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Research paper

The Portrayal of Women In Electronic Media

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Abstract

We feel that women are free from the clutches of men and empowered completely but they are not completely empowered. In this male dominated society, the status of the women are still inferior to men. They try to stereotype the image of women. In the same manner women's images are projected and portrayed negatively in the media. Her real life experience is rarely portrayed in media but it is exaggerated in all the fields.

Key Words: *Women, Media, Advertisement, TV Serials*

1. Introduction

Justice G.N. Ray "There is no chance of the welfare of the world unless the condition of women is improved" There is a fact behind every successful man there is a woman. Women's support is necessary for men in each and every step of life. But in this male dominated society, women are not given required due respect. They are considered inferior to men in every field including electronic mass media. The creation of women by God itself is wonderful and physiologically attractive. So they are misused in many places as business products and the product of entertainment. Being weaker vessels, they are very badly exploited in media like film, Television, advertising etc. Women are portrayed as sexy products, models etc inmedia Earlier, they were used in media but the role of the women were very limited. As the time went by, the degree of using women for entertainment increased day by day. But in recent years, the exploitation and exaggeration is increased in leap and bounds

2. Women and Media:

Portrayal of women in cinema, Serials,TV, social media and advertising are increasing day by day in order to get popularity. According to a source, "women are considered as submissive, unthinking, and dependent creatures and their fundamental role is only reproduction. Her real life experiences and behaviours and attitude are very rarely shown on screen. She is shown in fantasy roles more than her real life". In spite of the diversity in the political, economic and cultural systems in Asia, the Asian media's stereotype. Tiongson (1999) said, women have been "characteristically consistent" across the region. He asserted that women are portrayed as "victims, subservient, dependent, nurturing, selfless, sacrificing mother and wife, heterosexual, sex object, prostitute, mistress."

There was a report released by the Council of Television in 2013, that when a teen girl is involved in Television productions, she is more likely to be exploited. They also state that more than 43% teen girls are used for sexual jokes and innuendoes, 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"

2.1 Review of Related Literature:

Jha, Rama, (1992). Women and the Indian Print media, New Delhi, Northern Book centre. She, in his work, elaborates on how women are portrayed in media.

The problems women ace in the profession of journalism is exclusively highlighted in her wok. The way male journalists belittle the problemsfaced by women journalists is portrayed in a vivid manner. The way male journalist hoard the limelight does not allow the women journalists to concentrate on relevant women centric issues and they are driven to focus on petty and sensational page 3 news. There is a determined focus on the social and family issues faced by women in Indian society, mainly, rape – irrespective of age, burning of women, physical harassment of women in family, witch burning in rural areas, illiteracy, portrayal of women in print media etc. However such problems are not focused on in media due to the indifference of the male journalist. Therefore Jha concludes that to portray women in the correct sense, valid and realistic problems faced by women, should be addressed in media. This in a way will wash away all the incorrect images of women so far imposed on the society through the various media.

So, the writer suggests that Indian women need to be really worried about and concentrate on the major issues pertaining to focus of women in various scenarios like culture, society, economic and political about their main problems related to politics or culture or society or even economy because wrong pictures of women can be portrayed by their male counterparts to the world.

3. Exploitation of Women in Mass Media:

"Research suggests that exposure to gender role stereotypes in advertising often influences gender stereotyped attitudes" (Singorielli, 1989). "Countless ads have portrayed women as passive, deferential, unintelligent, shy, dreamy, gentle, likely to be

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manipulated, helpless, and with body language depicting psychological withdrawal, submissiveness and supplication" (Browne, 1998). "Men, on the other hand, have been portrayed as constructive, powerful, autonomous, achieving, and their body language denoted power, control and dominance" (Browne, 1998).

Women are exploited in medias for commercialization and the portrayal of the image of women has gone beyond imagination. Recently a Malayalam movie "ORU ADAAR LOVE" was about to release on March 1, 2018. The 18 year old PriyaPrakaashVarrier, heroine of the movie, was instructed by her director OMAR LALAU to convey the message of love to the hero by the wink of eyes in order to attract the young minds in the song "MANIKYA MALARAYA POOVI".This song became viral in social medias and some muslims filed a case against it stating that it was hurting the sentiments of the entire muslim community.

Another incident which became a serious issue was sexual harassment of Telugu film actress Sri Reddy. On April 7, 2018, she protested for the mis behavior her associate before the officeof film industry. She raised her voice against the government of Telengana and MAA. So they denied her membership.. Finally, when she protested continuously, they promised that they would take action.

4. Advertisements:

Projecting degrading image of women in the advertisements have become verypopular and a regularpractice in advertisements. Womens' physical appearance is partly or fully exhibited to market the products. Even for marketing male under garments, women are used. Few years ago, in an advertisement of men's wear a woman wearing the clothing line's underwear partly exhibiting her body.. On February 3, 2012 it became an issue. A social activist NirmalaKotravai protested against the advertisement and asked the concerned company to stop advertising such non sense which will hurt the feelings of women. They approached the company and insisted them to stop advertising the products by misusing women.

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4.1 Films:

Recently there was some controversy in the movie Padmavathi.The film tells the story of 14th Century Muslim emperor **AlauddinKhilji**'s attack on a kingdom after he was attracted by the beauty of its queen, Padmavati, who belonged to the Hindu Rajput caste. Hindu groups and a Rajput caste organization allege that **the movie includes an intimate scene in which the Muslim king dreams of becoming intimate with the Hindu queen**. People protested over the film in different parts of the country since January 2017, a Rajput caste group members of the KarniSena, a Rajput caste group, slapped MrBhansali. The movie's date of release was 1st December. So the protests got intensified in November. Rajput community members became furious. Chief Minister of Rajasthan asked the concern people not to release the film until "necessary changes are made so that sentiments of any community are not hurt".

On 14th March 2018, An Assistant Professor of a private Arts & Science College was seeking sexual favours from the students for higher officials. Despite the students repeatedly rejecting the offer, the professor threatens them of dire consequences if the conversation were come out. The issue came to light after the conversation between the professor and the girl students were leaked on Sunday. Following protests by the parents and students outside the college premises, Pandiarajan, Principal of the college filed a complaint, with the Arupukottai police against P.Nirmala Devi, faculty member of Mathematics department. Minister for fisheries, D.Jayakumar, expressed shock at the incident and said firm action will be taken against the professor and finally on 16th March, 2018 she was arrested and taken into custody for further investigation.

5. Conclusion:

Women are only considered as marketing products. Men need the help of women everywhere including cooking, washing, cleaning the house and washing utensils. Apart from that to fulfil his physical desires, child birth, taking care of the family and children. Without women, his life won't be a success. Women should be respected everywhere. Instead of considering her as a marketing product, and exploiting her, she should be respected equal to men. There should be a total emancipation for women in this male dominated society.

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