

Women, Media, and Stereotyping in India

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ABSTRACT

Both the woman and victimization are very strong relationships. With Development of human civilization, increased the exploitation of women. The woman's condition went from bad to worse. Without man, his existence, were deemed to be redundant. Towards the twenty-first century, the entire global scenario has changed. Today's Woman is strong. In male dominated society, women are always trampled. It's not from today; this century has been going on. Media's role towards women is becoming the growing concern of the feminist writers, basically regarding participation, performance and portrayal of women. As societies entered the world of modernization, the role of women changed dramatically. Media played an important role in the modernization of societies and greatly affected the image of women in today's modern world. Today, the role of women has changed. She has come out of closed rooms. Through this study, deals with this fast-changing role of women portrayed in Indian media and its influence on the Indian society with a focus on some representative incidents. The mass media, to raise women's issues; has been successful and unsuccessful both. With the evolving situation of women in India, has been study the role of media.

Raising issues of women in the media have played a key role. The media, reports of female oppression, social consciousness, humanity, so many times in the sugar syrup wrapping sensation is, also introduced. Ever, his role was commendable; So many a times raise the finger on media. Through this research, has tried to understand; that What exactly, the media, women have been able to raise issues and how much. But if not, what was the cause. What is the solution of this problem? Connectedness is extremely main for women's process and accumulation media endeavor important part, in all spheres of existence, whether the controlling of aggregation growth disparity of literacy or raising the grade of history for vast people, women score a essential part to effort. In this environment, women know a Copernican persona to sport to create rousing in them to achieve their possible as they represent an indispensable enactment in effectively conveying substance that needs to be conveyed. It is lawful that media mortal brought to floodlighted, as never before, reliable misdemeanors against women but in a very subtle demean our, it also perpetuated the unimaginative person of women as a householder and an inconsequential entity in the traditional ideal method. By gradually constructive people persuasion, individualized beliefs and regularize grouping's ego perceptions, media influences the appendage of socializing and shapes ideology and mentation. A periodic gild is laden and processes with the group of the order

Keywords: Media, impact, stereotyping, gender sensitivity, empowerment

1. INTRODUCTION

Media is all pervasive and its operative is very impalpable. Media plays an important role in dissemination of substance. The consequence of media on our lives is a show which does not human to be effortful, any someone. Broadcasting, television, films and the printed morpheme reach all of us in this period and apiece strive to perfect its modes of field to beautify statesman utile as a substance. The roles of varied media, nevertheless, know stretched far beyond the supplying of substance now, because of the outreach and subject sophistication. In feeling, this gives them the country to make actuality. By gradually manufacture semipublic instrument, aim beliefs and thickset in the keeping of a few groupings and their biases and their advantage motives operate in the commencement of a experience which is oftentimes malformed. In India is high of diversified cultures, traditions, and beliefs. Our body media's role as a party creator and allegoric of people has greater arena in cover these complexities of content and processes with the group of the lodge. In Bharat, the position of women is undergoing a perceptible replace. Women entry the drudge marketplace is on the movement, there is process in the assort of tutored women, and heightened awareness of their militarization to aggressiveness discrimination. The persona of women in the knowing homemaker or as a employed black, she has acquired a worthy area in association.

"There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing."

Swami Vivekananda

The most significant and longest social movement continuing is movement for emancipation of women. It sounds intriguing how from highly dignified position in India's mythic history, the woman in Indian has been relegated to a secondary position. It would be a sad commentary on the subordinate role of women in India when women is ideally viewed as power, the origin of power itself but in reality found as a helpless, hapless woman without any identity except that of a wife, or the mother who has very little choice in decision making and has very little by way of her own basic choice. In almost every media set-up determine women's socialization in no uncertain terms. This has an important bearing on their ability to communicate and express their thoughts.

All over the world, especially in the field of media and movies, in comparison to women; Men works till long age. In media the measurement of success of man, from his being experiences. While, the measurement of success of woman, from his beauty. Women are seen as a beauty and sex. So women are taken as a negative element. Women's, in the films are presented as sex. The movie or in media, use of women; is done used to attract the attention of men. Whether the political parties or media; both of, women are exposed. Women are under social control and scrutiny which has restricted what they can say and where and to whom. Cultural moves in almost every social set-up determine women's socialization in no uncertain terms. This has an important bearing on their ability to communicate and express their thoughts. By and large the media scene in India is that media does not address serious issues about exploitation and in equal treatment to women in different spheres but is keen in reporting sex related incidents by way of sensationalizing news of atrocities on women. It is true that media has brought to light, as never before, certain misdemeanours against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system. Generally, women's problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape. To be seen if, in the media, women's high-profile issue as it comes up. Today to many places, with the women is be incidents. Or in other words we can say, for increasing the TRP of media; any event that is displayed. Now the question arises; is the media, equally conscious of Dalits, tribal, backward and minority women. Whereas the High-profile cases have shown awareness. Issues related to women's rights, through the media, polarizations should be done, it is a big question. In the ideal situation, the woman, is woman. Such incident, mainly in the media, which has rarely, comes. The question is here that; in the media; who will decide the definition standards of high-profile cases and normal case. Media cannot move back from his responsibility.

2. WOMEN ACCESS TO THE MEDIA

The proximity of women in media both in terms of numbers, whether unquestioning or in comparing with men and their position in status of the stance they use, is strongly influenced by the exposure, not of their option, but on record of the ethnic and interfaith taboos which operated as juristic sanctions, and symmetric today control as such, in numerous regions and communities, the property and laws notwithstanding. Poorness, inability, favoritism and manful ascendancy cell a vast age of women inaccurate from the make media change as readers. As regards the electronic media, change where the district receiver are lendable, either they are jammed out by the men, or on record of cultural inhibitions, women are unable to agrestic or urban areas and statesman especially in the urbanized areas whether as inactive consumers or as bustling players. The presence of women and the media can loosely be comprehended at two levels.

- a- The participation of women in decision-making and demonstration in the media
- b- Representation or playacting of women and sexuality relations in the media

3. INVOLVEMENT AND REFLECTION

At the most staple aim, women are under-represented in media institutions. Those who are within the field are often not in decision-making positions. The' women are progressively incoming into media, top management is soothed largely phallic submissive and the content of structure is perpetuated through this disparity. There is a gender partition of toil that is evident finished the way that stories are allotted. 'Subdued' issues like style, content, discipline, and mode are of times consigned to women media practitioners, whereas 'horny' and what is wise 'solemn' issues equal direction, economics and sentiment are oft within the purview of their mortal counterparts. The criteria of newsworthiness are similarly and consequently interpreted finished this gendered organ. Heading materials oft make of 'murmur us issues' are shunted to 'primary' and additional segments of the media. Gender unimaginative views and attitudes, specified as the connector of rich incapacity and women's reproductive roles can hamper women's opportunities to feign decision-making positions. Added, unisexual mistreatments have been especially cited as one of the methods to mastery and omit women from these positions. As media is comely progressively privatized and deepened on a few international media giants, this can be a sobering ground of worry when individuals within the tract are sect with younger jural resource to ensure the covering of their tract to close from socio-political institutions in the public environment, and severely curtails media democratization in the encouragement of different ethnic, gregarious and governmental worldviews.

Summary

After understanding some case studies, will support these facts and ideas, that in fact, raise the issue of women in the media is helpful or not.

Objective

Through this study, to see that is the media, arise the women's issues or not. Or the media, such issue raises only for his increasing the TRP. So that they may increase TRP. Or the media to understand their responsibilities.

Research Methodology

Research methodology based on qualitative analysis

Hypothesis

Introduction

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sensationalizing news of atrocities on women. It is true that media has brought to light, as never before, certain misdemeanors against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system. Generally, women's problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape. To be seen if, in the media, women's high-profile issue as it comes up. Today to many places, with the women be incidents. Or in other words we can say, for increasing the TRP of media; any event that is displayed. Now the question arises; is the media, equally conscious of Dalits, tribals, backward and minority women. Whereas the High-profile cases have shown awareness. Issues related to women's rights, through the media, politization should be done, it is a big question. In the ideal situation, the woman, is woman. Such incidents, mainly in the media, which has rarely come. The question is here that; in the media; who will decide the definition standards of high-profile cases and normal case. Media cannot move back from his responsibility.

4. CONDITION OF WOMEN: YESTER AND TODAY

Ancient India

Some scholars believe that in ancient India women equal status with men in all spheres of life was achieved. However, some other scholars hold contrasting views. Patanjali and Katyayana, such as scholars say that women were educated in the early Vedic period. Rigvedic verses tells that the women used to have marriage at mature age. And was probably free to select their husband.

Some kingdoms in ancient India had traditions like "Nagrvidhu". Amrapali is the most famous example of Nagrvidhu. According to studies; In the early Vedic period, women had equal status and rights. However, later (approximately 500 BC) (especially in Manusmriti) were also began to decline in Condition of women.

Medieval times

In society, the status of women in India, during the medieval period, more deteriorated. In some communities in India; sati, child marriage and a ban on widow remarriage, became part of social life. In the Indian subcontinent, the victory of Muslims

brought the purdah practice in the Indian society. In parts of India, devadasi or temple women, had been victims of sexual abuse. Polygamy, in Hindu Kshatriya rulers, was widely prevailing. In many Muslim families, women were restricted to Zenana areas.

Bhakti movements, tried to restore women's status. And on forms of domination, questioned. Mirabai was one of the most important faces of Bhakti movement. Shortly after the Bhakti movement, the first Guru of Sikhs, Guru Nanak, who preached the message of equality between men and women. The women; Leading religious institutions, Collective prayer or chanting of the hymns sung as songs and to lead them, become members of religious management committees; Led forces in the battlefield; Equality in marriage Amrit (Baptism) and advocated equality. Other Sikh Gurus also preached against the discrimination of women.

Historical practices

Tradition of Sati

In some communities, a widow in her husband's funeral pyre, were immolated alive. However, in this action, the widow was expected to be volunteered. It is believed that, many times for it, the widow was forced. In 1987, the Roop Kanwar case of Rajasthan Sati (Prevention) Act caused.

Johar

Johar means, defeated the Rajput warriors, the wives and daughters to captivate. Die for his honor by the wives of defeated Rajput rulers; this has been followed.

Parda System

Curtain: that is the practice in some communities, women are required to cover their nakedness. This limits the mobility of women. And it is a symbol of the subjugation of women.

Devadasi

Devadasi is a religious practice in some parts of southern India. In which; women's marriage this was done with the gods.

5. NATIONAL CRIME RECORD BUREAU REPORT

Crimes against women

In police record, against women in India, has seen a high level of crimes. In many cases, did not register the case by the police. And many times, by women does not complain to the police. Official figures show that the number of reported crimes against women, has increased dramatically.

In India, by the men, on the women, crime is getting increased. According to the National Crime Record Bureau, A total of 3,37,922 cases of crime against women (both under various sections of IPC and SLL) were reported in the country during the year 2014 as compared to 3,09,546 in the year 2013, thus showing an increase of 9.2% during the year 2014. These crimes have continuously increased during 2010 - 2014 with 2,13,585 cases reported in 2010, which increased to 2,28,649 cases in 2011, which further increased to 2,44,270 cases 2012 and 3,09,546 cases in 2013. In 2014, a total of 3,37,922 such cases were reported.

Uttar Pradesh with 16.8% share of country's women population has reported nearly 11.4% of total crimes committed against women at all India level, by reporting 38,467 cases and West Bengal accounting for nearly 7.5% of the country's women population, has accounted for 11.3% of total cases of crimes against women in the country by reporting 38,299 cases during the year 2014.

Incidents of incest rape (rape by blood relation like father, brother etc.) in the country have increased by 25.7% during 2014 over the previous year (from 536 cases in 2013 to 674 cases in 2014). Delhi UT (140 cases with 144 victims) has reported the highest such incidence followed by Maharashtra (94 cases with 102 victims) and Kerala (62 cases with 63 victims). There were 713 victims for 674 reported incest rape cases in the country during the year 2014.

Out of 37,413 rape cases, in 32,187 cases the offenders were known to the victims accounting for 86.0% of total rape cases during 2014. 16 out of 36 States/UTs have reported more than 90% of such cases. Apart from 674 incest rape cases, in 966 cases victims were raped by close family members and in 2,217 cases victims were raped by her relatives. A total of 8,344 cases were reported in which victims were raped by her neighbors, maximum such cases were reported in Madhya Pradesh (1,351 cases), Uttar Pradesh (1,111 cases), Rajasthan (860 cases) and Maharashtra (714 cases) and these four States accounted for 48.4% of total such cases. In 618 cases employers/coworkers have rape their female employees or colleagues.

Data on abetment of suicide of women is collected separately for the first time in 2014. A total of 3,734 cases of abetment of suicides of women were reported during the year. Maximum such cases were registered in Maharashtra (986 cases) followed by Telangana (627 cases) and Madhya Pradesh (455 cases) during 2014.

Now if we look at all these records, then the crime was not raised by the media. Against women, in the media some offense comes up. On the other hand, domestic violence cases do not come up in the media. While, the figures for domestic violence, is no less.

(Data Source- National Crime Record Bureau Report)

High profile cases which was raised by the media

1-Sheena Bora murder case

2-Sunanda Pushkar murder case

3-Arushi Talwar Murder case

4-Jessica Lal Murder case

5-Nitish Katara case

6-Aruna Shuanbaug Case 1973

One of the oldest cases of rape that was widely covered by the media was the 1973 case of nurse Aruna Shanbaug

7-Mathura rape case

Mathura rape case is a landmark case in the history of Indian women's right movement in 1972, a tribal girl named Mathura was raped by two policemen in the Chandrapur district of Maharashtra.

8-Priyadarshini Mattoo case

Priyadarshini Mattoo case rape and murder case of 1996. She was a 25-year-old law student who was raped and murdered by Santosh Kumar Singh at her house in New Delhi.

9-Anjana Mishra Case

The Anjana Mishra Rape Case was high profile case of 1999. She was the wife of an Indian Forest Services officer had filed a complaint with the CM of Orissa, J.B. Patnaik against the then advocate general of Orissa Indrajit Ray, Who had attempted to rape her in 1997. Patnaik tried to shield Ray and later in 1999, Anjana was attacked on her way to Bhubaneswar by three men and was gang raped in front of her journalist friend with whom she was travelling Indrajit Ray received 3 year imprisonment for attempted rape while two of the three accused were sentenced to life imprisonment after a CBI enquiry. The third accused is still absconding.

10-Mumbai Gang Rape

The notorious gangrape cases is the Mumbai gang rape of 22-year-old photojournalist in a city that was thought to be very safe for women. This case caused a lot of outcry from the public and media alike as questions were raised about the rape epidemic which seems to be getting worse than ever before.

11-Bhanwari Devi Gang Rape Case

Bhanwari Devi was grassroots level worker in Bhatari, village under the Women's Development project in Rajasthan. In 1992 She was gang raped by 5 high cast men of her village when she got involved in speaking against child marriage. Her case attracted a lot of media coverage once it became clear that she was being denied justice on the basis of her low caste and gender. This case is considered very important in the women's rights movements in Rajasthan and India.

12-Scarlett Keeling Rape and Murder Case

The Scarlett Keeling Case of 2009 is of importance because it was in the media for all the wrong reason. Scarlett was British tourist visiting India with her family. She was 15 year old and was left behind in Goa with her 25 year old Indian boyfriend while her family travelled along the coast. She was brutally raped and then drowned in the sea and murdered. The Media covered the story as everybody ganged up against the bohemian lifestyle of her family and blamed her mother for her carelessness. It shows how in India most people still believe that "bad" women deserve getting raped.

13-Damini Gang Rape Case in Delhi, 2012

The most notorious of all rape case has to be the Delhi Gang Rape of 16 Dec. 2012. A physiotherapy inter was raped by 6 men while she was travelling in a bus with her friend in New Delhi. She was brutally raped and in her internal part of body and later died due to her injuries. The case brought about a lot of public outrage as thousands of people spontaneously gathered in India Gate, Delhi to protest against the gang rape.

6. CONCLUSION

When we look at the data, then shows that; 30 to 40 thousand, per year women's, sexual harassment occurs. But in the media, occur not reveal all phenomena. In the Media those incidents are shown who either are occur high profile, or mass movement

occurs. Women's portrayal in Indian media is nothing more than a showpiece or an icon of glamour or that of a householder. The status of women in the media is bleak as ever; little progress has been made. While it has improved from what it used to be five decades ago, not much progress has been made in the last two decades.

The Global Media Monitoring Project 2015 has found that only 37 per cent of all stories, including in newspapers and television, were reported by women. This was the same figure a decade ago. No forward movement has been made. Online, however, women's representation was 42 per cent. Another report by the International Federation of Journalists, specific to the Asia-Pacific region, found that, although the presence of women in the region doubled in the last two decades, women still comprised just 28.6 per cent of the total workforce. One of the reasons for such minute representation of women is gender inequality and discrimination. This lack of gender sensitivity is apparent from the very fact that the media has failed to exterminate gender-based stereotyping, which other public and private, local, national and international organizations have been able to reduce to some extent. Women's portrayal in the media is it electronic, print, visual or audio, is always accompanied with some negative and degrading images. Gender bias is prevalent not in reporting or in the selection of news, but in the selection of reporters to cover the news. Yet, it is a fact that female journalists are always offered the 'softer' roles — lifestyle, culture, entertainment, health etc. In terms of participation, female characters are the most preferred on television due to their accompanied good looks, more so in business news channels, because their presence on-screen can increase TRPs.

Therefore, to empower women as leaders and to eradicate the existent gender gap, it is essential that they be given the decision-making power. Women should be better trained, skilled, knowledgeable and accessibility to information technology should be encouraged so that they adopt professional guidelines. Also, more media watch groups like the Indian Women's Press Corps should be established for the protection of women journalists. The powerful and positive role that the media can play in empowering women and gender equality should be supported and further explored. Media; not only high profile incident brought but also but also should try to bring all those events which occur in remote areas. The women issues, more effectively, can be raise in the media. With the help of the media, to some extent, women can be safe.

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