ROLE AND PORTRAYAL OF WOMEN IN INDIAN MASS MEDIA

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ABSTRACT

In India, Women and Younger girls are disproportionately tormented by inequality. They are often overlooked or invisible in the media, with very little content expressing their expertise and opinions, women have no representation in journalism and media leadership. Media is that the mirror of society and it's an immense power to influence the masses and communication which increased its importance. Nowadays media is wavering from its actual role and showing us information that degrades others which makes development of the society harder. In order to increase their TRP (Television Rating Point), they take their advantage to show and portray indecent content to the society like nudity, pornography etc. Media assume a crucial part in local area advancement. Women have been misrepresented in all forms of media especially in songs, they are portrayed as a sex worker and slave. This paper highlights the influence of media on the views of gender, misrepresentation of girls in mass media, how they're mistreated and represented inside the media world and see how far media positioned women, especially in their news frames. The foremost significant and longest movement continuing is movement for emancipation of girls. Despite the fact that the main objective for Women strengthening is to support the norm of lifetime of ladies yet it is additionally profound implications in friendly, monetary and political situation of body commonwealth. During this period, women include a large responsibility in changing the general public opinion and express themselves in mass media.

Keywords: Women, Media, Television, Movies, Songs, Empowerment, Misrepresentation.

INTRODUCTION

Although India has witnessed remarkable economic progress and rapid development in recent decades, gender equality continues to stay difficult. Women have been the most prominent subject on film and television, representing a vital audience as well as the marketers who fund this industry. It has been recognized that media can play a substantial role in promoting, establishing and disseminating information and are key players in the social and economic development of women. Media plays a very important role in perpetuating the social norms and behaviors that condone violence against women. The new era of gender equality focuses on the impact of assorted social movements on women, the nationwide recognition of journalists and influencers, and creating gender parity for not just men and girls, but all genders. The growing sex ratio in India illustrates the sexism and misogyny at the birth stage. The vast expression of the philosophy of current globalization has only been made possible by the global knowledge movement. It has been recognized that media can play a substantial role in promoting, establishing and disseminating information and also being the key players in the social and economic development of women.

Media plays a very important role in perpetuating the social norms and behaviors that condone violence against women. A scientific study defines that misrepresentation of women in the workplace knows that the gender imbalanced image of society could reinforce harmful gender stereotypes like misogyny and using them as sexists. Nowadays, Media has become a platform for objectification of women from hyper sexualized images of them to overt violence. Many international conferences and conventions have voiced and publicized the requirement public stereotypes through change within the media policy, they began to provide discriminatory stereotypes about women and portray them in sexist ways. In the early stages, media were managed exclusively by men. The images of women have become a subject of criticism in Feminist Media Studies since 1960s, when Betty Friedan in her book entitled The Feminine Mystique (1963), revealed and criticized the image of an ideal woman. The portrayal of women in Indian cinema has changed over time. For a long time, women have generally represented as decorative items in Indian cinema. Even though they play significant roles in films, they are more likely to be depicted as victims and sex workers which torment other women.

LITERATURE REVIEW

Women's participation, performance and portrayal in media are the three important dimensions of study for the researchers of contemporary time. Media could be a big part of people's everyday lives. It influences both how we see ourselves and therefore the world to some extent. The media are often both positive as well negative in terms of the position and views of women further as a powerful mechanism for education and socialization. Although the media has played a crucial role in highlighting women's issues, it also has negative impact, in terms of perpetrating violence against women through pornographic images of women and portraying them as sex symbols. There are many alternative forms of media, like television shows, movies, songs and advertisements which are placed in random places and therefore the internet. In these different sorts of media there are images and representation of men and girls in numerous ways and different characters.

Media includes a socio-cultural influence on society, of these influences on how we represent men and ladies, media is the most pervasive and one among the foremost worst influences nowadays. It identifies the hypothesis that ladies are negatively affected with the media's portrayal of ideal body types. Mass media should make deliberate attempts not only to project the problems of women in poverty, but also should monitor in such the simplest way that conflicting role models that are not derogatory references to their work. In order to improve the content coordinated efforts need to be increased interaction between NGOs and research organizations, institutes of mass communication should be developed. The media must project the working women in the unorganized sector as workers and not merely as performing the duties of wife or daughter and that they shouldn't expose women in an exceedingly wrong way. Mass media should show the efforts made for the social upliftment of ladies to guide their empowerment within the society. The presentation of girls as sexual objects and also the setting of standards of beauty that ladies are expected to reflect should be stopped and therefore the sexual exploitation of ladies within the media dates back to 19th century Paris, during which ballerinas were exposed to harassment and objectification.

All types of media communicate images of the Gender, which perpetuate unrealistic and stereotypical perceptions. There are three themes that explain how the media should represent gender. Firstly, women are underrepresented which falsely implies that men are the cultural standard and ladies are unimportant. Secondly, men and ladies are portrayed in stereotypical ways in which reflect and sustain socially endorsed views of gender. Thirdly, depictions of relationships between

men and girls emphasize traditional roles and normalize violence against women. The image of girls in mass media and women's participation within the production of messages disseminated by the mass media can't be studied in isolation from the broad socio economic, political, and cultural context at a selected point in time. This study aims to seek out the position and portrayal of girls in mass media and the way they're expressed to the society through media like television, advertisement and songs. This Indecent Representation of women was started from the Ancient Times, Books like Ponniyin Selvan, Yevanarani, Kadal Pura attracts and outlines the appearance of ladies, how they attract men sexually and how they should be treated.

To more readily comprehend social and ethnic elements in one's impression of magnificence and confidence, Frisby (2004) directed an investigation on African American ladies, with a motivation behind deciding "whether glorified pictures in publicizing denotes African American women to feel more appealing or uglier, and if race matters in the "impacts of admired pictures on African American ladies' view of body regard" (p. 323). A confounded viewpoint to this "meagre ideal" is remembered for Dittmar, Halliwell, and Stirling (2009's) concentrate on the effect that "dainty average models" have on ladies' self-perception (p. 43). There is a "augmenting whole [of] body sizes of average models and customary ladies' ', which can affect ladies' view of their own bodies comparable to models' bodies that are vastly different from their own (p. 45). Sharma K., Dr.Sanjeev, (2005), "Portrayal of ladies in Indian media-An instance of reflection for media organizers" Samaj Vigyan Shodh Patrica, Amroha, Vol.1, no.1 pp.32-36, condemns the ways how Indian media both print and electronic are depicting ladies in the period of globalization. The issues identifying with ladies are not examined in media; rather ladies are utilized as an item identifying with ladies are not talked about in media; rather ladies are utilized as a product and sex object. The reasoning was that ladies had been employed and, despite the fact that lone White ladies were recruited, there couldn't be sex separation present. The offended parties were then informed that on the off chance that they were charging race segregation and, for the reasons for endeavor, they ought to team up with an exceptional argument against the organization encompassing race separation, however this would invalidate the point (Crenshaw, 1989). Such a solidification would incorporate Black men, however that invalidated the point; the case was made to draw consideration and get equity for the mix of both race and sex separation, a blend that Kimberlé Crenshaw begat "intersectionality." According to Ross and Byerly (2008) generally media ads have situated ladies as aloof and accommodating. Simultaneously, Ross and Byerly (2008) express that this recommended

part for ladies in media is being changed right now, anyway certain constraints actually exist. Mogel (2010) addresses the issues of media generalizing corresponding to women. In particular, as per Mogel (2010) media generalizing sees the function of ladies as private items with accommodating characters. Biermann (2011) addresses the very issue and contends that the function of ladies in numerous pieces of the world is generalized by the media as housewives with the principle worries for housekeeping. These are the journals and books that I referred to do this research paper and I have collected sources from various databases on the internet

ROLE AND PORTRAYAL OF WOMEN IN INDIA

The growth of mass media within the recent years has made a large impact towards the looks of girls in societies. New communication technologies became prominent to people in many households. With this new communication technologies, the perception of men towards women gradually changes and therefore the result is that ladies are depicted brutally offensive in mass media, Social Media, Televisions and Songs.

In the year of 1990, the portrayal of women was blatantly stereotypical but that changed over time. It is the human culture that believes that men are the stronger human being while women are weak and will not achieve anything apart from pleasing the boys. When television was invented, media started starting off with television shows to entertain people back to comfort at their own homes, but nowadays women are represented as sex symbols. The foremost brutal misrepresentation of women is included in rap songs, the lyrics and also the direction of video songs depicts women as a sex object and show them as a slave for men who serves for them till their lifetime. Most of the Indian rappers use this tool for their publicity and to attract the viewers. Since the media is incredibly influential for a protracted time, it is important to look at how the media should represent everything to society. Women are portrayed by media in both virginal and sexual at the identical time so as to draw in the eye of viewers. These depictions of girls trying to be virginal are seen wearing a childlike or angelic outfit so as to define their virginal innocence. This might seem ironic as these same women who are being portrayed as virginal are being depicted in an exceedingly sexual and lustful manner. They have been treated unequally and very vulnerable in all aspects of life, since no women are portrayed as both innocent and sexual at the identical time, they'd either fail at being a sexual being by choosing the selection of being virginal or they might fail at being a virginal being by choosing to be sexual. Analyzing that the media is already a powerful tool in influencing society, the

employment of recent communication technology is often accustomed as an efficient tool to empower women. With the assistance of various styles of mass media campaigns, they may dig in to assist organizing campaigns to permit society to grasp their medium using traditional kinds of communication like story-telling, puppetry and several other mediums. With introductions of a more feminist oriented research so as to explore and also to theorized the ways of ladies have meddled so as to challenge the mainstream media representations of women; themselves by producing several differing types of recent media where the women's feminist values can change the central of which both the content of the media produced and also the assembly process has it, the feminist values. The ultimate outcome of a series of steps involving the participation of a variety of people, the role of women in shaping and determining news agendas become vital. Women breaking through the lead to succeed in senior leadership positions are rising at a slow pace. Many efforts are to be put during this direction. Technological evolution has got to play an awfully important role. There is no full freedom of the press until women have an equal voice within the news-gathering and news dissemination processes.

INDECENT REPRESENTATION OF WOMEN IN MEDIA:

The absence of gender sensitivity in the media is confirmed by the inability to wipe out the sexual orientation-based stereotyping that can be found in public and private neighbourhood, public and worldwide media associations. The proceeded with projection of negative and corrupting pictures of women in media interchanges must be transformed, they don't give a decent image of ladies' assorted lives and commitments to society in an evolving world. Women have been outlined in the most great and tasteful manner from one perspective and, on the other, they have moreover been overcomers of foul, disgusting and revolting portrayal. Women have essentially stayed inside their homes whereas men are going to work outside. The depiction of sexual orientation as an item within the media is all around reported. Papers, TV, films, magazines, hoardings and banners, link and television have developed quickly around the world and of all the well-known methods for broad communications, TV has the most effective mass intrigue and acknowledgment. With the increase of girls as shoppers of things, there has been an unpretentious change within the idea of promotions that are put out which claim women as buyers, as hostile demonstrating women to attract clients to the item. Women play a critical job in publicizing today both as purchaser and as influencers. The delineation of women in Indian publicizing has been a remarkable issue of dialogue now. The

specialists against the indecent representation of girls in promoting emphatically accept that the women's good and societal position is usually decided and supported the extent of introduction of her organic structure to general visibility of public.

The Indecent Representation of Women (Prohibition) Act was passed in the year 1986. Under this Act, Indecent Representation was characterized in section 2(c) as depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent or derogatory to women or is likely to deprave, corrupt or injure the public morality and morals. The Indecent Representation of Women (Prohibition) Act, 1986 accommodates the guideline of representation of women in the media. It precludes revolting portrayal of women through advertisements, books, compositions, and works of art, figures or in some other way. Section 4 prohibits the creation, sale, recruitment, distribution, course, sending by post any books, flyers, slide, film, composing, drawing, and so on. Section 292, 293 and 294 of the Indian Penal Code talks about the law on obscenity. Despite those, they are still representing women indecently especially in Movies, Songs and references of women which has the effect to denigrate women which is also derogative of women.

The Constitution of India ensures balance to ladies and provides exceptional provisions which engage the State to embrace proportions of positive discrimination for women for killing the socio economic, education and political weaknesses faced by them. Fundamental Rights, guarantee equality and fairness under the steady gaze of the law and equivalent assurance of law; restricts oppression any resident on grounds of religion, race, caste, rank, sex or spot of birth, and assurance uniformity of chance to all residents in issues identifying with business. Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution are of explicit significance right now. In April 2006, Madurai court gave non-bailable warrants in photos distributed by a Tamil paper against Reema Sen and Shilpa Shetty for presenting in a foul way. The examination asserted that, for a similar explanation, the two entertainers had neglected to agree with before summons, in this way giving the warrants. The candidate presented that in its issues of December 2005 and January 2006, the paper had distributed "exceptionally provocative blow-ups and medium blow-ups" and supposedly encroached the Obscene Representation of Women Prohibition Act 1986, Young Persons Harmful Publications Act 1956, and the Indian Penal Code Section 292. The offended party additionally requested seizure of the photos under the particulars of the Press and Registration of Book Act 1867.

ANALYSIS

(i) What is the role of the media in representing women?

(ii) How women are derogated in platforms like songs, music videos and advertisements?

Women are skinny and sexualized in all types of media. The number of women in the industry must improve, and the media must portray women as leaders and role models, rejecting prejudices. The participation of women in information and communication technologies and media networks, including electronic networks, was also highlighted as a means of strengthening the role of women in democratic processes. More women are involved in careers in the communications sector, but few have reached decision-making positions or sit on boards and bodies that influence media policy. The lack of gender sensitivity in the media is evidenced by the inability to eliminate gender stereotypes found in local, national and international public and private media organizations. A woman suffers enormous trauma from birth to death. Many girls are devastated before they even see the sun, many women are raped on the roads or at home, many women are beaten by their husbands and in-laws, many women have to drop out of school to help their parents to earn money. But the media does not focus on these issues. They are only busy publishing the gossip of the actors and actresses, the love stories between them. This negative attitude towards women in reality is extremely reflected in the way the media portray them in a similar way. Media representations of Indian women reveal that they are less accepted and respected as people and more viewed as objects. Many women are raped on the roads or at home, many women are beaten by their husbands and in-laws, many women have to drop out of school to help their parents earn money. They need a considerable influence on the formation of the identity of the young people, the choices of lifestyle and the construction of the knowledge which is manifested in the way in which the adolescents dress, express themselves, behave. However, thanks to the controversies surrounding sexism, racism, homophobia and materialism often seen in hip-hop music videos, educators rarely seem to discuss or review them in their classrooms. The messages in hip-hop music videos, in particular, reinforce gender roles and inequality, while also attempting to normalize unequal social attitudes under the guise of art. Gender experts also point out that perceived promiscuity is not a requirement for young women to be labelled "sluts." Sexually suggestive clothing or early sexual development might also be enough for women to be sexually stigmatized and rejected by their peers. It is claimed that the association between the label "slut" and female sex is entirely a myth. Supporting her

interviews with adult women described as promiscuous in adolescence, she says the term "slut" is often applied by women to other women whose bodies or behaviours deviate from group norms.

CONCLUSION

The major objectives of media must be to perform the programmes referring to improvement of women's status that they're absolved to assert themselves as mortals, co-equal socially, morally and politically with men. There should be a positive portrayal of ladies paying attention to their role altogether facets of life. Though women's role is increasing in all spheres in the country, the crime rates on women are also on increase. Various laws were imposed for the defense of ladies and to protect their rights in all told aspects of life. Thus it may be concluded that the overall effect of the portrayal of girls in media is to bolster instead of reduce prejudices and stereotypes. The mass media is to reinforce instead of reducing prejudices and stereotypes.

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