

# An Investigation on the Depiction of Women in the Media

**Madhavi Neman<sup>1</sup>, Yadav Anurag<sup>2</sup>, Pandey Rishab<sup>3</sup>**

Asst. Professor<sup>1</sup> and SYBAMMC<sup>2,3</sup>

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

**Abstract:** *Indian audiences primarily rely on films as a means to escape from their imaginary environment. The principles of our country and society are prominently displayed in Indian movies. This paper has attempted to demonstrate the portrayal of women in Bollywood cinema. The depiction of Indian women in this globalized society is highly inflexible, lacking diversity in their portrayal. The representation of Indian women in Indian cinema is minimal. This article aims to ascertain whether there has been a shift in the portrayal of women in Indian cinema, comparing their roles from traditional times to the present day.*

**Keywords:** Indian Cinema, Stereotypes, Cultural, Contemporary Era, women image