

Image of women in the media in context of India

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Abstract

The media, which was earlier merely a reporting device, is today a vibrant means of shaping, molding and influencing public opinion. Media's role towards women is becoming the growing concern of the feminist writers, basically regarding participation, performance and portrayal of women. By analyzing different research study we can states that magazines as well as newspapers have sections for females where the reared if left only with the option of reading some personal gynaecological problems of married women or personal love hick-ups of young girls. In Television also there are various serials where women are shown involved in conspiracy, premarital, extramarital affairs, wearing costly, heavy golden and diamond jewellery, little care about anything else than the individual matters, and at all not even a word about the outside world.

Keywords

Women, media, television, newspaper, journalism, communication, role, serials.

INTRODUCTION

Women in developed country enjoy their life with equal rights and freedom in their countries. But the women from developing and under developed countries have still fighting to get the equal rights and liberty. Communication is the powerful means of bringing about social changes. The revolution in the media of communication has helped to accelerate the pace of social change during these decades. Journalisms are one of the dynamic professions of communications. The ongoing communication revolution has opened up possibilities of accelerating development especially for the upliftment of women and children. But if it remains uncontrolled and unguided, this revolution will have adverse effect on the life of women. Every now and then, one comes across reports of one or the other group of women activists protesting against what they describe as wrong "exploitative" projection of women in media particularly in the electronic media. So it is important to keep a view on "Image of women in the media in context of India"

Women and media

The mass media is a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets.

Electronic media: The world of today is changing fast. India is no exception. India is wide diversity, offers a fascinating scope to study the host of changes, which developmental activities have brought about in its social and economic fabric. Doordarshan is the channel that brought television first in India, established in 1959 and a part of All India Radio until 1976, consists of one national network and seven regional networks.

India is unique in having numerous, 24x7 broadcasting channels in different languages. Nearly half of the 210 million households have TV sets, which reaches nearly 230 million individuals. In the 21st century the world is highly institutionalized to achieve welfare of mankind. Several countries all over the world are thriving hard

to deliver goods to their citizens. World bodies like UNO, WHO and several continental and sub-continental bodies are working for the cause faced by the world.

Image of women in television

Serial: Women portrayal in television is one of the disputable issues surrounding the media today. In earlier ages Women wearing expensive saris, decked from head to toe with gold, holding a thaali containing fruits and flowers and praying sincerely for the welfare of their husbands and his family. Even with some attempts to actually portray reality, Indian serials have not evolved beyond the monochromatic dimensions of a faithful wife and a scheming vamp. Daytime soap opera were popular during the 2000s with shows like Kumkum, Bhabhi, Chithi, Kolangal, and Metti Oli. During the 2010s as more women began working they fell out of favor of the general public. Soaps affect Indian society, with regards to national integration, identity, globalization, women, ethics and social issues in rural areas. Ekta Kapoor's tele serials gave Indian television a new genre of women characters and the success of these characters calls for questioning our changing idols. Popular serials with strong women related issues: - Uddan, Everest, Afsar betiya, Airlines, Tamanna etc.

Advertisements: Nowadays, advertisements are seen everywhere at any time. Most of advertisers seek to present a beautiful sexy woman in their commercials in order to market products and by doing so they consider her as just a sex object that can persuade the consumer by means of seduction to buy. Many companies have succeeded in increasing their revenues by using the sexual context which has enlarged their customer base and attracted a largest number of clients. Another inappropriate image the advertisement reflects is the perfect housewife whose tasks are raising children and taking care of her house and husband. Women are still stereotyped despite the continuing activism of the women's liberation movement is clearly demonstrated in the following study of a sample of early 1971 network TV ads. Focusing on the advertising viewed in millions of homes during prime-time, the authors conclude that women are most often seen as decorative (sex objects) or useful (housewives and mothers), but hardly ever as professionals or working wives. In the meantime, gender roles in Indian advertising continue to change. Taking celebrities as an example, Amitabh Bachchan is advertising for a brand of diamonds that across the world till this day is known as a woman's best friend. Bachchan's role is a kind of revolution, since even today, every other diamond advertisement on the small screen.

Films:- The Indian film industry is the largest in the world and it is estimated that around 1000 films produced every year in dozens of languages and an international viewership approximately about 3.9 billion, supposedly more than the viewership of Hollywood. Bollywood has often stared at a woman with contempt. Not only have the women been depicted in disparaging terms but the sobriquets used to define them 'Munni Badnaam, Sheela ki jawani, Chikni chameli, etc' are scurrilous. But also have numbers of movie that show not only strong women characters, but also how they break the stereotypical notion of feminism. There are many women centric film like raazi, naam sabhana, marry kom etc. ,where strong female characters shown in the film.

Print media: The industry associated with the printing and distribution of news through newspapers and magazines. Indian women as portrayed in the print media is not adequate and not without its set of cultural biases. And even after the strides that women journalists in India, have made, much remains to be achieved. It

is reassuring that it is not a depressing scenario any more. The cultural biases in media in general will take time to completely vanish. Indian women as portrayed in the print media is not adequate and not without its set of cultural biases. And even after the strides that women journalists in India, have made, much remains to be achieved. It is reassuring that it is not a depressing scenario any more. The cultural biases in media in general will take time to completely vanish. There were men and women journalists, with modern views “Gender does not make difference. Sometimes men are also not able to handle the situations like riots”. Women journalists are equally creative, talented and hardworking.

Image of women in newspaper and magazine:

News: - Many studies showed that newspaper project stories of atrocities on women like rape, etc. and never bother to project women achievers. The reasons she recounts are that. “There are so very few women actually committed to women’s issues. And then so little is written about them.

Advertisement: - Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. The Sex Roles study drew similarities and differences in the way women and men are portrayed in Indian magazine ads and the way they are portrayed in other countries. The similarities, according to the study, largely borne out by fact seem to be that (1) overall, men and women in Indian ads are also portrayed in stereotypical ways; (2) the stereotypes in India also seem to be changing and softening, albeit slowly; (3) as in the case of western ads, women and men appear for different types of products in Indian ads; and (4) role portrayals seem to be affected by the nature of the product in the case of women, as in other nations. Print media exclusively uses women as the main model.

Magazine: - As advertising vehicles, women’s magazines are among the most desirable of publications and are aimed at the sector of the population traditionally more responsible for purchases. The strength of these magazines rests principally on the crucial role of women in the consumption process. The front cover of a magazine is the vehicle by which the consumer distinguishes one magazine from another and serves to label not only the magazine but also the consumer who possesses it. The presence of an increasing number of women’s magazines, as well as advertising in these magazines portraying the different roles of women, clearly reveal the changing perception of women in today’s society.

Future Scope for Women in journalism profession Women are crucial part in this profession. There was a belief that male members would overpower this profession. But, with the passage of time, the thoughts of the people have changed and this profession gave space for women journalists. L. K. Advani, the Deputy Prime Minister, state in National Conference on Women and Media (2000) that women are coming into media and journalism in larger numbers. There is immense potential for the combination of media and voluntary sector as a force for bringing about the empowerment of women. He added that this would bring women’s power and media power together as a formidable weapon.

Conclusion

Media literacy is very important now a day. Media Literacy teaches people to analyse messages conveyed by the media, consider the commercial or political purpose of the image or message and who is responsible for it, and other ideas that it implies. It increases our ability to react to and appreciate (or not) media images and messages in a genuine and conscious way. It provides information and statistics on media and culture, and provides a set of tools for critical thinking that can be applied to any media product or setting. It is a movement in education and culture that is growing alongside the growth and expansion of the media, each day throughout the country and the world. The Study conducted by the Media Advocacy Group viz. "Violence against Women: Media Coverage and Representation". The Media Advocacy Group made the following recommendations on reporting violence against the women. (i)Media needs to take an extended, broader view of crimes against women. It has to be instrumental in conducting a social audit on factors responsible for increasing crimes, particularly against women and children, including indifferent investigative procedures, miscarriage of justice, and growing social impunity of the perpetrators of crime. (ii) It also has to be instrumental in creating an awareness among civil society of the causes and nature of the crime itself, and of the preventive measures. (iii) When treating these issues, media has to be extremely factual and empirical.

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