on home which means that they don't have work at all. Women are shown as billions who go for power of hunger in the role of stereotyping which comprises full of vices. This is the vamp of anti-heroine where women portrayed as ultra modern women while she works as a plunging neckline, bold, shorthair, ruthless, and villains.

#### **Co modification of women in Advertisements:**

Advertisement is one of the prominent roles in the television most of the television channels run out of advertisements only. It plays huge target of attacking and struggling. Involve is the crucial sexual harassments also which eight between advertising, consume product industries. Why women are used in advertisement? Women's goal is to attract on man. So her body is executed as an advertisement where male gaze would be there and the product would be sold out easier. In India 75% of women in television are commoditized in advertisement where she plays a glamorous, skimpily dressed, sexual objects, sexy dolls, etc. Whereas men are shown for advertising cars, business, jobs, laptops companies (Acer, HCL, Sony) and job websites like Monster.com, Times job.com. For advertising large bind of fashionable jewels, which shows the symbol of Indian of marriage? Some advertisements like cooking in the kitchen related with Vim Bars, Maggi, Sunflower oil, etc. LIC, Bajaj alliance insurance which project women as alone for safety policies when husband is not there you have an insurance it shows women cannot be without men and for her security she needs it. Like serials, advertisements depict women in a glamorous manner. Being fair is now a day's claimed by various unfair women where, Fair and Lovely, Fair Ever focus women should be

fair then only they could get a handsome gay. Many of the innocent girls seeing these advertisements get cheated daily. Millions of vulnerable girls spend more time to beautify themselves. Advertising frequently commodifies women's body into eroticized zones like hair, face, leg and breast which shows the exploiting of women's sexuality. Women and their bodies sell all items of food, clothing, cars, computers, inner garments. Men's products like cigarettes, liquor, and briefs women models are used as glamour dolls. Women used as glamour girls before the camera which make the males gaze over thousands of teen ages are stacked to it.

#### **WOMEN PORTRAYAL IN FILMS:**

It could be said without women there is no cinema at all. From the early beginning of cinema she is own as on centre part of attraction. Most of women shown in India films are depicted as gently, heartless, ruthless, subservient, often women are used a village girl or a city dweller. Women in cinema start with an object of love and ends in marriage. All films which are shown are oriented with her and she is used as a colorful splash to the storyline. From the 1980s this trend is ongoing and showing women as glamorous from Madhu Balla to Rani Mukerjee, Simran to Shreya, Amal to Dimple Kapadia, Aishwarya to Katrina Kaif where they are all used as sexual objects in India cinema who are expressing their lips and wiggle their hips to the audience. A commercial film is also often loaded with songs and dances where women should dance with rain soaked dresses, tighter and skimpily dressed, seductive scenes, showing their breasts. Some of the songs which are meaningless which scrap them vulgarly songs like Choli Keh Peachey kya hey, Chese bade hey musth, etc. Women's body is considered as an attractive one so the films and shots taken are all oriented with sexual passion in order to cover male and audience. Naturally to show them bright and colorful before the camera women are distorted with push-up inner garments to heavier their breasts or bullock paddling is used. The actions which are carried are mimic and sexual movements in order to sexualizing the women's body in benefit of the male. Moreover our aged heroes act only with the 18 year old heroines which is a biggest trend going where our old heroes may kiss the heroines, dance with them, sing with them what a crucial one it is how women are considered an old man who is a father status to that women are made and exploited in the of cinema. The latest release of Om Shanti Om, where Shahrukh Khan who is 44 of age who acts with the heroine Deepika Padukone, As well as superstar Rajini Kanth who 58 acts with Shreya who is 28 of age in Sivaji which of these two films were Biggest Blockbuster in Indian cinema.

#### **WOMEN DEPICTION IN STANDUP COMEDY / REALITY SHOWS:**

Many of the comedy show which is conducted have only the winners of male only. No women has successfully finished the comedy shows with prizes. All the jokes which are said by mere are all related with women only and many jokes which are said about women are said before male judges. If we think, is this a comedy? Hurting a woman is saying about her auspiciously before the live programme or in the comedy shows and winning prizes does it show victory to a man. Moreover the judges are men they all work out of picking up men as talented one.

#### **VARIOUS ACTS AND REPORTS REPRESENTING WOMEN ISSUES IN MEDIA:**

Portrayal of women in media has been big concern it was during 1975 it was noted by the Committee On The Status Of Women's, it stated out certain recommendation in avoiding the portrayal of women should be stopped out. Later during 1986 the indecent REPRESENTATION OF WOMEN (PROHIBITION) ACT was introduced its main aim is to provide proper regulation of representation of women in media. It prohibits indecent representation of women through advertisements, books, writing, paints, and figures or in any other manner. Section 4 prohibits the sale, hire, production, distribution, circulation, sending by post any book, pamphlet, slide, film, writing, drawing, painting, etc which contains indecent representation of women in any forms.

The National perspective plan for women (1988-2000) explain that the media should project women in unorganized sectors as workers not merely performing duties of mother or daughter. Advertisements displaying women as women as sex symbols and using them for sales promotion should be seriously discouraged. It either felt that it was equality necessary not to convey sex linked division of labor or women's predilections with feminine per suit through conventional and traditional stereotypes women's programmes should be telecasted at least one hour in a day. Awareness with regard to problems of women in unorganized section is necessary for both men and women. Media and the programmers should be a flexible one. Prasar Bharathi (Broadcasting Corporation of India) Act 1990 lays down its powers and functions, the need to inform and stimulate the national consciousness in regard to the status and problem of women, paying special attention to the upliftment of women. Doordarshan plays an important role and a powerful instrument to speed the message of and assist in the overall improvement in the status of women, the government used this facility wisely and well. Beijing platform for action, It was highlighted in Beijing conference that lack of gender issues and can find stereotyping gender can be found in public and private, local, national and international media. Print and electronic media in most confines do not provide a balance picture of woman's deserve life and contribution to society in a changing world.



#### CONCLUSION:

Even though there are various laws protecting women representation in media but it has failed to incorporate it in media. The tendency of presenting women as a sexual commodity for satisfying men's pleasure or to glorifying women's subordination to men as an attribute to womanhood or the effect of being indecent or degrading .It is the role of human rights to safeguard women representation in media providing a proper means of broadcasting rules and effective measures should be taken in carrying out the violators of television channels. And it is also the duty of all to raise the voices against these atrocities which takes place against women.

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