



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2015; 1(10): 891-893
www.allresearchjournal.com
Received: 27-07-2015
Accepted: 30-08-2015

Dr. Awa Shukla
Asst. Professor, Social Sciences
Dept., Babasaheb Ambedkar
Open University, Ahmedabad,
Gujarat, India.

Portrayal of females in Television News Programmes

Awa Shukla

Abstract

Television is called the most real form of media. Globalization has been made possible only through information revolution throughout the world. Television news channels being an audio visual medium, brings us in contact with events in an exciting and clarifying way. Now a day, female portrayals in Indian media has become a great issue of concern for all. Normally it is found that women are not suitable for risky news coverage and covering hard news stories, and very few female journalists would be allowed by their producers to engage themselves with such reportings. So a study was undertaken to find out the portrayal of females in these television news programmes, as perceived by the viewers in Kutch region. Viewers were able to identify the soft roles of females in news programmes. The viewers opined that the news presenters got only specific, soft and non-challenging formats for presentation. It can be concluded that the news programs as well as the news channels should reveal women's progress and their contribution towards the nation by giving females a fair chance in their field and convey actual message to the society.

Keywords: Portrayal, Females, Television news programmes.

Introduction

Over the years, and especially during the last decade, India has developed a fairly extensive television communication medium. Television is called the most real form of media. Television medium is considered as one of the best electronic media for masses. Television plays a very effective role in our life to inform, entertain, educate, and to promote ideas, culture and values as per the temperament of its own. With the development of television over the years, number of channels have overflowed resulting in competition and elongated programmes. With the rise in channels, special channels for movies, entertainment, news, religious, educational, sports, food etc., started. Detailing and information via television has become the buzzword in the era of globalization. Globalization has been made possible only through information revolution throughout the world. The news channels have unprecedentedly expanded both in terms of geographical reach and in terms of its viewers. Television news channels being an audio visual medium, brings us in contact with events in an exciting and clarifying way. It has been widely recognised that television medium plays a substantial role in promoting and disseminating information in fraction of seconds with the help of the latest technologies, and are also the key players in the social and economic development of the women.

Television plays a vital role in dissemination of information through news programmes and channels. These programmes as well as channels reach all of us in this age of fast communication, in fraction of seconds and each strives to perfect its mode of communications to become more effective as a program or channel. There are many popular international, national as well as regional news channels like ABP news, Zee news, AajTak, CNN, Ndtv, BBC, Sky news, Fox news, Al jazeera, Headlines today, Doordarshan, DD gimar, TV9, Sandesh, ETV, Asianet news, ABP mahaja, K Sun News, Sakshi TV, Reporter TV, News Live, DY 365, 24 ghanta, many more regional language news channels etc. showing various news programs round the clock or on decided slots. Variety in the formats of news items can also be seen. Now a day direct location news, interviews, panel discussions, graphical presentations, animations, acted news etc. are much more in trend. Now a day, female portrayals in Indian media has become a great issue of concern for all. We should not forget that even females contribution to the television medium has a gigantic

Correspondence
Dr. Awa Shukla
Asst. Professor, Social Sciences
Dept., Babasaheb Ambedkar
Open University, Ahmedabad,
Gujarat, India.

share. Women`s education and employment have contributed a lot to the growth of television medium in India.

Gender stereotyping in the field of media is an important factor. The Global Media Monitoring Project concluded that between 2000 – 2005, 57% of the news presenters were women, only approximately 29% of them were allowed to present news items written by female journalists. Normally it is found that women are not suitable for risky news coverage and covering hard news stories, and very few female journalists would be allowed by their producers to engage themselves with such reportings. Even in the news programmes showing political discussions and panels, female reporters would be just accompanying male reporters, that too to facilitate smooth conclusion of panel discussions. The areas generally covered by female journalists or TV reporters would be those of movies, songs, and cultural programmes. Maximally it happens that female reporters are widely discussed for their beautiful appearances and glamorous clothes but their journalist talents are often overlooked, unlike the situation of the male reporters. So a study was undertaken to find out the portrayal of females in these television news programmes, as perceived by the viewers in Kutch region. Following were the objectives of the study,

1. To find out the overall level of agreement of the men and women regarding `Portrayal of females` in the television news programmes.
2. To find out the overall differences level of agreement of the men and women regarding `Portrayal of females` in the television news programmes
3. To find out the overall differences in the level of agreement of men on `portrayal of females` in television news programmes, in relation to,
 - Sex
 - Age
 - Educational level of the respondents
 - Type of family
4. To find out the overall differences in the level of agreement of women on `portrayal of females` in television news programmes, in relation to,
 - Sex
 - Age
 - Educational level of the respondents
 - Type of family

This study will help us to know how the portrayal of females in television news programmes actually work, how it has influenced the viewers and what in turn influences them.

Methodology

The sample of the study comprised of 500 men and women from Kutch region, selected by purposive sampling method. The samples belonged to Gandhidham, Adipur, Anjar, Bhuj and nearing places of Kutch Region. A structured schedule was developed by the investigator to study the level of agreement of the men and women regarding portrayal of males in the reality shows. The tool was constructed in different sections with different response systems. The three main variables of the study were sex, age and educational level of the respondents. The 5-point scale consisted of the items to measure the men`s and women`s opinion about portrayal of females in the television news programmes. The statistical measures used for the analysis of the data were percentages, t-test and intensity indices.

Major Findings

Item wise Intensity Indices showing the level of agreement by the men and women on the `Portrayal of females` in the television news programmes.

Sr. No	Portrayals	M (N=250) I.I	W (N=250) I.I	Total (N=250) I.I
1.	Soft news seekers	3.60	3.12	3.36
2.	Interview takers	3.56	2.92	3.24
3.	More of news readers than seekers	3.40	3.10	3.25
4.	News reader of tele-program related issues	3.18	3.04	3.11
5.	News reader of film actor, actress director related issues	3.85	3.29	3.57
6.	News reader of fashion related topics	3.36	3.99	3.67
7.	News reader of popularizing personal life of any public figure.	3.38	3.88	3.63
8.	Beautiful and smart	3.51	3.49	3.50

The above table shows that overall men and women had moderate level of agreement on portrayal of females in the television news programmes. The overall intensity indices ranged from 3.11 to 3.63. It is seen in the table that women and men had variation in the high level of agreement for the various portrayals stated in the table. It was found that 61.2% males and 64.6% females had favourable opinion about news as tele-programs. 66.7% females and 69.6% males had high agreement on the portrayal of females in television news programmes as considered in the study. It was found that there was no significant difference in the level of agreement of men as well as women on portrayal of females in television news programmes in relation to the type of family, age and educational qualification.

It is found from the opinion of the viewers that even they agreed to the different portrayals of females in the television news programmes. Viewers were able to identify the soft roles of females in news programmes. The viewers opined that the news presenters got only specific, soft and non-challenging formats for presentation. The viewers believed that the TV channels had many good looking and smart news reporters and presenters, whereas the actual talent required for news reporters is kept silent in case of females. It was also found that the women`s visibility in the news was often dominated by stories of glamour, sex, domestic violence, and such other gossiping news items. Viewers opined that the main streamline news production contained less female representation. It can be concluded that the news programs as well as the news channels should reveal women`s progress and their contribution towards the nation by giving females a fair chance in their field and convey actual message to the society. The news channels can play a salutary and liberating role to give to the female reporters and readers the distinctive and exclusive space, which must belong to them to enable them to generate the ethical and moralizing impulses for the society.

Suggestions to the media professionals

1. More challenging news should be given to female news reporters and presenters.
2. Rather than beautiful talented news reporters and presenters should be given chance.

3. Female reporters and readers should be given more of issue based and subject specific news rather than gossiping news

References

1. Ceule Meike, Guido Fauconnier. Mass Media: The image, role, and Social conditions of women. Paris: UNESCO, 1979.
2. Fernandes Leela. Nationalizing the global: media images, cultural politics and the middle class in India Media Culture Society 2000; 22:611-628.
3. Kumar P. How media treats Indian Women, IIMC Publication, 1995.
4. Ray GN. Women and Media [www.caluniv.ac.in/ Global media journal/ Documents www.aber.ac.uk/media/students/hzig401.html](http://www.caluniv.ac.in/Globalmediajournal/Documents/www.aber.ac.uk/media/students/hzig401.html)
5. Saxena G. Television: Preparing people for change. Vikas Pub. House Pvt. Ltd., New Delhi, 1998.