



WOMEN IN FILMS AND TELEVISIONS

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ABSTRACT:

Mass Communication media in India, like every modern and advanced country, comprises of the radio, the film, the television, the press, publications and advertising besides traditional media. The magic persuasiveness of its visual presentation and its admitted superiority over other media for propagation of social and economic objectives have together placed the television in India with great priority. Besides the Prasar Bharti owned Doordarshan, now we have around more than one hundred T.V. Channels which provide news, music, films, serials, sports, religious preaching, education and so on.

Information revolution, in its truest technical terms in India, is the latest phenomenon. During the phases of economic liberalization in last one and half decade, the overall scenario of media in India has changed tremendously. The depiction of Women in Indian media, be it films, television serials, news, media, visual advertisement, or modernized traditional media, is indeed an area of great concern for people having interest in social science research and studies. Some studies found have that social issues related to women (equality of status and opportunity) got less than nine percent while sensational stories relating to women which were invariably crime stories got between 52 and 63 percent of items in newspapers (Nitin Jugran Bahuguna, 1997).

KEY WORDS: television serials, social issues, Women real life,

INTRODUCTION:

WOMEN IN FILMS

Films are the most complex way of communicating which may include all aids like visual, sound and drama it has an advantage over the print media and impressive impact well on illiterate audience, the movies are made on different spheres like family social drama, romance, religious stories and affairs of family and society. It's the most influencing medium with whom the audience often gets carried away and any immoral interpretation can have unethical impact on the society. The fact cannot be denied that film has bought the change in perception of

society to some extent but still there is a dearth of awareness in society regarding the real status of women. There has been a shift in depicting women in film story from dancing around tress, making love with men, taking care of everyone in the house, and bounded to behave like an ideal daughter, wife and daughter-in-law. Over 75 years a change has emerged in feminists across the respective time “a new wave” in the cinema has leashed Rao (1989). In the last decades many women role oriented films have come in which women are shown breaking the barriers of stereotypical role such as in “Mardani”, “Lajja”. Many real life crimes against women are also depicted through movie such as “No one killed Jessica”.

The films like „Mary Kom” depicts the success story of women. But these kind of movies are so meager that they can be counted on finger and they do not come in the list of crossing 100 crores like a commercial film showing women in songs, dance, in a situation of asking for help and men fighting to protect women. This shows the stereotypical mindset of the audience where they enjoy men and women in their traditionally defined roles. Women are hardly shown as a working unless compelled by the circumstances. She sits at home or show doing shopping even though she is highly educated. Even if shown working then the areas get specified like teachers, lawyers and receptionist. Working women often shown encountering sexual harassment and reinforces masculinity by media (Gallagher1992).

Modern women shown in films is a complete transform of patriarchal tradition women who is well educated beautiful independent but still needs a hero to save her to save her from petty thieves. New cinema and the portrayal of women may lead to myth in society (Laxmi1986). It is a prejudice mind-set that women directors must create a film related to some feminine problems (Gupta 1994). In a study conducted on 'reading habits and perception of portrayal of women' by Nidhi Mittal (1999) where she found out that the respondents themselves felt that there is a need to change women's portrayal in magazines as they were shown more in subdued roles.

WOMEN IN TELEVISION

In the era of cable and satellite television has become the part of everyday's life in almost every level of socioeconomic strata. It is one of the vast and widely accepted media in the developing world. The development of satellite television in 1991 revolutionized the content and context of television. There are a number of channels with specific content of programmes like cartoon channels for kids, health channels, devotional channels and channels especially for daily soaps (Zee TV, Colors, Star Plus.). These channels showing daily soaps basically targeted the housewives sitting at home in the afternoon. Women watch more daily soaps than man (Jyotin, 2002). But the popularity of these daily soaps is not limited only to this category of women; many working women and male also watch these serials regularly. The striking features of these serials is that it portrays women either as vamps planning some conspiracy or an ideal women who keep herself busy in performing household chores, whose main aim is to make everyone happy over sacrificing herself. But it has no relationship with reality. Though in few serials like “Balika Vadhu”, “Punarvivah”, “Diya and Baati” has came up to raise the bold tabooed issues related to women such as child marriage, widow remarriage

and women education. But being based on these themes ultimately, they portray the submissive and sacrificing image of women simultaneously. It is also been shown in these serials that when women possess the power or excel in professions, the ego of males get hurt and gets webbed into all sorts of insecurities and inferiorities. (Karthika, 2005).

These serials exaggerate a selection of real life circumstances and assumptions. These types of programme create a world which seems very real and viewers are unable to differentiate between the contrived world and the real one. Television serials have a definite impact on thought pattern of society (Desai, 1996). Women have been portrayed as men would like to see them- beautiful creatures, submissive mothers of their children, efficient house keepers, but nothing else. Impact of television is more on the young children and adolescents. It may have an adverse impact on the attitude and behavior of adolescents. The present scenario demands of taking initiative on the part of women in making sure of presenting positive ideals of both men and women in the society by altering portrayal of damaging stereotypes (Gahulant, 2002).

CONCLUSION:

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