

ROLE OF MEDIA IN CHANGING STEREOTYPICAL IMAGE OF WOMEN

Ransher Singh Rathore¹ and Radhika Rathore²

ABSTRACT

Mass communications has great impact on the minds of people. It plays a vital role in influencing the children in deciding gender roles. In everything from advertising, television programming, newspaper and magazines, to comic books, popular music, films and video games, women and girls are more likely to be shown in the home performing domestic chores such as laundry or cooking, as sex objects who exist primarily to service men, as victims who can't protect themselves and are the natural recipients of beatings, harassment, sexual assault and murder. Women bodies are often used to sell products. These images also help in shaping up the notions amongst little girls and boys about who they should be and what they can achieve. Psychology offers several theories to explain how the sexualisation of girls and women could influence girl's well-being. Ample evidence testing these theories indicates that sexualisation has negative effects in a variety of domains, including cognitive functioning, physical and mental health, sexuality and attitudes and beliefs. Exposure to images of the beauty ideal increases dissatisfaction, depression and anger and lowers self-esteem in young girls and women. When women are dissatisfied with their own bodies, pictures of ultra-thin, mostly white models in magazines, TV, etc can reinforce those negative feelings. There is a need to promote healthy images of women, gender-based education, advocacy and creating positive media portrayals of women. Masculinity and femininity is defined and restricted by boundaries of media, it can create and generate gender differences. As media is the eye, ear and limbs of the society they could help a great deal in changing the stereotypical images of women in society.

Introduction

Today we live in a world that is constantly changing and is dynamic in all its aspects. The media plays a very vital role in making our world so dynamic and constantly changing. In today's scenario people tend to believe that whatever is depicted by the media, whether print media, electronic media or any other form of media, is true, without actually going into the depth of the matter. The media is so influential that people tend to believe that the propagandas shown on the television sets and the newspapers are absolutely true in all scenes.

In this research paper we will specifically lay stress on the role of media in changing the stereotypical image of women, the effects of media

¹ Army Institute of law, sector 68 Mohali, Punjab.

² Army Institute of law, sector 68 Mohali, Punjab.

on the mind sets of the general public at large in context to the image of women as portrayed by the media, effect of media on children of the age group from 5 to 10 years of age, who are very easy to target etc. There is a reel world depicted by the media and what is shown to our children which is not real. sexualisation of girls by media whose main aim is to create desire for the products of advertisers, has lead to the increase in the cases of anorexia and distress among young girls. Media is selling women bodies in all forms of media whether it is cinema, newspaper, magazines or advertisement's etc. Women are the largest buyer's of cosmetic products, child care, household good's etc. So media's prime focus is on woman. Indian cinema has completed a journey of 100 years, yet women is portrayed in the same manner i.e. pativrata and obedient. With globalization things have changed, but now the cinema has started exploiting female bodies by exposing the female flesh in film's like Murder, Jism, BA Pass etc. Items songs have become the way of attracting audience and deteriorating women image like Bedi Jalile Jigar Se Piya in the film Omkara, Cheekni Chameli in Agneepath, Munni Badnam Hui from the film Dabaang etc.

Most of the time women is portrayed submissive, soft, inferior and weak. All daily soaps have a company story line in which women is portrayed weak, obedient, ideal wife who can go to any extent to protect her family and supportive towards her husband, which shows the male domination in the society. We have conducted a survey among people belonging to different backgrounds and found that media has played most important role in shaping their notions, their lifestyles and its effects the youth and women the most. Survey conducted by various organizations prove that youth plays a significant role in our economy.

In conclusion we have tried to analyze how media can be motivated to represent women equally and in a positive manner. The need of the hour is to show that women are powerful, independent and not submissive. There are many women who have done extra ordinary works in various fields like for example India's former prime minister Mrs. Indira Gandhi, the CEO of Pepsi India Co. Indira Noovi, the famous astronaut Kalpana Chawal and many more.

The Portrayal of Women in Film's

Cinema is a complex medium of communication that combines sight, sound, motion, drama and messages to capture the attention of the audience at large.³ In developing countries like India, there have been hardly

³ Ila Patel, Representation of Women in Mass Media : (1995) (Unpublished Institute of Rural Management) https://www.irma.ac.in/pdf/randp/1020_53632.pdf visited on February 14, 2014

any efforts to build a feminist film theory or examine the question of women in cinema through systematic research. In general, the analysis is related very closely with specific film narratives and most of the times the film revolves around the male character in the film.

The traditional mythical female characters of the ideal women have continued as archetypes and are the same even today in characterization of women in Indian cinema in one way or the other. Women are continued to be depicted in the roles of caretakers (mothers and wives) in the family. Now due to this kind of portrayal of image of a woman to the public, the people who are of a comparatively low intellectual level, specially people of a rural background and village people, they tend to believe that even in reality also the women are weak and they are a liability for the family and the society at large, which is a very negative and a wrong notion.

The trend in the films also keeps on changing. In the early 1950's and 1960's the role of women basically used to be of a house wife, who used to obey each and every command of her husband, she used to look after the whole family, she was depicted as a person who was made just to do the house hold work, to obey each and every command given by her husband with full obedience, to serve her in law's as if she was their slave etc.

Until the late 1960s and early 1970s, the Indian popular cinema projected dichotomous images of women.⁴ In most of the Indian films women are depicted as the sidekicks to the main lead actor, she is many a times shown as a liability to the main character which is played by the male actor.

In the 1970's and 1980's the trend changed again, in this period the woman was shown modern and stylish and a little jazz as compared to the woman of the 50's and 60's. In this era the woman were shown driving fancy cars, wearing western style cloths, drinking alcohol and smoking cigars etc.

But one thing that did not change even in this era was that still the male character was more dominant over the female character. The woman was still shown as weak, dependant and a liability.

Now came the era of the 1990's and 2000. This era was a turning point in the Indian cinema and also was a turning point in the image of women. Now the woman no longer remained a liability or a dependant or a weak character. Now she is being shown as a completely transformed entity, she is independent, she is confident, she is choosy and she known's the tricks of the trade.

⁴ Ibid.

But still there is something negative to it, i.e. the character sketch of the lady in the role's of the film. In the modern film industry the woman is depicted as ultra modern, but when we use the word ultra modern, we are using it in a negative sense. In order to attract the public the directors of the film portray the woman in such a manner that she looks seductive and sexy. She is seen having sex with multiple male actors, using her body to get her work done and many other things which are considered as immoral in our Indian culture and in our society.

Our public is not yet ready to see the portrayal of a woman in this manner, so they have a very negative effect of this description on their mindsets. When a person of a rural or a backward area looks at a woman in this kind of a character, he will only think that the lady in the film is of loose character and all women living in the city areas are the same as shown in the film.

Well, to be very honest, this clearly depicts the image of a woman in Indian commercial mainstream cinema. As we surf through any music channels, all we can see are skimpily clad women dancing in some strange steps with songs which have very little musical or are of a lyrical value. The popular culture is defining the trend, as it always had and we are getting showered with such 'item songs' with famous actresses gyrating to the tune, or new 'item girls' stepping in everyday.

The media wants to put it as the celebration of a woman's sensuality. But the question actually is: isn't this just objectification of the female embodiment?⁵

There is also a trend in the film industry that if there are the bedroom, bathroom, cabaret and rape scenes in a film then the film will be a box office hit.

Women are hardly doing anything in these mill-made stories, other than gracing a party, or an occasion of Holi, or a college fest, smiling sweetly with a bunch of flowers in their hand and artificial wind to flow their tresses⁶ Film's like Wanted, Boss, Dabaang, Bhag milkha bhag, Chennai Express are a good examples to support the above mentioned statement.

⁵ Women's portrayal in Commercial Indian Cinema: mirror image of society available at : <http://lotusbudfromindia.wordpress.com/category/cinema/bollywood/> (Visited on February 14, 2014)

⁶ Ibid

Effect of Media on Children and Teens

We all agree that television is an important vehicle for communication information and stereotypes that help children learn about the world around them. Children are specially vulnerable to persuasive messages and we all are well aware of the negative impact of television, especially on children who are diverted to violence and its impact on the medium of attention spans and writing skills have been extensively studied. Television is encouraging and influencing early sexual activities, drugs and alcohol abuse amongst children.

Children are unaware of the real conditions which are prevalent in the society and think what they are getting from media is correct. The representation of sex roles on television is very pervasive and that it is inevitable that it will influence young children's view.⁷

The television, internet and comics expose them to virtual world and take them away from the real world. They clearly demarcate the gender roles, what a boy should do and what a girl should do, how they should look, their choices and even their dressing style is regulated by media. Media narrows their choices and opportunities.

Gender roles are defined and redefined by the media. All this content is served to the children as if, it is natural. Television can play a significant role in a child's growing beliefs and attitudes about what it means to be male or female in the world. Continuously images are shown where man is in dominant position, smart, intelligent. Boys are associated with machismo, violence and strength. Masculine traits are encouraged, even in cartoons and comics we see that males roles are praised like superman, Batman, Spiderman, Green Lantern, Heman etc.

Whereas girls are always portrayed very shy in nature, kind, preoccupied by their looks and there want for dolls. They are shown dancing, singing and doing household chores.

Both at workplace and at home males are shown dominant whereas females are shown in homes taking care of their family and in submissive roles. Even the women in video games are shown highly clad and sexualized. Also, numerous historical records have women portrayed as means of pleasure and prizes for attributes of bravery and intellect for men. This mental set up over the generations make women prone to stereotyping and objectification more than men.

⁷ Van Evra and Judith, *Television and Child Development*, 112 (Lawrence Erlbaum Associates, 1990)

Children do not simply absorb television information; they actively process it and impose their own interpretations and expectations⁸. Roles of women are very limited either as a house wife, teacher, maid, secretary or doctor etc. After viewing such things on television children tend to limit their horizons in regard to their career options.

Research tells us that the more television children watch, they are likely to hold sexist notion about traditional male and female roles.⁹

Advertisements follow the same policy as they also depict boys playing outdoor games and show them rugged like advertisements of Surf Excel, Tide, complain whereas girls are shown more conscious towards their looks and hairs etc as in the advertisement of Parachute hair oil, Pears soap etc.

For teenagers media a medium through which they get to know about the latest fashion, latest movies. Like Sixteen, Student of the year etc which shows the importance of beauty for girls. Channels like MTV and channel V make special programs and serials like Gumrah, Roadies, keeping in mind taste and preference of today's youth. Due to this boys from the very onset of adolescent years start objectifying the girls as sex symbols and see them as an object of exploitation.

This imparts a serious change of behavior in them and they frame a pre-conceived notion that women are secondary sex in the society. As the box office level teenagers are seen as a huge market because in India more than 40% population is youth. Through media the western influence is being pumped in the veins of the youth and this clearly shows the influx of western culture in our country.

Advertisers specially focus on teens. What is important here is that this type of content is sending out to young and persuadable viewers that man is superior and authoritative while woman is inferior and passive. There is a need to keep check on certain shows and advertisements which may influence the mindsets of teenagers as they are not competent to distinguish between fantasy and reality, to identify cogent intent or to disregard such stereotypes. The youth should use their own brain and should not take any decision under the influence of media.

The Media & Entertainment industry in India has been, and will continue to be, one of the biggest beneficiaries of India's favorable demographics. Being one of the youngest nations in the world, with high volumes of content consumption, a vibrant indigenous content creation industry and a favorable regulatory framework, makes India an attractive

⁸ Ibid

⁹ Gravdon, Shari and Elizabeth Vernall, "Gender Issues in the Media" N.P (1994)

investment destination for global M&E companies.” Farokh T. Balsara, Media & Entertainment Leader, Ernst & Young India¹⁰

Although Gunter and McAleer are dubious in stating that television alone is “moulding innocent young viewers conception of gender,” it is widely accepted that what children see on television can, and sometimes does, influence their attitudes and behavior in the area of gender.¹¹ Michael Morgan (1982) conducted a longitudinal study to investigate if there was a meaningful link between television viewing and sex-role attitudes over a period of time. He collected data from a group of teenagers about the amount of television they watched, their acceptance of sex role stereotypes and their occupational aspirations over a period of two years. His results were shown to "support the view that television cultivates certain sex role views"¹²

This supports ‘cultivation theory’ which states that the more time people spend "living" in the television world, the more likely they are to believe social reality portrayed on television.¹³

Sexualisation / Commodification and Objectification of Women by Media

Television still remains one of the most dominant mediums of media which promotes stereotypical views regarding the gender roles in the current scenario of era of advertising. Media is very effective and has got a very strong influence at creating stereotypes because they are sometimes the only source of information which we have about the subject and they often represent a distorted view of those things. No matter what type of life a woman lives, there will always be a certain stereotype about her in the society in which she dwells. Women in commercials are often confined into the roles that they can play on television commercials. In most of the advertisements in which women act, the commercial is filmed in a manner as to capture the interests of stereotypical women’s hobbies and interests. In majority of the advertisements the bodies of women are pornified. In order to understand better a stereotype would be best described as, ‘when one ignores the diversity and makes sweeping generalizations about a group or a community’s values, behavior and beliefs’. The commercials which we see

¹⁰ M&E newsreel, Ernst & Young, September 2010

¹¹ Gunter, B and McAleer J, *Children and Television : The One Eyed Monster* 61 (London : Routledge, 1990)

¹² Michael Morgan, “Television and Adolescents' Sex-Role Stereotypes: A primary proposition of cultivation theory Longitudinal Study” 43:5,947-955 (1982).

¹³ Jonathan Cohen and Gabriel Weimann, “Cultivated revisited: Some genres have some effect on some viewers” *CR* 299-114(2000).

today remains mirrored in an outdated gender stereotype by portraying women as having an ideal body image and acting as sex symbols. the Public image of a woman heavily focuses on her sexual features rather than her other attributes such as her intelligence or her working capacity etc. the Women's magazines tend to portray women in a very demeaning manner, depicting them as objects in positions of inferiority, subordination and low social power i.e. her physical appearances and especially their sexual attributes are portrayed as their most important assets.

The psychological research done by the APA clearly shows that the mass media influences girls and young women's beliefs about themselves.¹⁴

This particularly states that women are portrayed in the media as physical objects that can be looked at and acted upon to satisfy male desire. They are not viewed as subjective beings with thoughts, emotions and experiences.

The objectification of women sends a cultural message that a women's worth is reduced exclusively to the level of her physical appeal, it shows that:-

- A woman's (and girls') main concern should be to attract and sexually satisfy men.
- Women exist as decorative bodies to look good and sexually satisfy men.¹⁵
- The 'ideal' woman is 'thin, glamorous, sexy and shows plenty of flesh.
- Females are inferior and flawed.
- Purchasing advertised products will make women sexy and beautiful, and thus happy and successful¹⁶

The process of commodification in advertising brings out the paradoxical nature of the women's role as a consumer; she is the object of transaction in which her own commodification is ultimately the object.¹⁷

¹⁴ Report of the APA task force on the sexualisation of girls, available at: <http://www.apa.org/pi/women/programs/girls/report.aspx> (Visited on 13th of february 2014)

¹⁵ Krassas NR, Blauwkamp JM and Wesselink, "Boxing Helena and corseting Eunice: sexual rhetoric in Cosmopolitan and Playboy magazine's" 44 *SR* 751-771(2001)

¹⁶ Lindner K, "Images of women in general interest and fashion magazine advertisements from 1955-2002" 51*SR*409-421(2004)

It is very true as from the reports of the American Psychological Association (APA) which suggests that the proliferation of sexual images of girls and young women in the media is harming their self-image and development.

“Television and internet have come to rule over the world and with both full of super slim models, young girls end up idealizing them. There is immense emphasis on being thin by the society as well” says Dr.Rajesh Sagar, Department of Psychiatry, AIIMS.¹⁸

The APA Task Force on the Sexualisation of Girls conducted researches covering the effect of all types of media content including that of television, music videos, magazines, video games, the Internet, movies, music lyrics etc. They also looked at the way products are being sold and advertised to the young girls.

The Task Force described sexualisation as: "when a person's value comes only from her/his sexual appeal or behavior, to the exclusion of other characteristics, and when a person is sexually objectified, e.g., made into a thing for another's sexual use."¹⁹

The report also suggests that the volume of sexualised images has increased as more media content exists over a wider range of accessible technologies, leading to increased exposure and pressure on young girls.²⁰ Attitude of family members and friends also plays a vital role in increasing the pressure. The consequences of the sexualisation of girls in media today are very real and are likely to be of a negative influence on the girls' healthy development.

There was an advertisement which featured a well known female pop star, Christina Aguilera in which she was dressed in a school uniform, with an unbuttoned shirt and licking a lollipop and there are many more such more advertisements which portray women in this way.

The report of the APA suggests that the sexualisation of girls impedes the healthy development of a girl or young woman in several different areas. For example by undermining her confidence and making her

¹⁷ Meenu Anand, “Women In Television: Depictions and Distortions”(University of Delhi) available at http://www.du.ac.in/fileadmin/DU/Academics/course_material/hrge_10.pdf (Visited on February 12, 2014)

¹⁸ Dr. Rajesh Sagar, “Anorexia rising at an alarming rate” *The Times of India* July18, 2007.

¹⁹ <http://www.apa.org/news/press/releases/2007/02/sexualization.aspx> (Visited on February 8, 2014).

²⁰ www.youtube.com/watch?v=vvKOe4urt4U (Visited on February 12, 2014)

feel dissatisfied with her body, this can result in negative self-image and which leads to feelings of shame and anxiety.²¹

The Task Force suggests that the parents have a strong influence in this area. They could be willingly or unwillingly be contributing to the problem, or they could protect their daughters by educating them and supporting them to overcome the effects of the negative images they come across on the television sets and their day to day life.

Portrayal of Women in Daily Soaps and Advertisements

The daily soaps that are shown on the television sets play a very important role in influencing the stereotypical image of woman, most of these soaps show "home" or the domestic sphere as the core setting and the fundamental theme is centered on women with primary concern on family relationships. The central leading character of most popular and prime-time daily soap serials are a typical specimen of the pativrata and the 'glorious motherhood' images. Indian daily soaps show women as the primary target for whole of the drama while the male characters are shown as secondary and as if they are not important or significant.

Role of Komolika in *Kasauti zindagi ki* and Rashi in *Saath Nibhaana Saathiya* and *Yeh Rishta Kya Kehlata Hai* etc. are very good examples where women is depicted as a negative entity. Kidnappings, killings, creating family dispute and marital disharmony are some of the role attributes that are done very perfectly by such female characters in one episode after the other. In other words they are shown as a personality with a very negative character.

Today our serials show a rising trend in extra marital relationships that are depicted on the small screens. The question which arises here is that are we moving towards a society where fidelity is no more considered significant for a marriage?

Are we in any way through our television serials inculcating negative values of being unreliable, malicious and cunning in our relationships?

Are we pressurizing our young generation especially women to match the flawless, larger than life, super human characters that are being portrayed on television?

Due to its power, charisma, and the power to lure people towards itself advertising is the best known and most widely discussed form of promotion. Stereotypes abound in the advertisements as men are most of the

²¹ ibid

times shown advertising automobiles or motorcycles or business products like laptops (HP, Dell), job websites (naukri.com, monster.com) etc. Depiction in any manner of the figure of a woman, her form or her body or any part in any in any indecent manner, thereof would amount to derogatory representation if it has:

- The tendency to present a woman as a sexual object
- The tendency to present a woman as a sexual commodity for man's pleasure, or
- The tendency to glorify woman's subordination to man as an attribute to womanhood, or
- The tendency to glorify ignoble servility to man as an attribute to womanhood, or
- The effect of being indecent or being derogatory to, or denigrating women; or It is likely to deprave, corrupt or injure the public morality or morals.

After viewing these daily soaps people tend to develop this notion that, generally a socialized woman is one who is very gentle, docile, quiet, and obedient follows the instructions given to her by her husband and her in-law's. These characteristics are the predictors of desirable qualities suited for child-rearing and household work. On the other hand, men adopt the breadwinner's role and he must display the required masculine or independent qualities of aggression, leadership, industriousness, dominance etc. Meanwhile in a research it was observed that the families portrayed in the top ranked television serials like "Balika Vadhu" and "Bandini" reveal that the whole institution is a male construct while the female leading character families are absent, the female character shown in the serial is either a single widowed parent or is brought up by her relatives like grandmother or aunt, she leaves her maternal family behind when she gets married etc. Woman does not have a universe of her own and because of this reason she is termed and defined on the basis of her husband's family. These serials are found to be the most popular across socio-economic categories and the popularity of these serials reveals that women residing in different backgrounds, at some level enjoy the serials as these serials apparently fulfill their emotional and psychological needs to a large extent. The women characters are not depicted as bold, they don't take any independent decisions in the family and they are constantly fighting for injustice against them. The problems faced by the women are not tackled realistically and familiarly which each woman can comply with it.

In Indian media, the character sketch of women frequently tends to depict them stereotypically to a large extent i.e. caring homemakers or

sexual objects of desire.²² A woman does all this work even when she has a headache or backache or for that matter of fact any other problem. These advertisements arguably encourage sexism on a very large scale. These depictions of a woman reinforce the old Indian beliefs that a woman is supposed to forgo her own comfort and keep on doing household chores without getting tired.

The whiff of tradition is much more stronger in the world of “tell and sell” than in the movies: women are shown as home-makers, care takers, home makers, baby sitters etc. they buy the right health drinks, the right type of cholesterol free cooking oil for their chubby husbands, the right kind of washing detergent for stained clothes (and are also shown washing them, too), and the right cosmetics for themselves.²³

Media is showing woman as pornified and hypersexualised . Media has become a trend setter in the society. Female of all age groups are targeted due which in India there is a increase in the number of cases of anorexia and many other related diseases. These glamorized and photoshopped pictures are creating a sense body dissatisfaction amongst the women. It is very true that not only entertainment channels but news channels are focusing on this only the faces of young reporters keep changing this shows beauty matters the most for women. This may be the reason that reader have become addicted to women.

The advertisement of a very prominent fruit drink named Maaza depicts the actress Katrina Kaif as a very seductive woman and the advertisement is named “Aamasutra”. The main motive of the advertisement is to promote the fruit drink but instead of that the advertisement lays more stress on the sexy and seductive moves of Katrina Kaif.

In these times the “New Millennium Woman” is the one who has all these attributes:-

- Beauty in a quirky personality (so long as physically she still has it going on)
- Hairless body
- Flawless skin
- As thin as possible
- Heavily sexualized (and proud of it)

²² Ramasubramanian, S., & Oliver, M.B, “Portrayals of sexual violence in popular Hindi films,” 48SR327-336(2003).

²³ The woman: Portrayal of Women In India – Mahadvi Gokhale available at :<http://iitbwritersbloc.wordpress.com/2013/01/10/the-woman-portrayal-of-women-in-the-indian-media-madhavi-gokhale/> (Visited on February 12, 2014))

- Confidence is appearance-generated
- Abnormally large breasts
- Beautiful clothing
- Wears high-heels

After viewing advertisements as above mentioned, we come to a conclusion that the media uses the body of a woman to sell various products.

The media uses a woman as a tool to maximize its output and profit margins and according to them the best way to achieve their target is to represent woman in an indecent form by exposing her flesh and body parts that attracts boys and men which will in return increase the TRP's of the advertisement.

Steps Which Should be Taken by the Media to Improve the Stereotypical Image of Woman

- Vigorous research work should be encouraged in this field to portray the positive image of young girls and women and to make them more confident.
- psychologists and teachers should be given resources to teach young girls how to access more positive images of themselves and counteract the negative effects that the sexual images might be having.
- Media literacy programs should be developed and encouraged, public health reports should also include sexualisation in their agenda.
- Media awards should be developed for the positive portrayal of girls as powerful, self dependant and non-sexualized, for example prize/ award for the best toy or television image.
- Convene healthy partnerships between government, leading experts and the media to work on the issue for the betterment in the image of women in front of the society.
- All members of communities from school staff to business people should promote certain extra-curricular activities and programs that would help young girls and women in developing self-esteem based on their ability and their character and not on their appearance. As a society, we need to replace all of these sexualised images with the images showing girls in a positive virtue - ones we show the uniqueness and competence of girls. The main aim should be to

deliver messages to all the adolescents- boys and girls - that lead to healthy sexual development.

Conclusion

From above research it is clear that media is representing the stereotypical gender roles constantly. The major reason behind this is the private players for whom Money is everything. Media is playing an important role in shaping the notions among children .As media is the mirror of the society, nowadays these wordings stand wrong. Media is shaping the society at large. Whatever the media is showing, the people are adopting it without thinking as to what consequences they will have to face . According to a report in THE HINDU, each Indian on an average spends 40-50 minutes a day watching television, surfing the internet, using cell phones magazines and newspapers etc. Among the children media is creating gender roles by showing female in passive and secondary character. Clearly differentiating among the roles of male and female, the woman is always portrayed as weak, submissive and obedient. For teenagers it is an issue of great concern as sexualisation of women is on a boom, they are exposed to women images which are not possible to achieve in reality. Girls of age group 15-25 are the prime target of advertising companies. This portrayal of the fantasy woman lead's to health disorders like anorexia and dieting amongst young girls. The girls are unaware that the images portrayed are unreal, brushed and photos are hopped. They are the soft target of the advertisers, from mobile advertisements to clothing they are focusing on youth.

The media fraternity wants to create a desire of cosmetics, health care products clothing and jewellery, amongst the public. No one is free from the clutches of media. Serials and movies are repeating the same 50 years old image of ideal lady i.e. pativarta, obedient etc. This is demoralizing the women from inculcating the change. The government is also not taking any interest on this issue. Indecent representation of women act 1986 and others laws are not sufficient to deal with the issue. There is a need of system of checks and measures on media. The capitalist's are exploiting women bodies to attract consumers and to create a demand for their products as most of the revenue is generated through advertisements and media is used as an instrument of change.

Instead of portraying woman as a mere object she must be portrayed as capable of carrying herself, independently and strongly who can earn her bread for herself as men as she is no less than him on any grounds. This depiction of women is taking our youth towards a path of self destruction. Media needs to act more mature as they have a responsibility towards the society.

What we see, we learn, moving on this media must portray women into a role of leader, manager, business leaders etc. Positive portrayal of women is necessary. The daily soaps should show the struggles of women who went through many difficulties in their life to achieve their aim and in India there is no dearth of such roles, like Rani Jhansi to astronaut Sunita William. They all are different stories of success in themselves.