



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2016; 2(6): 545-552
www.allresearchjournal.com
Received: 11-04-2016
Accepted: 23-06-2016

Geeta Bharti

M.Phil. student, Department of social science, Mahatma Gandhi Kashi Vidyapith, Varanasi, India.

Kamlesh Kumar

Doctorate Fellow (Junior Research Fellow) Department of Education Guru Ghasidas Vishwavidyalaya (A Central University), C.G., India.

Portrayal of Women in Indian Cinema and Print Media: Socio-Psychological Perspective

Geeta Bharti and Kamlesh Kumar

Abstract

Portrayal of women in Indian visual and print media is becoming the developing concern of the parity people and society, basically pertaining to participation, performance of women and portrayal of their image. Because different circumstances relating to the media's role towards portraying the fair sex have opened a new angle by leaps and bounds to think precisely about it. For this paper Library/Desk research has been implemented and Data has been collected from the secondary sources of data i.e. from books, magazines, journals, periodicals and different websites of year 2015 and Indian cinema from 2010 to 2015. There are two sides of women image in media. One side is how visual and print media is tried to present the women place and another side is how women want to portray their own image in media. The different feminist writers such as Simon de Beauvoir, Shulamith Firestone, Kate Millet, Gallag, media are reinforcing stereotype images of women as they are inferior, subordinate and submissive and only are the house wives devoid of all qualities of decision making. Likewise various Indian feminist writers such as Ritu Menon, Kamala vasin, Kiran Prasad who have criticised the role of print and visual media towards women and portraying them. In this paper has been focused on how media and cognitive Psychology works together in society? How media plays as catalyst to change the psychology of society. As media is a mirror of society, influence the social psychology either directly or indirectly (social mediated) accordingly society make their image and culture.

Keywords: visual and print media, Advertisements, cultural value, young scientific India

Introduction

Portrayal of women in film, television, newspaper and other media is not the beyond of human being concern. As we all come across daily to these media. They are portraying women as commodities and sex objects. Several socio-cultural variables such as character role, abuse of women are presented every day. These types of abuses (such as sati and dowry, slavery, rape, dancing girl) more likely to be featured in Indian settings rather than non-Indian settings in most feature films (Ramasubramanian, 2005) ^[1]. One's understanding and attitude pertaining to other cultures and nations across world is often coloured by our memory of those places that we have received through mediated visual information Although numerous inter-related social factors might contribute to one's perceptions of others, mass media portrayals undoubtedly play a very significant role in influencing people's attitudes towards out-groups, especially when presented in very realistic ways in media such as films, newspapers and journals. Media is today considered as a culture industry, which manufactures and sells out the images of masculinity and femininity is the reality. But the image of women portrayed by the media through TV serials, pop shows, films and newspapers, is not to be found in real life," He also set the ball rolling by raising the question that whether media, itself a watchdog, needs another watchdog to monitor it. Women's participation, performance and portrayal are the important domains need to focus for the social science researchers of modern time, particularly for the feminists. Because for the empowerment and development of the women. It is very important to give them proper environment where they can raise their voices against the inequalities and the gender-gap they are facing in our male dominated or patriarchal societies. Reconstruction of women's image, in every aspect, are the demand of present days. Electronic can be viewed as vital way and can play a substantial role in reshaping socio-cultural values, attitudes, norms, perception and behaviour. It has been widely acknowledged that media can play substantial role in promoting and spreading information among the society and are regarded as the key

Correspondence

Geeta Bharti

M.Phil. student, Department of social science Mahatma Gandhi Kashi Vidyapith, Varanasi, India.

players in the social, political and economic development of women. Media can portrayed all the problems faced by women, these can give a space for women to talk about their rights or freedoms and most essentially media can provide a democratic atmosphere where women can participate, represent their womanhood and in which they will be portrayed positively. A positive women's portray in media is necessary to uphold the real dignity and status of women which will minimise the gap and disparities between men and women, But if media also become male dominated or work as a mere agent to forward this stereotype culture (tradition) then the whole situation will be against the women where their progress and empowerment will not be possible. Overall effect of the women's portrayal in media is to reinforce rather than reduce prejudices and stereo types. The mass media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously (Patowary, 2014) ^[2].

Visual and print media

Conceptually, the media are those technological agencies which are engaged in the creation, selection, processing and distribution of messages among the people. Media in India, like every modern and advanced country, comprises of the Print media and visual media which are composed of the Television, the Film, the Press, Publication, Advertising photography, animation, paintings etc. As a logical implication, the electronic and print media deal with the day to day problems of the nation and especially of the general people. It contributes towards the emergence of mass society and mass culture. The portrayal role in advertising has not reflected equality or reality (Gilly, 1988) ^[3]. It is a fact that the Indian society usually considers women as weak and as a liability. A woman undergoes tremendous traumas from birth to death. This negative attitude towards women in real life is very much reflected in way media represents them as well. Media representations of Indian women reveal that they are less accepted and respected as persons and more looked upon as objects. Women are projected as take care of children and family, domestic and decorative. Media hardly challenges the gender attitudes promoted and perpetuated by the society. It has also been seen that women are portrayed in stereotypical, often fashionable, physically attractive and never as an intelligent, confident and emancipated women. (Kaul and Sahni, 2010) ^[4].

The electronic media have long been welcomed as the watch dog of society and this tradition gives upon them the social accountability to mirror and guide the process of social change. But in contemporary India, electronic and print media under various pressures have become the commercial only and failed to reflect the social problems or aspirations of the entire population, especially the problems faced by women in particular. So, the portrayal of women in Indian media, be it films, T.V serials, visual advertisements or newspaper and magazines is becoming an area of great concern to the people having interest in social research and studies. It is known to everybody that Indian society is a patriarchal society; patriarchy is established in everywhere and every aspects of life, and unfortunately media is not exception to that. Media as the modern corporate organizations are still dominated by the male and in all the higher posts men are employed and they by controlling the

whole system of media try to depict the picture of women as weak and inferior in front of the whole world.

In modern times, women are used in many different ways in electronic as well as in print advertising. Thus Women are presented as sex Objects and Victims in Print and visual Advertising. The BBC article "Sexualisation 'harms' young girls" all explain how women, in modern times, are victims to print advertising in which they are portrayed negatively. The media's portrayal of young women as sex objects harms girls' mental and physical health. Magazines, television, video games and music videos all have a detrimental effect. Women are now used to help sell products and are almost always shown in sexy outfits are at least shown as being subordinate to men. In certain cases women are dehumanized and compared to objects, just to appeal to men. Young women in society now compare themselves to these women in print media, which has negative effects on society since the people in advertising are usually digitally altered to be "perfect". Now society has a skewed perception of perfection and skinny beyond healthy standards, and fit, attractive and beautiful. It is important to recognize how print media negatively stereotypes women and how this has a profound effect on young women in society. This question of "how women are negatively portrayed in print media" will be answered by analyzing the advertising, content, affects, response (BBC news, 2007) ^[5].

Cultural values in young scientific India

As we see and realise these days, women are mounting with beg steps of success in any field, we find women excelling it. But the question is- "Are women getting the same respect in the society" (not professionally)? In Indian From older age till now; culturally, women were called and treated like goddess and worshipped during festive days with due respect and in an actual sense but in the same time women has been portraying in business advertisement. It hurts to say and realize that women are now-a-days perceived to be mere symbol of beauty and sex objects (eye candy). Movies, or media in general, are often said to be the reflection of the society. Majority of people in India consciously or unconsciously tend to believe on these Indian media. While it's arguable whether the media truly reflects the society. Undoubtedly, can say that media has a big sociocultural influence on the society. The way women are shown in movies these days is almost no different than those before decade. As in older age they shown to consider being an ideal homemaker, housewives, mother, and perfect wife as the goal of their life. Now days in media women shown as product, model, sexy, etc. Leaving few exceptions, movies of recent times have hardly shown an 'ideal woman' doing anything but being a housewife. Even in those movies where a woman is shown to have more decision power in hand than her husband, the wife is almost always portrayed in bad and weak light. In most of the advertisements, a woman is either washing clothes and/or utensils, cooking, serving food to family members or trying to make her husband feel better who's at that time reading a newspaper or suffering from cold. A woman does all this even when she has headache or backache. These advertisements arguably encourage sexism. They reinforce the old belief that a woman is supposed to forgo her own comfort and keep on doing household chores without getting tired.

A woman holds utmost importance in the Indian culture and household. It is the sensationalism by the media that women

today are not receiving the much needed aid from their families. It is high time we portrayed women as progressive yet positive, especially in daily soaps. It is very eminently said that movies in the south don't become hit and that the theatres go empty if there is no romance, sex scene in it. As we know many actresses are going for implant surgery so that they can use it for getting more roles. Why is the whole world so sex oriented? Are women only mere objects according to the society? How easily we start troubling women for wearing bold clothes and giving sex scenes on screen, but have we ever given it a thought as in why are they doing this? What's the need? The answer could only be "because there is a demand for it"... but then why curse someone doing such things when you yourself are asking her to get indulged into it? (Mistry, 2012) ^[6].

There are two sides of women image in media. One side is how visual media and print media are tried to present the women place and another side is how women want to portray their own image in media. Rajnish discussed in his article about the image of women and men in media. Also discussed about the eminent and world famous writer Simon De Beauvoir' book "the second sex" she uncovered the secret that how was the view of patriarchal society in 19th century. How they changed the women for their own sake from culture to wearing dress. In what image men want to see women, she should be like that. In patriarchal societies, the roles and privileges accorded to women are inferior to those given to men, and as such, sexism plays a central role in the ongoing oppression of women. These days also women are ready so put their image on visual and electronic media as director demand in cinema and other media. Here women should recognise her image. Thus women is also responsible for portray her image (Rajnish, Nov. 2014) ^[7]. Furthermore Social tendencies highlight how the media and its "ideal" image of femininity have impacted women in unprecedented ways. Women have always been objectified in advertisements and entertainment. Women are looking everywhere in media but has the exploitation improved in recent year? The representation of women in the media has always been unfair and exploitative. It has, throughout the years, reduced women to being nothing more than objects to be won, prizes to be shown off, and playthings to be abused. It has also created a definition of beauty that women compare themselves too. Also, men compare the women in their lives to what they see on television screens, in magazines, and on billboards. Both the self and society has suffered because of the objectification, sexism, exploitation and assessment (Berberick, S.N., 2010) ^[8].

The Representation of Women's beauty and body

In traditional Indian Society, there are certain prescribed roles which regulate the conduct of women. For example, the conception of the woman as Sita is prevalent in Indian society and film. Sita is a character in the Ramayana, one of the great epics, which embodies values and the differences between right and wrong. She is the wife of Rama, who is representative of many virtues including honor, courage, and loyalty. Much of Indian popular cinema is influenced by the Ramayana and the Mahabharata, another epic, which involves the hero Lord Krishna. Sita is the ideal woman and wife that sees her husband as an idol. Indian popular cinema represents this role of the ideal wife's admiration and unfaltering respect. Also, according to the Manusmriti, an ancient classical work dealing with laws, ethics, and morality,

a woman should be subject to her father in childhood, in youth to her husband, and when her husband is dead, to her children. Within the guidelines of the Manusmriti, women do not enjoy independence. Women are supposed to adhere to the role of a happy figure who takes care of the household. They are supposed to be obedient to their husbands and go to every length to honor them even after death. Although Indian cinema continues to change and evolve, reflecting new trends in gender relations, at least in very traditional Indian cinema women who live by these traditional norms are portrayed as happy and ethical. Women who go against these rules of narrative and culture in film are punished and seen as immoral. These roles and constructions of women are reflected in a great deal of popular Indian Cinema. Four important roles to consider include the ideal wife, ideal mother, the vamp, and the courtesan.

There exists a pre-conceived notion in society and within the industry about the kind of woman who should play the lead actress based on a fascination built by the film form and its pattern over the years. The highly male dominated audience perceives women in a certain way, the directors have their version of what people might want to see, and they build their stories for the people, and the stereotypes are further reinforced and the cycle continues.

Media and Social-cognitive psychology

Print and visual media directly or indirectly effects the human psychology. In other word it can be said that it change the social – cognitive psychology. "Social Cognitive Theory of Mass Communication" proposed by "Albert Bandura" can be applied most efficiently. As this article will analyse the psychology of society in order to see the image in journal/newspapers and watching the female portrayal in the Indian visual media (Indian cinema). Because print and visual media plays major role in society as it influence the social cognition (Bandura, 2002) ^[9] so it is important to understand the psychosocial mechanisms through which symbolic communication influences human thought, affect, and action is of considerable importance. Social cognitive theory provides an agentic conceptual framework within which to observe the determinants and psychological mechanisms of such effects (Bandura, 1986) ^[10]. Communications systems work through dual pathways i.e. direct and mediated (social) pathway. In the direct pathway, they stimulate the changes by informing, enabling, motivating, and guiding participants and in the socially mediated pathway, media influences link participants to social networks and community settings that provide natural incentives and continued personalized guidance, for desired change as given in figure (1). Social cognitive theory analyzes social diffusion of new styles of behavior in terms of the psychosocial factors governing their attainment, adoption and the social networks, through which they spread and are supported. This Structural interconnection provides potential diffusion paths; socio-cognitive factors largely regulate what diffuses through those paths. Human behavior has often been explained as work in unidirectional action, in which behavior is shaped and controlled either by environmental influences or by internal natures. Social cognitive theory of Bandura explains psychosocial functioning in terms of triadic reciprocal causation. In this transactional view of self and society, personal factors in the form of cognitive, affective, and biological events; behavioral patterns; and environmental events all operate as interacting determinants that influence

each other bidirectional (Bandura, in Bryant and Zillmann, 2001 ^[11] and Bandura, 2002) ^[12]. He emphasized that individuals are subjected to environmental influences, which reduce their behaviors to stimulus control through giving reinforcement and punishment. Also indicated that individual learn within a social context through interaction with their environment and by observational learning.

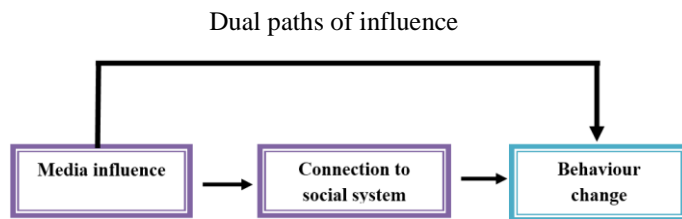


Fig 1: Dual path of communication influences operating on both directly and mediational through connection of influential social system (Bandura, 2002).

Thus in the context of media (print and visual) where people learn easily by observation and watching it and then they tried to adopt it as a social reflection. Media affect our minds: they give us ideas, change our attitude, and show us what the world is like or what it can be like. Our mental constructions i.e. our perceived reality then become the framework around (Harries, and Sanborn, 2014) ^[13]. So media not merely reflect the state of society but also serve as a catalysts for changing and even improving it. How this change occurs is of great importance. Print, visual and other media cultivate a world view through the interaction of the viewer and the content presented. The social reality presented in media gradually becomes the reality for the viewers. If that media world includes, as normal features and positive portrayal of women as cooperative and true friend of her husband, social worker, equal opportunity of each and every field of service and education, best actress by their acting not by body exposure, as they made aware of about the regular use of seatbelt, helmet, condom, education etc. that world will be adapted by viewers and will improve their lives. Of course, media in facts sends many mixed messages on health, sex education, fear free social environment for women etc. on the one hand while at the same time negative character in movies and journal like smoking women, abuse, rebellious women and street lingo for girls are being represented.

Review of Literature

Jha, (1992) ^[14]. In her book “Women and the Indian Print media” revealed about the performance and portrayal of women in media. First of all, she talks about the women journalists who deal with the women’s problems, and also mentions that there are some male journalists who turn the problems observed by the female journalists into jokes. The male journalists are dominating the whole field of media in such a way that the female journalists can’t be concerned about the real problems of women and so their issues do not get proper attention to be focussed of. The writer also has mentioned some problems faced by Indian women such as rape, burning of women by their in-laws, beating by husbands, which burning, illiteracy and portrayal of women in print media. But those problems never got proper importance because of the negative role played by the male journalists. So, the portrayal of women sometime will not positive. According to Jha, to portray women properly importance should be given on to publish the realistic

problems faced by them, without which some wrong pictures of women will be portrayed. So, the writer urges to the whole Indian women to become concerned about their main problems relating to society, economy, culture and politics otherwise their male counterpart will portray wrong pictures of women in front of the whole world. Sharma, (2005) ^[15]. In his article “Depiction of women in Indian media-A case of introspection for media planners” criticized the ways how Indian media both print and electronic are portraying women in the era of globalization. The issues relating to women’s are not discussed in media; rather women are used as a product relating to women’s are not discussed in media; rather women are used as a commodity and sex object. Newspapers provide no place to rape, crime, politics, scandals, serious debates and discussions on issues related to women. Most of the newspapers publish only the gossips about the TV serials or film actresses. The writer also states that magazines as well as newspapers have sections for females where the reared if left only with the option of reading some personal gynaecological problems of married women or personal love hick-ups of young girls.

In Television also there are various serials where women are shown involved in conspiracy, premarital, extra-marital affairs, wearing costly, heavy golden and diamond jewellery, little care about anything else than the individual matters, and at all not even a word about the outside world. He also mentions about the advertisements where women are used to show their body. In most of the advertisements in India be it newspapers or television or magazines, the main component is women and these represent the picture of women as vulgar and cheap. Tomar, (2011) ^[16]. In her seminar paper entitled “Gender and Media: Status of women journalist in Hindi Print Media in India” attempted to explore the struggle for transformation and bridging gap between social identities of women and men. The relationship between media and women has a certain structure where women are confined as an object. She also states that the role of women in media decision making is reflected in the poor representation of women issues and concerns. Prasad (2010) ^[17] in her article “Women, media and society: Recasting communication policy” which is involved in an edited book by herself ‘Women and media-challenging feminist discourse, writes that without the welfare of the women the development of the society is not possible. Women should be given the democratic space where she can talk about her problems. For this the media can be regarded as the best way through which they can transmit their voices and ideas to the electronic. So, media should play a significant role to develop as well as empower the women by focusing their problems and most prominently they should portray women as strong and superior not like the inferior and less respected. Because distance between the media and women not only derives the women of their right to information but keeps them in the dark. Moorthi, Roy and Pansari (2014) ^[18] studied that the role of women has been changing over the years in various fields around the world like advertising, academics, politics, etc. results indicate that the role of woman in television advertising has changed over the decades. Although, woman in India, are portrayed as traditional and stereo typical over the decades, there is a difference in product categories advertised by them. Advertisers in the decade 2000 are willing to portray woman in male dominated advertisements as compared to advertisers of 1990s. The findings of the study are in sync with those found by Munshi (2000) ^[19]. He states

that the portrayal of women has changed, but only slightly. The earliest study of women’s role portrayals was done by Courtney and Lockeretz (1971) [20]. They studied 112 ads in magazines and concluded that the ads reflected stereotypical roles like “women’s place is in the home, women don’t make important decisions or do important things, and women are dependent and need men’s protection, men regard women as sex objects and are not interested in women as people”. (P. 94).

Research Questions of the Paper

After the review of above studies and researches, researcher’s mind hit some question about women in this scientific world. That

1. What is the place women and where she stands in media?
2. How media play role in constructing images of women?
3. Is there any role of women to portray their own image?

Statement of the Problem

Above question are come in the mind of researcher because above reviewed articles and research papers have been focused what media want But here researcher need to know whether women’s role is there in portray image or media is all in all. So researcher stated the research problem.

Women’s Portrayal in Indian Visual and Print Media: Socio-psychological perspective Methology and Data Collection

Library/Desk research has been implemented and Data for this study collected from the secondary sources of data that consisted of books, magazines, journals, periodicals and different websites of year 2015 and Indian cinema from 2010 to 2015.

Data Interpretation and Discussion

Table 1: Image of women portrayed in print media

S. NO.	Image of women (categories)	Number of women image in print media (150) of year 2015	
		N	%
1.	Domesticated/take care of house	30	20.0
2.	Business women/career women	15	10.0
3.	Fashionable/stylish & glamorous/decorative	32	21.33
4.	Emancipated women	14	9.33
5.	Employment women	12	8.00
6.	As sex object/exposer of female body	47	31.33

Above table indicates that most of the print media like books, magazines, journals, periodicals and different websites of year 2015 representing and advertising the women as sex object and exposer of body (31.33%) followed by fashionable and glamorous women (21%) and then domesticated/ take care of house (about 20%) as it shows more negative portrayal. in other hand positive portraying women least focused as career oriented or business women (20), emancipated women (9.33) and employment women (8%). Thus this portrayal show that these print media is not interested to show the positive image. Question is, what actually mean to portray the women everywhere as a sex object or posture appeal to sex? And how women are

accepting this type of their portrayal? Is it demand of Indian society because of fast changing world? Of course it is a very fast and business world but it doesn’t mean that one should reach at the top by losing their respect and dignity and trade their body as an object. This time focus on positive and strong point of women to realise and meet their loosed respect and self-respect for progressive society.

Female role stereotypes across different magazine, journal, newspaper types and product categories. Above data indicated that women in Indian print media advertisements were mainly portrayed in decorative roles (supporting the notion of retro-sexism). There is concern that advertising stereotyping can have a major influence on the sex role development of children subsequently media exposure affects cognitive development, attitude formation and development and change, and socialization. Because the use of female role stereotypes is also manifested in advertising directed toward children, it further broadcasts these gender representations. The evidence suggested that decorative images of women such as sex objects and concerned with physical attractiveness appeared to disseminate in Indian print advertisements. Since magazine advertisements often mirror contemporary society, and easy to availed, one would expect the sexist portrayal of women to have been moderated in recent times. So media need here to portray the women positively as women are now well social concerning and career oriented.

Table 2: Image of women portrayed in visual (Indian cinema) media.

S.N.	Role play	Numbers of role played by actress in top 10 hit movies(60) of year 2010-2015	
		N	%
1	Dependent Mother/ Wife/ house wife	18	30
2	Arrange Marriage and parenthood	20	33.33
3	Supports male protagonist to achieve his goal	6	10
4	Girlfriend/ lover	35	58.33
5	Career / goal oriented	5	8.33
6	Emancipated women/ empower women/daring	7	11.66
7	Dancer (Night club/bar/cabaret)/ exposer of female body	26	43.33
8	Prostitute/call girl / courtesan	4	6.66
9	Home maker (Takes care of children, Takes care of in-laws)	30	50
10	More passive than men/ less intellectual/ rebellious	9	15

Above table revealed that utmost movies are portraying the women as girlfriend or lover (about 58%) then Home maker (~ 50%) who spend their all-time for takes care of husband, children, and Takes care of in-laws. After this representing the women as dancer (~43) who performing in Night club, dance bar/cabaret and exposing their body to appeal for sex to the men. It show that women are reprinting in the movies are as sex object for the sake of warming the public eyes. In other aspect women as Prostitute/call girl / courtesan are little bit reduced as if compare the old movies (before couple of

decades). However women are still portraying as dependent Mother/ Wife/ house wife on son, and husband. Still women is responsible to show parenthood there is less responsibility of men. Data also show that although we in scientific and modern period yet women are not emancipated and independent to think about selecting their life partner even though they are mature and well educated as shown in movie 2 states (2014) and Dil dhadkne do (2015).

Women have played a number of roles in Hindi movies of Indian cinema: the mythological, legendry, the Sati-Savitri, the rebel, the victim and victimizer, the unconventional and the contemporary. New woman was always portrayed as a rebel. There are some positive portrayals of rebels in the Hindi movies like Dil dhadkne do (2015), Prem ratan dhan payo (Salman khan half-sister), Dam laga ke haisha (2015), Chennai express (2013) and several others. The definition of an ideal Indian woman is changing in Hindi Cinema, and it has to change in order to suit into a changing society, so for concern women must accordingly be represented. A long hundred years since Dadasaheb Phalke had to make a man agree to play the heroine in India's first feature film Raja Harishchandra (1913) since then women in Indian cinema have come a long journey.

Gradually the women have been getting their due. The neglect of women in Hindi movies during the 1960s and 1970s hurt them and they made a back entry through the art cinema in the 70s and the parallel cinema in the 80s. Shabana Azmi was the pioneer of the new woman who denied to suffer silently and who wanted to be heard. She would not tolerate an unfaithful and disloyal husband and wouldn't hesitate to leave him, as Shabana Azmi did in Arth (Pratima Mistry, 2014)²¹ and the same condition has portrayed in recent movie Dil dhadkne do (2015).

Now Women on screen have become bold enough to talk about their sexuality and they can use their sex appeal to get work done. It becomes difficult to debate about the women's exploitation and subordination when they have started using bodies for their own benefits and advantage. It is hard to believe that the dialogue implying sexual meaning is spoken by a woman, for instance, Vidya Balan in the movie The Dirty Picture (2011). There has been a shift in women's sexuality from being objects to subjects. Take another example, Poonam Pandey, a model who shot to limelight when she made the statement to strip for the Indian cricket team if they won the 2011 World Cup. Recently she posted her nude pictures on her twitter account to celebrate Sachin Tendulkar's 100 centuries and Kolkata Knight Rider's victory in IPL. From an unknown struggling model she has become famous overnight with the use of her body and sexuality. Such women might be considered as femme fatale in many cases (Misty, 2014). Movies like Ishqiya (2010), Pyaar Ka PUNCHAMA (2011), The Dirty Picture (2011) and the recent Ek paheli Leela (2015) all indicated how women do not only understood their gender and sexuality but also used it to get favors. With shifting times, traditional values and beliefs regarding all aspects of our life have changed, and cinema being a cultural variable reflects on these changes too. A female-centric film and a film that is progressive in its portrayal of women are two different things. For instance, Dirty politics (2015) K.C. Bokadiya film, was rated Adult movie due to its strong sexual content. In which Anokhi Devi (Mallika Sherawat) is trying to be a Politian by hook and by crook therefore she becomes bedpartener of Dina Nath Singh (Om Puri), Jan Seva Party President in the movie. Vidya

Balan played the role of Silk in The Dirty Picture who is an independent and spirited woman. Despite these qualities in her, she commits suicide, marriage being her ultimate ambition. Thus many female figures in Indian Hindi movies are presented as superficial symbols of free spiritedness. Alcohol and smoking has become the symbol of modernity in films. Today we can see a trend of half Sati Savitri and half modern hybrid women in Indian Cinema. Some positive portrayal movies like English-Vinglish (2012), Gulabi gang (2012), happy New Year (2014) are progressive presentation of women.

Commercialization of movies plays a central role in the portrayal of women. Very few directors concern movie as an art form and for positive change of society. Most of them it is a means to collect money and for this they would go to any extent. Every filmmaker wants his/her movie to be a part of beyond Crore Club or as much they think to make money. For that matter they would not mind catering porn in their movies. Unfortunately some actress are ready to this. The directors are not only to blame. The heroines are also eager to earn money and fame in their short career and therefore, are ready to do whatever can be done.

The term "Item" is a street speak refers to a woman as a sexual object and this term item has become an important tool for the directors to drag the audience and spectator to the theatres. It is not a new thing in Indian Cinema, but it has never been given this much of importance before. In an item number the heroine is portrayed employing all her sex appeal.

Over All Discussion

During the past decade, advancements in information technology have facilitated a global network of communications that surpasses globally and has an impact on public policy, private attitudes and behaviour, especially of children and young adults. Everywhere the media be responsible for greater contribution to the progression of women and play vital role in the modernization of societies. It greatly affected the image of women in today's modern world. Now media's aim is to link the changing character played by women in movies with the emerging status of women in India, as movies are a reflection of changes in the social structure in patriarchal society of India (Agrawal, 2014)²². Now more women are involved in making their careers in the communications sector, but few have attained positions at the decision-making level or serve on governing boards and bodies that influence media policy. Due to the lack of gender sensitivity in the media it is failure to eliminate the gender-based stereotyping, for instant in movie Dil to baccha hai ji (2010), Ishqia (2010) and Queen (2014) are shown as dependent and negative image. The regular projection of negative and degrading images of women in media communications especially in print and visual media is on the apex. Their purpose has been changed and most countries has become disappointed to show a balanced picture of women's varied lives and contributions to society in a changing world and India is not a part of it. The global trend towards consumerism has created a climate in which advertisements and commercial messages frequently and primarily represented women as consumers and target girls and women of all ages improperly.

Women image should be empowered by enhancing their understanding of negative portrayal, skills, knowledge and access to information technology. This will strengthen their ability to combat negative projection of women India. Self-

regulatory mechanisms for the media essential to be created, strengthened and approaches developed to eliminate gender disparity programming. Women therefore need to be involved in decision-making regarding the development of the new technologies in order to participate fully in their growth and advancement. In addressing the issue of the mobilization of the media, Governments and other actors should embolden an active and visible policy of mainstreaming a gender perspective in policies and programmes.

In this concern, some studies have found that social issues related to women (equality of status and opportunity) got less than 9% while sensational stories relating to women which were regularly crime stories got between 52% and 63% of items in newspaper. Besides the print media, visual media is also depicting women as honorable, religiously intolerant, thirst only for their family, dependent women or wife, politically naive, socially expected and culturally ultra-modern. In contemporary time, sex and sensation are becoming the primary motivations behind any reportage, where women are used as commodity; some time in advertising some products or some time as sexy babes neglecting the real status of the whole women community.

It is a fact that the Indian society generally considers women as weak and inferior. As a result, a woman undergoes tremendous sufferings from birth to death. Many girl children are annihilated even before they see the light of the day, many girls are raped on roads or at homes, many wives are beaten by their husbands and in-laws, many girls have to give up their education for the sake of their parents to earn money. But media are not concerning on these serious and parity based problems. They are only busy with to publish the gossips of the actors and actresses, the love stories between them and women body as sex and charming. This negative attitude towards women in real life is very much reflected in the way media represents them as well. Media representations of Indian women reveal that they are less accepted and respected as persons and more looked upon as objects. She has three projected roles biological, domestic and ornamental. These print and visual Media are hardly challenging the gender attitudes promoted and perpetuated by the society. Now a day, as a visual media, advertisements play important role in promoting different products. Every day we are exposed to a number of advertisements through various media vehicles like newspapers, magazines, radio, television, internet and various outdoor media. But there has been much criticisms against advertisements as these are portraying women as sex objects and they are made for only to serve their family and children. Women's physical attraction has been used as a whole, or in parts, to market everything from brassieres, male under garments to automobiles. These ubiquitous images encourage people to think of sex and women as commodity, and these may contribute to violence against women.

The different feminist writers such as Simon de Beauvoir, Shulamith Firestone, Kate Millet, Gallag, media are reinforcing stereotype images of women as they are inferior, subordinate and submissive and only are the house wives devoid of all qualities of decision making. Likewise various Indian feminist writers such as Ritu Menon, Kamala vasin, Kiran Prasad who have criticised the role played by media towards women. Rightly claims that it is not only the physical exposure of women that is derogatory but also the reinforcement of their stereotypes that are more damaging to

image and the dignity of womanhood. Television advertisements go on harping about good mothers who feed their children with health drinks and instant noodles, ideal wives who care about their husband's everything, mothers who wash their babies with soft soap to ensure soft bottoms and little girls who say they choose certain soap so that it makes them as beautiful as their mother. These are damaging, insulting and humiliating to the woman-image and takes all talks of women's evolvment, education, political participation, and putting them several steps backwards, where we began. Geeta Seshu (an independent journalist of India, and consulting editor of the Hoot) describes the latest media's image of women in the following words, "Short skirts and noodle-strap tops, see-through shirts with shorts that barely cover her derriere, hard drinking and hard partying..." Thus, it has become an on-going trend in Indian visual and print media to portray women as busy and concerned with beautifying herself, choosing make-up, new fashions, jewellery, cosmetics, proud of advertising and selling latest products. Women are hardly portrayed as brave and dare women, having social commitments, capable of intelligent decision making, or as capable leaders and policy makers. Usually she is publicised to accompany her husband like a shadow or as a decorative and pretty piece. Women who break the Manu's dictum unwritten code as above said and re-arrange their day are considered feminists or rebels. Media is playing their role perfectly to preserve this types of societal concepts. In consequence, most of the mediated women are "weak, passive, needy and subservient, or vain, irrational and hot-headed. But the question is how to turn this visual and print media into an effective tool for promoting constructive, open-mindedness change and faithfully representing the multiple roles of the women, today as achiever both at home and in the out work.

Conclusion

On the based on above data and discussion it can be revealed that still there is problem in perspective of social and psychological of this modern scientific Indian society. We have somehow taken the whole possibility of discussions, stories and picturisation, portraying and advertising of women as way of our life. It has never been realized that if womanhood is come when the coming generation of the present children will have absolutely no respect for their sisters, wives and mothers. Hence the major objectives of media must be to perform the programmes relating to improvement of women's status that they are free to declare themselves as human beings, co-equal socially, morally and politically with men. So There is need to be positive portrayal of women in these print and visual media so offspring will be able to understand hot respect their sister, mother, and in-laws and also they will help the women at every field as men are. As we know now a day most psychological attractive media are visual and print media which are readily and easily available to everyone. This is responsibility of these media and society that do not demand and portray such type of image of women before youngster which influence the negatively. As youngsters are the backbone of Indian society they may lead sound and healthy society. No doubt media are the mirror of the any society so it need portray the positive women's image hence it influence the contemporary society and their psychology. Finally, it can be concluded that overall effect of the portrayal of women in the visual and print media are to reinforce rather than reduce prejudices and stereotypes.

These media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously.

This study has tried to cover as many image in print media (journal, books, periodicals) of the year 2015 and as possible to study the changing portrayal of woman in Indian visual media(Indian cinema) from year 2010 to recent year 2015. However, it has not covered all the print and visual media even for the mentioned year as above and hence future work could cover more number of print media and movies. Further, the changing portrayal of men could also be studied and a comparative analysis of Hollywood - Bollywood and images would add more insight to the study.

Reference

1. Ramasubramanian S. A Content Analysis of the Portrayal of India in Films Produced in the West. The Howard Journal of Communications, Rutledge, Taylor & Francis Inc. 2005; 16:243-265.
2. Patowary H. Portrayal of Women in Indian Mass Media: An Investigation. Journal of Education & Social Policy. 2014; 1(1):84-92.
3. Gilly MC. Sex role in advertising: a comparison of television advertisements in Australia, Mexico and United State. Journal of marketing, (1988; 52:75-85.
4. Kaul S, Sahni S. Portrayal of Women in Television (TV) Serials. Stud Home Comm Sci. 2010; 4(1):15-20.
5. BBC news. Sexualisation 'harms' young girls. Tuesday, 20 February 2007, 00:31 GMT, retrieved from <http://news.bbc.co.uk/2/hi/health/6376421.stm>
6. Mistry A. Women in media, Indian culture, Short Stories, Poem. Dated on Tuesday, 1 May 2012. Retrieved from http://apeksha747.blogspot.in/2012/05/portrayal-of-women-in-media_22.html
7. Rajnish. Naari tum kewal deh ho. Dainik Bhaskar, 2014, 8.
8. Berberick SN. The Objectification of Women in Mass Media: Female Self-Image in Misogynist Culture. The New York Sociologist, 2010, 5.
9. Bandura A. Social cognitive theory of mass communication In Jennings Bryant and Dolf Zillmann (Eds). Media effects: Advances in theory and research (2nd Ed.). LEA's communication series, 2002, 121-153. Dated on 28/4/215. Mahwah, NJ: Lawrence Erlbaum. Retrieved from <https://www.uky.edu/~eushe2/Bandura/banpubs.html>
10. <https://www.uky.edu/~eushe2/Bandura/banpubs.html>
11. Bandura A. Social Foundations of Thoughts and Action: A Social cognitive Theory. Upper saddle river, NJ: Prentice Hall, 1986.
12. Bandura A. Social cognitive theory of mass communication. Media Psychology. 2001; 3(3):265-299.
13. ibid
14. Harries RJ, Sanborn FW. A cognitive psychology of mass communication. Rutledge publication, 2014.
15. Jha R. Women in Print media: Initiating new perspectives, New Delhi, Northern book center, 1992.
16. Sharma SK. Depiction of women in Indian media-A case of introspection for media planners. Samaj bigyan shodh Patrica Amroha. 2005; 1(1):32-36.
17. Tomar R. Gender and Media: Status of women journalist in Hindi Print Media in India, presented at University of Work, 2011.
18. Prasad K. Women and Media: Challenging Feminist Discourse. e-book, Delhi: the women press, 2010. Retrieved from www.vedamsbooks.com/.../women-media-challenging-feminist-discours.
19. Moorthi YLR, Roy S, Pansari A. The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis. Indian Institute of Management, Bangalore, 2014. Retrieved from www.iimb.ernet.in/research/sites/default/files/WP%20No.%20446.pdf
20. Munshi S. Wife/mother/daughter-in-law: Multiple avatars of Homemaker in 1990s. Indian advertising. Media, Culture and Society. 2000; 20(4):573-591.
21. Courtney EA, Lockeretz WS. A Woman's Place: An Analysis of the Roles Portrayed by Women in Magazine Advertisements. Journal of Marketing Research, 1971; 8(1):92-95.
22. Mistry P. The Changing Role of Women in Hindi Cinema. Indian Journal of Applied Research, 2014; 4(7):537-539.
23. Agrawal R. Shifting roles of women: through the lens of Bollywood. 10th International Academic Conference, Vienna, 2014, 03. Retrieved from <http://proceedings.iises.net/index.php?action=proceedingsIndexConference&id=2&page=1>