



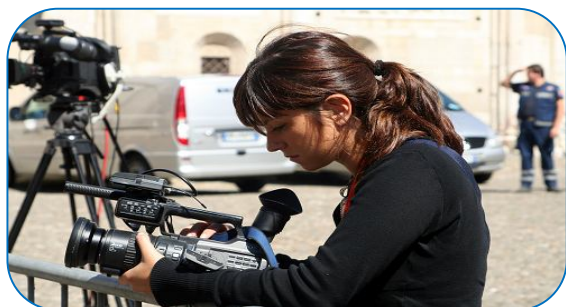
WOMEN IN MEDIA AND THEIR PORTRAYED

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ABSTRACT :

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 provide them conducive atmosphere where they can raise their voices against the inequalities and the gender-gap they are experiencing in male dominated or patriarchal societies. Improving the status of women, in every aspect, is regarded as the only way to eradicate gender gap and achieving a better quality of life for the women. Communication is considered as vital way and mass media play a significant role in shaping social values, attitudes, norms, perception and behaviour. 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 focuses all most all the problems of women. This can give a space for women to express about their rights, freedom and most importantly media can provide a democratic atmosphere 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. 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. 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.

KEYWORDS : performance and portrayal, mass society and mass culture, visual media, advertisement marketing.



INTRODUCTION

In the present chapter an attempt is made to know the attitude of the respondents regarding portraying the women in the media and advertisement market. The respondents were posed with certain questions based on the responses to those responses an attempt is made to understand the attitude and

orientation of the media personnel regarding all these issues.

In the first instance the respondents were posed with certain questions such as the method to educate them regarding the self respect that the women should maintain. The respondents responses are presented in the following table.

Table-1
Women Educate Themselves about Personal Dignity

Opinion	No. of the Respondents	Percentage
Agree	190	63.33
Disagree	81	27
Partially agree	29	9.66
Total	300	100.0

Source: Field Survey

In the recent days it is discussed that more particularly in the media and in advertisement marketing, women are portrayed in different manner. Here the respondents were asked to state their opinion regarding educating themselves to improvise their personal dignity and status in the society. The interpretation of the data indicates that nearly two third of the respondents that is 63 (63.33) percent of the respondents agree that women can improve her status and dignity by educating themselves. About 27 percent of the respondents do not agree with this.

About 10 (9.66) percent of the respondents partially agree this opinion. The interpretation of the data on women should educate themselves to maintain their status and dignity in the society indicates that the women should educate themselves to improvise their status and dignity in the society.

As it is mentioned in the earlier paragraph it is considered that the women are degraded in some of the advertisement. An attempt here is made to know the opinion of the respondents. The data so collected are presented in the following table.

Table-2
Few Advertisements are Degrading Women

Particulars	No. of the Respondents	Valid Percent
Agree	151	50.33
Disagree	37	12.33
Partially agree	112	37.33
Total	300	100.0

Source: Field Survey

The data on the above table indicates that, the respondents state that women are degenerated in few advertisements. A majority of the respondents that is 50 (50.33) percent of the respondents are of the opinion that only a few advertisements are exposing the women by degenerating. A small proportion of the respondents that is about 12 (12.33) percent of them disagree that only la few advertisements are degenerating the women. Nearly, 40 (37.33) percent of the respondents partially agree that the women are degenerating in few advertisements. It could be stated here that the women are degenerating in few advertisement. Otherwise, the women are being presented in good manner.

Table-3
Government in Efficient to Ban Nudity

Opinion	No. of the Respondents	Percentage
Agree	171	57
Disagree	26	8.66
Partially agree	103	34.33
Total	300	100.0

Source: Field Survey

In the respondents opinion the government is not initiating control on banning the nudity in the advertisements. The data indicates that a majority of the respondents that is 57 percent of the respondents indicate that they agree that the government is not initiating the ban on nudity of the women in the advertisements. More than one third of the respondents that is 34 (34.33) percent of the respondents partially agree that the government is not initiating the ban on nudity of the women in the advertisements. Only about 9 (8.66) of the respondents indicate that they disagree that the government is failed in banning the women nudity in the advertisements. It could be stated here that the governmental efforts are insufficient to control and ban the women nudity in the advertisements.

It is also observed that the societal efforts in this regard also are considered in sufficient. To test the present view the respondents were asked whether they agree whether the society is silent in this matter. The data so collected are presented in the following table.

Table-4
Society is Silent

Particulars	No. of the Respondents	Valid Percent
Agree	93	31
Disagree	51	17
Partially agree	156	52
Total	300	100.0

Source: Field Survey

The data on the whether the respondents agree with the view that society is silent in controlling or banning the nudity of the women in the advertisement field. The respondents were given with three options such as agree, do not agree and partially agree. The analysis of the data indicates that about 31 percent of the respondents agree with this, they are of the opinion that society is silent in this matter instead of taking necessary steps. A majority of the respondents that is 52 percent of the respondents partially agree that the society is silent in this matter. Only about 17 percent of the respondents disagree that society is silent in this matter. The analysis of the data indicates that the society is silent in taking any action against the nudity of the women in the advertisement field.

Further the researcher has also made efforts to know the activities and efforts of the women activists and social organizations in curbing the misuse of women in the advertising market. The respondents were asked the women activists and social organizations have not been successful in curbing the misuse of women in the advertising market. The data indicate that nearly half of the respondents that is 48percent of the respondents agree that the women organizations and other social organizations are not succeeded in curbing the misuse of women in the advertise market. About 22 (21.66) percent of the respondents partially agree that the women organizations and other social organizations are not successful in curbing the misuse of women in the advertising market. About 30 (30.33) percent of the respondents disagree that the women organizations and social organizations are failed in curbing the nudity of women in the advertising market. The analysis of the data on women organizations and other social organizations have not been successful in

curbing the misuse and abuse of women in the advertising market indicates that the women organizations, women activists, other such social organizations have not been successful in curbing the misuse of women in the advertising market.

It is generally accepted belief and fact that in any advertisements the sexuality and the physical beauty of women present in over exaggerated manner. In the present study an attempt is also made to know the respondents attitude towards the said view point the respondents were posed with the question to mention their response to the generally held assumption. The analysis of the data on presentation of women in the exaggerated manner in the advertisement indicates that about one third of the respondents that is 33.66 percent of the respondents agree that the beauty and sexuality of women is presented in a exaggerated manner. Nearly one fourth of the respondents that is 24 percent of the respondents partially agree that the sexuality and the beauty of the women is overemphasized in a exaggerated manner in the advertisement field. About 42 (42.33) percent of the respondents disagree that the women's beauty and sexuality is over emphasized and is exaggerated manner. The interpretation of the data indicates that in most of the advertisements the women's beauty and sexuality is overemphasized and presented in the exaggerated manner. At the same time the women in media profession consider that the women in the advertising media are used as decorative objects. At the same time the respondents considered that the products which use more of women as sex object in their advertisements will not have good products.

Further it is significant to note that the women journalists compare themselves with the top attractive women models in the advertising field. A majority of the respondents that is about 87 percent of the respondents agree for this.

Further it is significant to note that the women in media profession consider that the electronic media seems to exploit women and display them vulgarly than the print media. More than two thirds of the respondents that is 84 percent of the respondents agree this.

It is further significant to note that the corporate have always to fulfill the social responsibilities, when it comes to the marketing of the commodities of the products they never feel what will be the social impacts of their advertisements. All most all the respondents agree with this opinion.

Further, in the conclusion chapter efforts are made to conclude and find some solutions to the problem.

CONCLUSION

A majority of the respondents that is 50 percent of the respondents are of the opinion that only a few advertisements are exposing the women by degenerating. A small proportion of the respondents that is about 12 percent of them disagree that only a few advertisements are degenerating the women.

The data indicates that a majority of the respondents that is 57 percent of the respondents indicate that they agree that the government is not initiating the ban on nudity of the women in the advertisements.

More than one third of the respondents that is 34 percent of the respondents partially agree that the government is not initiating the ban on nudity of the women in the advertisements.

Further the researcher has also made efforts to know the activities and efforts of the women activists and social organizations in curbing the misuse of women in the advertising market. The respondents were asked the women activists and social organizations have not been successful in curbing the misuse of women in the advertising market. The data indicate that nearly half of the respondents that is 48 percent of the respondents agree that the women organizations and other social organizations are not succeeded in curbing the misuse of women in the advertise market. About 22 percent of the respondents partially agree that the women organizations and other social organizations are not successful in curbing the misuse of women in the advertising market. About 30 percent of the respondents disagree that the women organizations and social organizations are failed in curbing the nudity of women in the advertising market. The analysis of the data on women organizations and other social organizations have not been successful in curbing the misuse and abuse of women in the advertising market indicates that the women organizations,

women activists, other such social organizations have not been successful in curbing the misuse of women in the advertising market.

The analysis of the data on presentation of women in the exaggerated manner in the advertisement indicates that about one third of the respondents that is 33.66 percent of the respondents agree that the beauty and sexuality of women is presented in a exaggerated manner.

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