

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

Executive Editor
Ashok Yakkaldevi

Editor-in-Chief
H.N.Jagtap

Welcome to ISRJ

RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Kamani Perera
Regional Center For Strategic Studies, Sri Lanka

Janaki Sinnasamy
Librarian, University of Malaya

Romona Mihaila
Spiru Haret University, Romania

Delia Serbescu
Spiru Haret University, Bucharest, Romania

Anurag Misra
DBS College, Kanpur

Titus PopPhD, Partium Christian
University, Oradea, Romania

Mohammad Hailat
Dept. of Mathematical Sciences,
University of South Carolina Aiken

Abdullah Sabbagh
Engineering Studies, Sydney

Ecaterina Patrascu
Spiru Haret University, Bucharest

Loredana Bosca
Spiru Haret University, Romania

Fabricio Moraes de Almeida
Federal University of Rondonia, Brazil

George - Calin SERITAN
Faculty of Philosophy and Socio-Political
Sciences Al. I. Cuza University, Iasi

Hasan Baktrir
English Language and Literature
Department, Kayseri

Ghayoor Abbas Chotana
Dept of Chemistry, Lahore University of
Management Sciences[PK]

Anna Maria Constantinovici
AL. I. Cuza University, Romania

Ilie Pinteau,
Spiru Haret University, Romania

Xiaohua Yang
PhD, USA

.....More

Editorial Board

Pratap Vyamktrao Naikwade
ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

R. R. Patil
Head Geology Department Solapur
University, Solapur

Rama Bhosale
Prin. and Jt. Director Higher Education,
Panvel

Salve R. N.
Department of Sociology, Shivaji
University, Kolhapur

Govind P. Shinde
Bharati Vidyapeeth School of Distance
Education Center, Navi Mumbai

Chakane Sanjay Dnyaneshwar
Arts, Science & Commerce College,
Indapur, Pune

Awadhesh Kumar Shirotriya
Secretary, Play India Play, Meerut (U.P.)

Iresh Swami
Ex - VC. Solapur University, Solapur

N.S. Dhaygude
Ex. Prin. Dayanand College, Solapur

Narendra Kadu
Jt. Director Higher Education, Pune

K. M. Bhandarkar
Praful Patel College of Education, Gondia

Sonal Singh
Vikram University, Ujjain

G. P. Patankar
S. D. M. Degree College, Honavar, Karnataka

Maj. S. Bakhtiar Choudhary
Director, Hyderabad AP India.

S. Parvathi Devi
Ph.D.-University of Allahabad

Sonal Singh,
Vikram University, Ujjain

Rajendra Shendge
Director, B.C.U.D. Solapur University,
Solapur

R. R. Yallickar
Director Management Institute, Solapur

Umesh Rajderkar
Head Humanities & Social Science
YCMOU, Nashik

S. R. Pandya
Head Education Dept. Mumbai University,
Mumbai

Alka Darshan Shrivastava
Shaskiya Snatkottar Mahavidyalaya, Dhar

Rahul Shriram Sudke
Devi Ahilya Vishwavidyalaya, Indore

S. KANNAN
Annamalai University, TN

Satish Kumar Kalhotra
Maulana Azad National Urdu University

CAREER PATTERNS AND FAMILY LIFE OF MEDIA WOMEN



Basawaraj. Doddamani¹ and S.L. Hiremath²

INTRODUCTION

The depiction of women in Indian media is simply shoddy and at times vulgar. Commodification of women as a sex object has been relentlessly portrayed in audio-visual media. The overtones of sexual equation are much more explicit these days in our media. The orthodox presentations and the conventional inhibitions seem to overpower the orientations of media planners. The women in Indian media are depicted generally as scrupulous, religiously intolerant, craving only for their own family, politically naïve, socially inevitable and culturally ultra-modern. Some criticism of advertising using women as sex objects can be seen in letters to the editor and very mild criticism of the cheapness and vulgarity in the display of women in advertising can be found in our literature on media. Often the criticism of the advertising stems out of big business game, believing the advertisements, rising prices and creation of artificial needs (Kumar, 1981).

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.

KEYWORDS : Career Patterns , Family Life Of Media Women, Mass Communication media .

Short Profile

Basawaraj. Doddamani is a Research Scholar at Department of Womens Studeis in Gulbarga Unviersity, Gulbarga.

The T.V. Channels have plenty of young, good looking, smart women (most of the times girls in their teens) either as news presenters or as reporters. These channels keep on changing their presenters in pursuit of fresh faces. And one may very easily assume that these girls have been employed mainly because of their face value.

Because so many times the home work, the pronunciation, the background knowledge, the language and the overall presentation gets shoddy. Nonetheless, T.V. new channels appear to be a female-friendly medium. But unfortunately there also serious debates and discussions on real issues facing the women in India are completely missing.

NEED OF THE STUDY

Media is the buzz word of the era of globalization. In fact, the rapid expansion of term and the concept of present form of

¹Research Scholar Dept of Women's Study Gulbarga University Gulbarga.

²Prof. & Chairman Dept of Sociology Gulbarga University Gulbarga.

globalization has been made possible only through the information revolution 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. Therefore, media largely reflects the life styles, socialization patterns, participation levels, cultural boundaries, political maneuverings, religious manifestations, educational standards, social hierarchy, and of course, society images of any given group. Globalization is a multi-faceted, multi-disciplinary topic in its broadest reaches. It includes not only economic topics, but also political, social cultural and ideological ones. Political scientist, James Rosenau defines it as a label that is presently in vogue to account for peoples, activities, norms ideas, goods, services, and currencies that are decreasingly confined to a particular geographic space and its local and established practices" (Rosenau, 2005).

Serials are depicting women and young females involved in conspiracy, premarital, extra-marital, post material illicit affairs, wearing costly, heavy golden, and diamond jewellery, perpetuating their religious fundamentalism, spending time in family feuds, suicidal love affairs, mega parties, palatial houses, luxury cars, sleek mobiles, elegant, make ups, little care about anything else than the individual matters, and at all not even a word about the outside world.

REVIEW OF LITERATURE

Feminine role portrayals: As a result of changing social norms and economic imperatives many women are now participating in the paid workforce. This section discusses how women of developed and development world. Juggle their dual roles of employee and career. It canvasses changes in government policies and workplace practices that support women's working lives and examines the impact of women's family responsibilities on their social and economic status.

Over recent decades there has been an enormous increase in the number of women entering the labour market. However, it appears that society still views women as the primary careers of children and other family members and, as a result, many women are now faced with juggling the role of mother, partner and daughter as well as employee. In this section we examine, briefly, the trends in the participation of women in the paid workforce; some of the reasons for these trends; and, most importantly, the issues that arise for women as they try to balance their paid and unpaid work commitments.

Visual portrayals of femininity in public media have become a focal point of the exploration of the rise of feminist movements and feminist social consciousness. Lundstrom and Sciglimpaglia (1977) find that female consumers believe there is a close relationship between sex appeal and feminine roles, both visually and verbally, and have negative reactions to advertising in which females are shown as being attached to males, believing that female social status has not been respected in such depictions, and too much materialization, sexualization, and self objectification have been portrayed (Zurbruggen et al., 2007). Within the context of active feminist movements and the rise of social consciousness already mentioned, Sharits and Lammers (1983) suggest that the depiction of female roles should be more positive, especially in terms of portraying women as mature, attractive, humorous, and modern.

This can provide guidance in helping women to understand their inner strength, to achieve emotional balance while enriching sensitivity to others, and to learn how to better interact with people and society (Rayburn and Richmond, 1998). In a comparative study on television commercials of Australia, Mexico, and the United States, Gilly (1988) finds that cultural differences clearly influence the depictions of feminine roles. It was surprising that while

Australian commercials demonstrated considerable expressions of egalitarianism and Mexican commercials portrayed new women leaving behind traditions, United States commercials showed the fewest indicators of the modernizing of feminine roles in spite of being the country with the most obvious feminist movements. Because the overt modification of femininity in cultural consciousness has increased the awareness of strength in women's roles and, therefore, increased the influential power of symbols of femininity, advertisers believe that feminine role depictions can become even more professional, can display higher career standing, and can portray greater authority in representing merchandise reputations to which they are matched. In short, this means that women are no longer simply decorations or auxiliary role players in the advertising context. Ferguson et al. (1990) offer a similar conclusion – women have a modern, strong, attractive quality that replaces the more situational roles of past entertainment. This indicates the raising of the social status of females in some countries.

However, it is interesting to note that a significant portion of the consumer base still responds best to advertising images of traditional feminine roles (Rummel et al., 1990). As the economic possibilities of Asia have drawn the attention of the world, Western marketers now expend considerable resources considering how to use gender appeal in the Asian consumer market. Throughout China's history, the social status of women has been lower than, and subservient to, men; parents are thought to be good parents when they ceaselessly teach traditional feminine virtues to daughters from childhood. After marriage, the husband is the authority in all matters, and in widowhood, the eldest son replaces the husband's position of authority. Under this system of conservative thought, traditional Chinese women do not have autonomy; they must merely carry out the responsibilities of producing children and providing domestic comforts. Confucian thought

is deeply rooted in many families, which provides specific virtues the women should live by in playing their roles. Females, as daughters, then as wives and possibly as widows, should follow the Confucian virtues of propriety, understanding, gentleness, mildness, and placidness. In this traditional vein, parents would preach to daughters who did not follow traditional feminine virtues about the damaging consequences their impropriety has on social order, family honor, and family harmony.

This historical low social status of Taiwanese women has fed a belief that females really are unequal physically, mentally, socially, and spiritually and that this lack of talent is actually natural and good for women. It was not until the rapid growth of Taiwan's economy brought about a heightened need to compete with other countries of the world that women began to show an increase in education level, income, participation in leisure and entertainment, and societal understanding. This in turn has led women to a more in-depth understanding of broader feminist issues such as autonomy and self-actualization. With clear Western influences, Taiwan's feminist consciousness

has been awakened and shaped by many foreign symbols in media such as movies, magazines, television, and various kinds of advertisements.

Swinth (2002) describes cross-cultural studies that indicate that the symbols and images used in advertising can create new imagery of what it looks like to be a woman, and many women seek to imitate this imagery. McCracken (1986) argues that even though consumers only tend to glance at magazine and television advertisement media, such glances often lead to peer discussions that encourage the absorption of the media imagery. The process of many women gradually adopting new visual representations of femininity portrayed in various media is called the Cinderella Factor. Kang (1997) points out that the formation of contemporary

concepts of female sex appeal is due to the specific interconnected relationship between the consumer and the symbols in media imagery.

Physical attractiveness and endorsement of women: Advertisements provide significant examples in history of social development and may represent the vanguard of cultural change. Symbolic meanings of various events, issues, fads, and fluctuations in meaning convey subtle signals, influence certain values and standards, and may even direct attitude change (Sinclair, 1987). Kang (1997) states that the visual transmission of symbolic meaning has a significant influence on the attitudes, beliefs, and social awareness of the public; consumers come to view various product imagery as natural extensions of certain looks, attitudes, or social positions. Bovee and Arens (1986) show that consumers are only in the habit of stopping to read or view an advertisement if it is something they are already interested in.

According to observations of market managers and advertisers, prevalent usage of sex appeal can enhance advertising efficacy, thus reinforcing the importance of physical attractiveness in advertising, along with conveying the ideals of social competence, intellectual competence, concern for consumers' well-being, and integrity (Till and Busler, 2000). Endorsements by physically attractive models can produce almost all-encompassing responses; once in the hearts of consumers, the mode are appreciated, respected, and clearly influential (Lin, 1998). Physical attractiveness is therefore a key in the process of communicating and convincing, offering a consistent contribution to different kinds of marketing strategies.

Yet, for all its importance, it must be understood that the concept of beauty starts with cultures, nations, societies, and individuals. Generally, public media can influence the overall conception of beauty. Advertisers often begin with models, endorsers, actresses, or singers who are already famous, well liked, and thought to be attractive. Attraction to the beauty of the

endorser creates a response ranging from simple appreciation of beauty to purchasing and consumption to emulation of trends created by the advertising (Englis et al., 1994). In media, beautiful endorsers tend to be automatically well liked; advertisers spend a lot of effort matching idealized parts of the endorser's body to series of products and services, such as apparel, cosmetics, and hair accessories, often utilizing body-shaping imagery intended to evince complete attraction.

Over recent decades there has been an enormous increase in the number of women entering the labour market. However, it appears that society still views women as the primary carers of children and other family members and, as a result, many women are now faced with juggling the role of mother, partner and daughter as well as employee. In this paper the researchers examine, briefly, the trends in the participation of women in the paid workforce; some of the reasons for these trends; and, most importantly, the issues that arise for women as they try to balance their paid and unpaid work commitments.

Reasons for changes in participation: A complex range of economic and social factors has driven the changes in women's participation in the paid workforce and help to explain the features of their involvement in paid work. Among the economic factors that have been identified in the now extensive literature on the topic of changing participation rates of women are the need to supplement family income and changes in the employment and wage-earning opportunities available to women.

It is particularly important to note that women with family responsibilities participate in the paid workforce primarily for financial reasons (Jenkins, 1992, Bhavnini, 1994, Rohan, 1997). Indeed, Gregory and Hunter (1995) argue that many mothers in fact need to work in the paid workforce to prevent their families from falling into poverty. This is especially the case for

the growing number of single mothers, amongst whom the incidence of poverty is high (Duncan and Edwards, 1997). The falling real value of men's wages since the 1970's (McGurie, 1994) has also meant that returning to work has become an economic imperative for an increasing number of married women.

Changes in the wage and employment opportunities available to women have also allowed encouraged more women to participate in the paid workforce. Legislative initiatives relating to equal pay for women, the growth in the sectors of the economy where many women find work, and the removal of restrictions on the employment of married women have all been important factors encouraging women into paid employment (Kenyon and Wooden, 1994).

Social changes, which are intertwined with the above economic factors, have also contributed to the rise in the involvement of women with family responsibilities in the paid workforce. As Brown (1985) notes, women evaluate activities such as participation in paid work and the use of services such as market based childcare 'within a social structure that defines [their] role and its required activities'. Changes to social norms that legitimate women's involvement in paid work and their use of, for example, child care services, are necessary preconditions for a change in participation rates.

In summary, the increasing involvement of women with family responsibilities in the paid workforce reflects both economic imperatives and changing social norms. Many women now see this form of participation in society as both an economic need and a social right. A question remains, however, as to whether the family responsibilities that are borne by women might constrain their ability to fully achieve their employment goals.

Women's family commitments: Despite the rapid growth in women's involvement in the paid workforce, it appears that little has changed

for women in terms of their family commitments. Women still perform most of the household tasks of Australian families. In 1997, Australian women spent, on average, 3 hours per day performing household duties (such as meal preparation, laundry and housework), an amount that was almost double the time spent by their male counterparts (ABS Cat. No. 4153, 1997). Furthermore, the data demonstrates that sex segregation also still characterizes unpaid work in most Australian homes. Women take on most of the responsibility for meal preparation, laundry and housework, whilst men take on a greater role in garden and home maintenance.

Australian women also continue to take on the majority of the responsibility for childcare in their families. In 1997, men, spent on average, less than one-third as much time on childcare as did women, who spent, on average, 45 minutes per day caring for children (ABS Cat. No. 4153, 1997). Women also appear to be taking on the lion share of the growing task of caring for elderly relatives. In 1998, women represented 88.7 per cent of all the 'primary carers' of parents in Australia. 82.1 per cent of the primary care for individuals other than parents, spouses and children, was also performed by women, (ABS Cat. No. 4430.0, April 1998).

Importantly, women continue to perform most tasks relating to household duties and childcare when they enter the paid workforce. It relates to the use of time by married Australian men and women with children. Married women with children who are employed full time still spend, on average, approximately 5 hours per day on activities relating to housework, meal preparation and childcare. Men in such family relationships who are employed full time spend, on average, only 2.9 hours per day on such tasks. It also provides an indication of the trade-off that many women make between their family responsibilities and their involvement in the

paid workforce. For example, it is interesting to note that the total work time of men and women is, on average, very similar. This indicates, in turn, that the key difference in time allocation between the sexes occurs in the division of this work time between paid and unpaid work (Miller and Mulvey, 1998).

The impact of family responsibilities on women's career and health: Data from a variety of sources indicate that many women find it hard to achieve their desired combination of work and family time. For example, family responsibilities appear to constrain a woman's choice of occupation. Indeed, it is a common tenet of the traditional analysis of gender differences in occupations and, more generally, earnings, that marriage induces women to seek 'more convenient and less energy intensive jobs' (Becker, 1985).

Family commitments also appear to limit many women's ability to achieve their desired level of participation in the paid workforce. For example, in 1997, more than one-third of all the Australian married women with children who were working part-time hours were doing so because of either family reasons or childcare issues. The corresponding figure for married women without children was 2.0 per cent, whilst only 4.6 per cent of the married men with children who were working part time gave family and/or childcare reasons for their reduced working hours (ABS, Cat. No. 6342.0, August 1997).

Additionally, it appears that many Australian women desiring some participation in the paid workforce are unable to achieve this due to their family responsibilities. For example, in 1998 there were approximately 670,000 Australian women who wanted to work but who were either unemployed or not in labour force. One third of this group of women cited their need to care for a dependant child as the primary reason for not working. In contrast, only 3.3 per cent of the men who were marginally attached to the labour force cited family

commitments as the reason for their labour force status (ABS, Cat. No. 6220, September 1998).

The combined effect of all these constraints is likely to be both emotional and financial. It appears that many women experience stress due to their dual roles in the workplace and at home. Indeed, a recent survey by Baron (1987) found that 7 out of 10 American working mothers experienced difficulties combining career and motherhood. The recent ABS Time Use Survey (ABS, Cat. No. 4153.0, 1997), indicated that more than half of Australian couples with dependant children always or often feel pressed for time. This compares with 37 per cent of couples with non-dependant children and 25 per cent of those without dependant children. In addition, the survey found that Australian men experienced a higher degree of 'free time'² during the day than did women. In 1997, men working in full time employment had 21 minutes extra of free time per day than did their female counterparts (ABS, Cat. No. 4153.0, 1997).

The financial impacts of women's family responsibilities derive from the limitations imposed on participation in the paid workforce, whether it be in the choice of occupation, hours of work or involvement per se. The data on the gender wage gap presented in the above section reflects in part the nature and significance of this impact. Estimates of the effect that marriage and having children has on individual earnings provide further insights. For example, Preston's (forthcoming) analysis of the determinants of men's and women's earnings using 1996 Australian Census data indicated that having children, typically caused an Australian woman's earnings to be significantly reduced, by 8.4 per cent compared to females who did not have children. For Australian men, on the other hand, the presence of dependent children did not significantly affect earnings.

Policies and practises for women in work force: The above discussion highlights the need for government policies and workplace arrangements that help women cope with the demands of their working and family lives. The apparently little scope that exists for women to re-negotiate their role in relation to family responsibilities within the home makes such initiatives to accommodate women's family needs particularly important to women's success in the labour market (Bittman, 1999). The availability of high-quality, affordable childcare is widely recognized as a critical factor in determining the ability of women with young children to participate in paid employment (Bittman, 1999, Barrow, 1999 and Heckman, 1974). The accessibility of childcare centres has also been identified as an important factor in determining a mother's ability to return to work after the birth of her child (Cohen and Fraser, 1991 and Holtermann, 1992).

A number of studies have also demonstrated that government childcare subsidies significantly reduce the cost of childcare and, thus, help to remove the financial barriers faced by mothers returning to the workforce (Bloom and Steen, 1990 and Cattan, 1991). Furthermore, these subsidies apparently are highly progressive in terms of offsetting the cost of childcare for working parents, especially single mothers and those on low incomes (Schofield and Polette, 1998).

Australian governments have responded to community demand for childcare assistance through the provision to parents of subsidies for their childcare costs and through the direct provision and monitoring of childcare places. Specific initiatives include the provision of a Childcare Benefit that subsidizes a range of childcare services, such as those provided through centre-based long day care, family day care and outside school care (ABS, 2000). The government also directly funds a large number of childcare centres. In June 1998 there were 339,400 such centres in Australia,

as compared to only 46,000 in 1983 (ABS, 2000, and COAG Childcare Working Group, 1995). In 1998, 14 per cent of Australian children under the age of 12 were in formal childcare, as compared to only 9.1 per cent in 1987 (ABS, Cat. No. 4402.0, June 1999).

Furthermore, it appears that Australia still lags behind some Western industrialized countries in the support offered to working women with childcare needs. According to Bittman (1999), the level of government financial assistance available to Australian women pales in comparison to that available to their Finnish counterparts. Finnish women are entitled to a government grant of 3 months maternity leave at full replacement of their previous pay and 7 months parental leave at 80 per cent of their previous pay. Nursing leave at zero pay, but with a cash benefit equivalent to the cost incurred by the State in the provision of municipal day care is also available for the first 3 years of the child's life. The Finnish government also offers a government-subsidized reduction in working hours for parents of both children aged under 4 years and children who are beginning school. 78 per cent of Finnish children receive high-quality state subsidised formal childcare.

It is widely recognized that the presence of family friendly workplace practices are a further key factor influencing the ability of women with family responsibilities to successfully participate in the paid workforce (Macran, Dex, and Joshi, 1996 and Callender, Millward, Lissenburgh and Forth, 1997, Probert, 1997). Family friendly practices span a range of initiatives relating to the physical facilities (such as childcare centres and family rooms) at the workplace; paid leave provisions (such as parental leave and career breaks); and flexible working time arrangements (such as control over start and finish times). Simple provisions, such as access to a phone to contact family members can also help working women with family responsibilities (DWRBS,

1998).

CONCLUSION:

The consequences of allowing globalization to continue uncontrolled are hard to predict but would certainly include massive and irreversible damage to the cultural ethos of developing countries by spreading unrestricted westernization. The question is how to turn the media into an effective tool for promoting constructive change and faithfully representing the multiple roles of the women today in terms of presenting the true Indian women (Nari's) images infant of our own and worlds' society as achiever both at home and in the labour force. This scenario may lead anyone to comprehend a totally un-Indian view of Indian with big heart keeping in mind the requirements of present day modernization as well as the needs of reinforcement of Indian cultural ethos. This, only, can help solve many of present day our socio-political problems, as these are simple outcomes of misconception of grand old Indian Society by our policy planners. Keeping these points in mind researcher try to critically evaluate the recently available review of literature in the forth coming section two.

REFERENCES

- 1.Australian Bureau of Statistics (1997), Employee Earnings Benefits and Trade Union Membership: Australia, Cat. No. 6310.0, August, Canberra.
- 2.Australian Bureau of Statistics (1997), How Australians Use Their Time, Cat. No. 4153.0, Canberra.
- 3.Australian Bureau of Statistics (1997), Working Arrangements: Australia, Cat. No. 6342.0, August, Canberra.
- 4.Australian Bureau of Statistics (1998), Disability, Ageing and Carers, Australia: Summary of Findings, Cat. No. 4430.0, April, Canberra.
- 5.Australian Bureau of Statistics (1998), Persons Not in the Labour Force, Cat. No. 6220.0, September, Canberra.

6.Australian Bureau of Statistics (1999), Childcare Australia, Cat. No. 4402.0, June, Canberra.

7.Bahk, C. M. (2000). College students' responses to content-specific advisories regarding television and movies. *Psychological Reports*, 87, 111–114.

8.Baron, A. (1987), 'Working Partners: Career-Committed Mothers and Their Husbands', *Business Horizons*, 30 (5), pp. 45-50.

9.Barrow, L. (1999), 'An Analysis of Women's Return to Work Decisions Following First Birth', *Economic Inquiry*, 37 (3), pp. 432-451.

10.BBC News (2005). Heaven movie tops US box office (September 19). Retrieved on September 19, 2005. Available at: <http://news.bbc.co.uk/2/hi/entertainment/4259344.stm>.

11.Becker, G., (1985), 'Human Capital, Effort and the Sexual Division of Labour', *J. Labour Economics*, Part 2, 3(1), S33-S58.

12.Bhavnani, R. (1994), *Black Women in the Labour Market: A Research Review*, Equal Opportunities Commission, Manchester.

Publish Research Article

International Level Multidisciplinary Research Journal

For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.org