

Study on Women portrayal of Media

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Abstract: *Films are the only channels which are looked up by Indian audience to come out of their dream world. Our country and society's values are shown in a very clear way in Indian cinema. This paper has tried to show the way women are being displayed in Bollywood cinema. In this globalized world the portrayal of Indian women is very rigid and there are not many variations in their representation. There is hardly any identity of Indian women in the Indian cinema. Also in this paper there is an attempt to find out if there is a change in the role of women from traditional times to contemporary times in Indian cinema.*

Keywords: Indian Cinema, Stereotypes, cultural, contemporary times

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