

# Mass Media

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**Abstract:** *Depiction of women's image in 90s & 20s : Currently, issues related to women aren't bandied in media extensively. Only sensational news about women is given expansive content while essential dialogues and conversations on women related issues noway do. The arrival of the internet and social media platform similar as face book, Instagram, snapchat, twitter etc. Has broadened the social space for women to raise their issues, reach out, network and unite for the common denominations. Women blogging, NGO web side, and women platform have advanced the commission of women through technology.*

*I'm doing these assignments especially for the women who are working in Mass media but media is expressing them in both positive and negative way. Theses assignment will help me to understand the significance of women in this world and especially through mass media because these had come the stylish medium in front of all the age group. Overall Interpretation The below check was conducted with 28 repliers, where replier order was blend of scholars, preceptors & parents. The check was designed to gather the views about the pros and cons of online tutoring.*

*Need to state out for a change in diurnals, adds or flicks diligence*

*An actor or an actress is a person who portrays a character in a performance. The actor and the actress perform" in the meat" in the traditional medium of the theatre or in ultramodern media similar as film, radio and TV. numerous times, the media especially in India takes the womanish characters to make their product or a film to get hit. womanish becomes the resource of magnet in numerous ways. moment we need to state out for similar issues, which are really delicate and hard to handle. These might lead to a shame of the women who are working in same field.*

*Describe areas you worked on and why you concentrated on those areas substantially. Ex: advertisements diurnals flick and print media Visual Mass Media Humans like to both watch and hear to commodity at the same time. For at least 140,000 times, humans have been entertained and informed by watching and harkening to the effects going on around them. But whether it was watching other humans or harkening to the sounds of the timber, it had to be in the moment, as there was no artificial way to convey images or sounds. It was n't until about 40,000 times ago that we know our ancestors first began to explore visual media including delineations, oils, and puppets.*

*We latterly know that performing trades came a popular visual medium in societies. I've chosen some positive and negative sides of the media similar as advertisements and flicks because from these similar advertisements though they're veritably short, but they convey a strong communication to the people who are watching.*

**Keywords:** Mass Media.

## I. INTRODUCTION

Media's part in a republic is to bring mass mindfulness on political, social and profitable issues. still, media channels tend to give preference to political and profitable news particulars over social issues, especially the issue of women. This has lead to the issues on women take a backseat Media can play a significant part in sensitizing the society about gender issues. But, before that, the media itself needs to be acclimatized in covering women issues. The distribution of power between the two relations – both physical and profitable- is unstable, leading to demarcation against women. Media exerts immense influential power on themillions; this can not be undermined. depiction of women as equal has not been given the precedence it deserves by the media. The media should deal with women's issues in a sensitive, responsible manner. Declining coitus rate, rape, plant sexual importunity, dowry- related crimes domestic violence botheration, dusk- teasing and honour killings are some of the issues that the media needs to acclimatize the society

about. Total women commission can come about only if it includes political, social, artistic and other confines of mortal life. This happens only if development includes women participation and control over coffers of power. The electronic media and particularly television has come the most influential medium of mass communication. It's a disturbing trend when media negatively portrays women as "the weakercoitus" who should remain subservient. utmost disturbing, still, is the disproportionate content of overemphasized violence. Sexual brutalization of women has remained a largely marketable commodity. "Commodification" of women as "sexual objects" in announcements should be stopped. Media can either be an abettor to gender-grounded demarcation or it can challenge the gender bias by furnishing balanced content.

Media highly influence children these days as new and more sophisticated types of media have been developed and made available to the American public. Vacuity, as well as lower affordability for American families, has handed media easily accessible for children. salutary goods include early readiness for knowledge, educational enrichment, openings to view or partake in exchanges of social issues, exposure to the trades through music and performance, and entertainment. dangerous goods may affect from sensationalization of violent gesture exposure to subtle or unequivocal sexual content, creation of unrealistic body images, donation of poor health habits like desirable practices, and ex conclusive advertising exposure target mainly children.

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**Importance/ Needs to focus on these issues seriously:**

The media is incredibly important in keeping everyone informed about the numerous events taking on across the world. Today, we only need a few mouse clicks to access the most recent news and current events, or we may simply turn on the radio or television.

**Gives us immense knowledge & transmits information** – The media keeps us up to date on a variety of global issues. We gain a great deal of knowledge on a wide range of topics with the aid of the media. Information dissemination relies heavily on the media. To keep the general people informed about what is happening in the nation and around the world, it periodically transmits, prints, and updates information.

**Raises our consciousness** – The media increases our awareness by providing information and knowledge.

**Raises voice against issues in societies**– By making people aware of problems, the media also benefits society. The media has recently brought up numerous instances of social difficulties, such as gender discrimination. When such issues are presented and exposed in the media, the public is made aware and the appropriate actions are taken to resolve the issues! Additionally, the media helps people's voices reach the appropriate authorities.

**Provides true pictures and live telecast for various events** – Any current live event can be seen from anywhere. The media provides the LIVE or recorded transmission for practically all significant events, such as the FIFA World Cup, a political address by a PM, live coverage of areas devastated by flooding, or just about any other incident. This lets us see the genuine picture.

**Educates the society** – The society's education is one of the media's most important functions. With the support of the media, we can research and evaluate numerous product reviews, compare prices for various goods, study articles about politics, style, battle, weather conditions, health, and much more. The mass media informs people about problems like hunger, illiteracy, social disadvantage, etc. Additionally, it informs people about their obligations and rights and aids in law enforcement

### **Critical analysis of depiction of women in mass media with examples**

#### **Portrayal of women in earlier days through MM:**

Physical attractiveness is a woman's most valued and significant attribute. In earlier days women suffered a lot in mass media as they did not voice out for their safety. Even the cases like abused, dowry and many other women had to just give up into it as under the norm of tradition. The good woman is the traditional house wife long suffering, pious and submissive; the modern woman who asserts herself and her independence is undesirable and can never bring happiness to anybody nor find happiness for herself.

#### **Portrayal of women in Current Scenario through MM:**

Women's representation in advertising in India has undergone a considerable transition in recent years. The way that women are portrayed in advertising evolves with time, reflecting societal change. One of the most influential forms of media, advertising has a profound impact on how we live our lives both consciously and unconsciously. It also has a tremendous impact on how society is shaped on a far bigger scale.

Today's women are no longer confined to the kitchen. Their desire to leave the house also taught society to think differently. This transformation process was skillfully used by marketers to carefully introduce their goods and advertisements.

## **II. VISUAL AND PRINT MEDIA**

**Advertisement** where women are used to show their body. In the majority of ads in India, whether they appear in newspapers, on television, or in magazines, women are the main subject and are often portrayed as cheap and vulgar. Businesses that are battling for marketshare use the looks and figures of attractive women to promote their goods. These producers always producing lots of products every day and there is competition everywhere to become the best seller. Whether it is necessary or not, they are employing women in this way in order to save money. For instance, ladies are used in the commercials for cigarettes, men's underwear, and shaving cream, among other products. For their own purposes, they are inaccurately depicting women.

1890s: Led by Susan B. Anthony, In May 1890, the National United State Woman Suffrage Union was established. At the same time, the location of a woman was in the kitchen, which was far from polling places, according to this 1893 advertisement



"Women on View" in Berlin investigates how images by Helmut Newton and other photographers have portrayed women as targets of desire. Despite today's gender rights movements, advertising remains in the Dark Ages of gender clichés.

**Sex sells: The objectification of women in advertising**



**SEX SELLS: FEMALE BODIES IN ADVERTISING**

Artistic or overly erotic?

An image by Christophe Gilbert of a very skinny woman seductively painting herself is used in this Levi's advertising. Levi's is a company that is not normally connected with sophisticated fashion. The focus of the group exhibition "Women on View" is on the eroticization of the female form in commercial photographs from the 1940s to the present.

Beauty Product:-



Beauty marketing-is an interesting ad strategy that concentrates on low cost andunconventional ad tactics for women yielding maximum results as they are totally unexpectedand women love surprises. This is done ingeniously outside in stores, bus stops, stations, hoardings, etc. or through a different technique involving the target demographic. And is usedfor attraction.

FILMS:

Jab We Met



Dabangg 2



Because of this, we assert that item numbers have destroyed people's thinking.

Kalapanni

The scene speaks about harassment of the women.



MAGAZINES:- Magazines as well as newspapers for females where the reader is left only with the option of reading some personal gynaecological problems of married women or personal love hick-ups of young girls. Here they objectify the girls with sensation news with topics ranging from sex, casting couch, conflicts, seduction etc





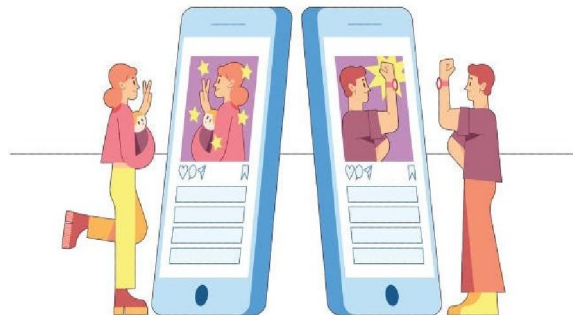
A self-explanatory cover image of a magazines.

**SOCIAL MEDIA:-** Women are depicted in mass media as wives, mothers, and daughters, girlfriends; as working in traditionally female fobs like secretary, nurse and or sex objects. It is considered that media perpetuate sex role stereotypes because they reflect dominant social values and because male media producers are influenced by these stereotypes.

The media's image of women and their representation in it have come under growing scrutiny in recent years, despite efforts to improve it – remain some of the biggest problems of our field in the 21st century



When politics is portrayed in the media as a man's game, it's no coincidence that progress towards women's equal participation in politics is slow. Research indicates that while the proportion of women employed in the media industry has been rising on a global scale, there is still a significant male preponderance in high-level roles such as publishers, chief editors, producers, and executives. The Global Media Monitoring Project (GMMP) report states that "soft" issues like family, leisure, fashion, entertainment, and the arts are more frequently assigned to female journalists worldwide. Women are far less likely to write about or cover so-called "hard" news, such politics and the economy.



This picture shows men and women are different. And this is not down to 'structural inequality' or 'misogyny', it is down to their different, freely-expressed preferences.

Need to voice out for a change

**Socio- Psychological perspective /concern**

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Behavioural change in students: Visual Media

The past several decades has witnessed thousands of studies into children and the media. That being said, there is still a great deal of unexplored territory in academic research concerning the functions, inclinations, and consequences of various media. She focuses her research on the most important subjects in the study of children and the media, such as the impact of media violence, children's emotional responses to news and shows, both the intended and unintended consequences of advertisements, and the uses and effects of computer games in addition to the playground. "Screen" media includes television, movies, video and games on computers, and the internet.

Behavioural change in students: Print media

The world has evolved to include highly sophisticated and complex technology, exposing people to an extensive number of communication tools and modern forms of communication. Information can be concurrently disseminated and made available to the global community through mass media. Finding out how the media shapes students' personalities is the main goal of this essay. The writing approach is qualitative and is based on earlier investigations and study on the topic of the power of mass media found in books, journals, and documents.

Behavioural change in students:- Social system

Social interaction is very important. Student those who stay in their home which is small unit of the society learn to behave in proper way when they happen to see good material on the internet. By making interventions at the organizational, society, and societal levels, public wellness is a multidisciplinary field that seeks to: 1) prevent sickness and death; 2) promote an improved standard of life; and 3) establish environmental circumstances that allow people to be healthy. A thorough understanding of theories used in public health, which are mainly derived from the social and behavioural sciences, allow practitioners to:

- Evaluate the underlying reasons of a healthcare issue, and
- Develop interventions to address those problems.

Cultural, Moral and personal values inculcated in young minds in India:- India is widely known for producing intelligent, spiritually advanced individuals. The inherent enjoyment of life and high morals among her people has strengthened the social values of the several groups with diverse religious beliefs, ethos, and customs. They have been developed into the highest caliber of rulers by their strong convictions. The warriors and clans people found in the Mahabharata have taught the world the value of courage; the Indian king Harishchandra exemplifies the victory of human spirit over weak flesh; The Indian Queen Rani Jhansi, who led the Indian soldiers in a battle against the British in the first Indian War of Independence, embodies the never-say-die spirit; the noble and courageous Ambedkar, the social reformer, represents the very spirit of joyful and vibrant existence in the face of oppressive casteism. The list continues. The kind King Ashoka teaches us the fundamentals of mercy and compassion; Indian hero Mohandas Karamchand Gandhi demonstrates the effectiveness of nonviolence. These men and women have proved that the timbre of soul-strength measures success and not material gains or status.

An Individual's Values—The Society's Strength Indian texts have always held that human beings because of the strong values that can be manifested in their noble thoughts, actions, and deeds. Those with a divine heritage have courage, cleanliness of heart, resolve in knowledge and devotion, goodness, control of the sensations, worship, study of scripture, simplicity, uprightness; non-violence, honesty, independence from anger, abstinence, tranquility, aversion to slander, compassion for living things, freedom from sexuality, gentleness, modesty, steadfastness; vigor, time, fortitude, harmlessness, freedom from vanity.

### **III. CONCLUSION /RECOMMENDATION**

The news media have historically been viewed as the watchdog of society, and because of this tradition, they have the duty to reflect social change and direct it. But in contemporary, mass media under various pressures have become the commercial channels only and failed to reflect the social problems or aspirations of the entire population, especially the problems faced by women.

The worst aspect of the entire incident is that no one in society has expressed disgust, changed their inaccurate predictions, or expressed regret. We have somehow accepted the entire spectrum of conversations, narratives, and

representations of women as a way of life or as if they have no repercussions. It has never occurred to anyone that when womanhood does arrive, the current children's offspring will have little regard for their moms, spouses, and sisters.

### **Self-reflection**

From my view mass media is a communication that is used strongly every moment of our life. Screen is to be checked by me every 30 second. If I look at it in a positive way, it will help women to come forward, expose their talents and inner qualities. Harassment of the women should stop now. Each man should treat her as his sister, mother, daughter and friend. And it is very important to give women a proper environment where they can raise their voices against the inequalities and the gender-gap they are experiencing in our male dominated or patriarchal societies. The only way to close the gender gap and give women a higher standard of life is to elevate women's position in all spheres of society. India's mainstream media has not done enough to address important issues affecting women and to empower women to assume their legitimate and equal roles in society. Monitoring the media and consistently pointing out the benefits and drawbacks is required to change this situation.

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