

## **The role of television media in representing women: an review**

**A. DEIVASREE ANBU\***

*Assistant Professor and Head, Department of Visual Communication, DRBCCC Hindu College,  
Pattabiram, Chennai.*

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**S. Makesh\*\***

*Assistant Professor, Department of Visual Communication, DRBCCC Hindu College,  
Pattabiram, Chennai.*

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### **ABSTRACT**

Media is considered as the fourth pillar of democracy and it is regarded as the mirror of the society because of its accountability towards the society. In this modern world, media is playing a major part and also a multiple role in the present scenario. Over the last few decades there was a drastic change in the life style of men and women. Globalization is also a particular reason for the change. Media has changed the existence of the people around the world. It is said that Men and women share equal places but it is not true. Men are found to be the dominating factor. They become the deciding authority in every aspect. It has indisputably spread its arms. There were times when the identity of a woman was confined to internal responsibilities, but in the recent years women have stepped out in order to establish their presence in each and every field. Women with their innovative ideas, filled confidence and sheer hard work, women journalists in media have given new dimensions to the media coverage and presentation. Both print and electronic media have made an impact on our lives.

**Key words:** Media, Television, Women and media, Violence.

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### **INTRODUCTION**

The growth of television in the last few decades has been tremendously increased in the developing countries. In the ancient era women were said to be home makers. They were brought up in such a way they don't know what happens outside. In today's world women play a vital role? Yes women in today's world play a vital role. They shine in each and every field. They are equal to men particularly in the field of Media. Men spend maximum time outside whereas women are confined to the household (Jyotin 2002). When we speak of the image a society projects of its women, we have in mind its ideal of woman hood or its popular stereotypes or the position of women of the institution, of the role or position of women or the vision of poets, artists and prophets relating to women (Shrivastva1992). The change can be witnessed with watching women presenting news shows in the leading news channels. They have proved their determination with zealous and meticulous personality. The mandate of women journalists is increasing in the industry. Women are very strong and stable support of fast and ever fluctuating media today. Their manifestation is making a variance with becoming an intimate part of the organization. The hasty growth of the tenure and the thought of present form of globalization have been made feasible only through the information mutiny throughout the world. It has been widely recognized that media can play a substantial role in promoting and disseminating

information and are key players in the social and economic development of women. This paper is an attempt to study the role of women in media. For making the research paper more thoughtful, the researcher has tried to combine all most all the gorgeous contents in it. In order to make the study more strong and accurate, the researchers might pick any one or two media to endorse the complete study. This study deals with the representation of women in television media.

### **ROLE OF WOMEN IN MEDIA**

In media the role played by women is stereotype. The Indecent Representation of Women (Prohibition) Act, 1986 is been activated in order to regulate the representation of women in media. According to this act the representation of women on advertisements, books, writings, paintings, and figures are prohibited. According to section 4 production, sale, hire, distribution, circulation, pamphlets, slide, film, writing, drawing, painting which has an indecent representation of women is prohibited. Yet advertisements showing women in an indecent way are aired day in and day out and hardly any action is taken. The National Commission of Women (NCW) has suggested modifications in the Act and elaborates upon ways to strengthen it and make it workable so that the objectives can be achieved. Media is considered as the fourth estate so that it should be very protective and should act as the watchdog. This way of representation of women should be transformed and they should be given equivalent importance. The media should not give stereotypical roles to women. They are equally talented and they are stronger than men. Julia t wood in one of her article gendered media the influence of media on views of gender describe, how media represents the gender in three aspects.

- ✎ Women are underrepresented
- ✎ Men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender.
- ✎ Depictions of relationships between men and women emphasize traditional roles and normalize violence against women.

In the present world there is no house without television set. Television is a powerful media which gives the day to day happenings in the form of news to the public. In television we come across news serials advertisement reality shows debate shows etc. We see how women are portrayed. Women face many difficulties in media. The projection of women in media is not too pleasing while compared to men. Women are focused as glamour icons and sexiest models around the world. Women are represented as home makers who do all the house old works and the men as office going. This creates a negative image on television viewers.

### **WOMEN REPRESENTATION IN TELEVISION**

Television is wide better-known to represent and reinforce the thought ideology of up to date western culture: social system. Whereas in IndiaTV representations of women have been modified greatly within the last twenty years, so as to billet the active role of Women in society, one is crystal rectifier to rise what quantity the ideology has modified behind the additional fashionable representations of Women. TV is regarded by several viewers to be the foremost 'real' type of media. Television has become each a boon and a tormentor of our up to date society. Its impact is rutted by the other type of recreation. TV plays on the science of the viewers and virtually hypnotizes them. Social learning theory claims that audio visual media provides powerful pictures which will be important sources of each fascinating furthermore as undesirable models for imitation. Once women's pictures exhibit traits of strength like

courageousness, determination, intelligence, self-esteem and honesty, the viewer's perceptions may be exploited for positive results. However the varied serials shown in television have done nothing important to enhance Indian women's image. Infact, she is pictured either as a Sati-Savitri, wholly subordinated to her husband, although he has all the virtues in him or as women of straightforward virtues. Women are shown as a usually troubled category, thrown out of their own homes if not willing to succumb to the dictates of their husband and shortly. Although the husband ill-treats her and sends her out, towards the top of the serial, she's going to prostrate before him, mendicantly seeking his pardon. Negative stereotypes are known the foremost vital quality of women is physical beauty. Women's place is within the house, their energies and intellect should be directed to finding the correct man and in -keeping him. According to the social expectation theory of mass media what's usually bestowed on the media is perceived by the customers of customers of media messages as -social prescriptions of the society.

Television pictures on Women's in advertisements highlight stunning bodies and faces, sensible garments, structure and accessories, economical housewives, fond daughters-in-law, caring mothers, healthy, happy Women able to attend to the errands of their spouses and kids. Fifty years past, Women's were basically -Good wives and mothers and that they were pictured so. However these days once real women have undertaken critical changes, the media refuse to abandon their blinkered views regarding women. Even now, the bride prostrates before the bride groom in the least occasions to urge his blessing or to show in white frock or maybe in white churidar to symbolize her widowhood. Instead of bringing in social revolution, the TV is insulating material behind fifty years even in portraying the present or changed social structure.

## CONCLUSION

The worse a part of the complete period is that there's no disgust, no modification to biased projections and no regrets from any a part of the society. We've got somehow taken the complete gamut of dialogues, stories and picturization of women as method of our life or as if of no consequences. It's never been accomplished that if womanhood is come back once the approaching generation of the current youngsters can have fully no respect for his or her sisters, wives and mothers. Thus the foremost objectives of media should be to perform the programmes about improvement of women's standing that they're liberated to assert themselves as groups of people, co-equal socially, virtuously and politically with men. There ought to be positive portrayal of women being attentive of their role all told aspects of life. Thus it may be over that overall result of the portrayal of women in media is to strengthen instead of scale back prejudices and stereo varieties. The mass media is to strengthen instead of scale back prejudices and stereo varieties. The mass media in Republic of India has not created adequate efforts to debate serious problems regarding women and prepare the ladies to play their rightful and equal role in society. To vary this condition, it's necessary to watch the media and denote drawbacks unendingly. It is an undeniable element that the Indian society typically considers women as weak and as a liability. As result, a girl undergoes tremendous traumas from birth to death. This negative perspective towards women in world is extremely a lot of mirrored in approach media represents them also. Media representations of Indian women reveal that they're less accepted and revered as persons and a lot of looked upon as objects. Media hardly challenges the gender attitudes promoted and perpetuated by the society.

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