Image of women in Media

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"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 Vivekanand"

Research on women and Media was focused predominately on the portrayal of sex-roles in various mass media and different types of messages disseminated by the mass media. This analysis is commonly used approach in the study of media images of women. How women are represented in Radio, Television, The Press and film as documented in such studies.

According to Jensen'robert (1997)

"Mass media of using sex in advertising that promoter the objectifications of women to help sell there goods and services."[1]

The most significant and longest social movement continuing is first as primary goal for women empowerment is to improve and standardizes the quality of life of women but it has also deep scarifications in social economic and political scenario of body polity. The media though its reach to people at large has been instrumental. Though not to the extent desired in supporting the movement for women emancipation by focusing neglect and meaning of the position of women in society. In mythic history the women India has been relegated to a secondary position. In India where women is deadly viewed as Shakti (power), the original of power itself but in reality found as helpless, hopeless without any identify expect that of a wife, or the mother who has very little voice in discussion making her role is very limited and her very little by way of her own basic choice. Although discrimination against and exploitation of women are global phenomena their long equines are more tragic in ACC to Deckard. Advertising has been a prime target of attack and security".[2]

The same parts of the global particularly in under developed countries where ignorance deprivation of the basic necessities of than sit in from traditional to madness all combine to aggravate in equalities that every women suffer and to their existence is

reduced to a continuous battle for Survival. There are so many reasons behind this. There are so many restrictive on women in a society. What they can stay and where and to whom. All social set ups are changed during the time being. It is important bearing on them ability to communicate end express their thoughts. To discuss all this regarding women, it is necessary to deal with the present situation of women in India. So I would like to brief study aspects related to the women which media should ad equality cover and facilities the process of empowerment of women. There are so many aspects for time as well as negating.

➢ Gender inequality

➢ Women decimation

➢ Crime again station

➢ Under representation in important position

➢ Health

➢ Gap on male female

➢ Women education

In almost any advertisement you see women are most likely to appear young skinny and flawless. This is made possible when advertisers use photo-shop and other editing tools to reduce the appearance of blemishes wrinkles and other small imperfections. So the question is why do advertisers go to such great extents to make the models in their ads look more appealing? Well the answer is quiet simple. If advertisement use better looking people this enhance the way their product appears. This is an example of the strategy of linking images, which is commonly used with the media. For insurance whenever I think of the company Geico, I automatically think of the lizard in the commercials for that company chances are if you think of a company and link it to a pleasant image, you are more likely to purchase that product.

Within the realm of advertising several issues appear. Two main problems are unrealistic expectations involving beauty, and distinction between men and women. The impossible beauty standards are a massive problem because they can cause people to spend thousands of dollars on plastic surgery and others beauty enhancement. These standards can also cause people to have low self esteem and can even lead to serious disorders like anorexia and bulimia. That's why I feel this problem need a solution I think that advertisements should be more realistic. Photo-shop should rarely be used imperfections should only be blurred to a certain extent and the ideal body weight

duplicated in advertisement should be higher. I also think that men and women should be shown in advertisements in more diverse ways, so that it is clearly evident that these images represent a homogenous society.

All in all the media can have many positive and negative effects in our day to day lives. It can cause people to be entertained and connect with old friends though social networking site, yet it can also cause people to have self confidence and eating disorder. I feel that if people in advertisements more are properly represented in the future we can have a more positive society that thrives on the beauty of a real person.

"Sexualized images of women are the primary way of portraying women in positions of inferiority and law social power[3]." "Negative effect of media on girls, Monique Smith discusses the revelation of acceptable female figures throughout time. The transition between sexy meanings curvaceous to sexy meaning thin made it difficult for women to keep up with the ideal famine figure[4].

Women are one of the main objects and targets in media. There is a society of media images and representations of women but many of them are based on and promote sterotypes which reflect and reinforce sexism in society. The media has several common themes on the representation of women. The so called artificial look, defined by Jean kilbourne (1943) "refuse to an ideal of female beauty of ten promoted in media that is impossible to achieve for most women and sometimes even unhealthy. Theses artificially created image usually promote a body type that is characteristic of only about 5% of real life women [5]." However many women are judged and judge themselves against this artificial and unrepresentative standard, typing to transform themselves instead of being who thy naturally are statistics show that some 75% of normal weight. Women see themselves as overweight and 50% of all women are on diets. The artificial look actually turns women into objects (dolls, puppets or marks) rather than human being.

Women are also often presented as commodities for male pleasure and consumption. For example in some advertisements female are associated with the product being advertised, thus promoting. The idea that they are equivalent and interchanges i.e. pleasure objects. Through this co-modification women are denied their humanity and subjectivity.

According to Goffman,"Positing women in relocation to men so that this displayed entrain socially acceptable roles is also a common way to represent females in media. A

person's position and be honor toward others people can be expressive and symbolic code." [6]

For example females are often shown the care in real life this is done because if the women is Toller than man. She is seen as the one having the power in the relationship, which is against the star ecotype. This pattern of media representation of women is called the relative size.

Indicative behavior shows subordination of females to males in a number of symbolic ways, according to Goffman "one way to medicate the subordinate position of a women is to place her physically lower than a man, for example on a floor or bed. In addition in images showing Kiss is embrace, women are most often shown leaning back and submitting to men. In many music videos, for example media is a powerful force in shaping society's attitudes, adverting, movies, video music, website, social media and even Halloween customers often portray girls and women as sex objection often the prevalent messages is that only certain types of female bodies or appearances was acceptable and desirable.

Violence against women is a serious issue and not just a personal or private matter. Violence is sometimes used to get other people's attention and sell products. While it many seem harmless daily exposure to violence images and messages can normalize and perpetuate violence against women.

These are so many differences in this concern like women of colour aboriginal women, women with disabilities lesbian and transgender women often receive additional negative messages about their sexualization or worth based in racism ableism and homophobia. When constantly exposed to unrealistic sexualized images women and girls often become critical of their own bodies. They may start to believe their main value comes from their appearance, beauty rather than their skill as intelligence, talent and other strengths. Some of the organ satins that use all forms of media to deliver information or market products. "Pertness use of pornography can also negative linked to women well being. Qualitative studies of women whose male partners heavily use pornography have revealed that these women reported tower rational and psychological well being. [7]

In relation to this context some questions are wising like :-

❖ Dose gaur advertising sexualize women's bodies? So images or references to women focus on specific body parts or shown them primarily as sexual objects?

- ❖ Is Violence portrayed or implied? Does the portrayed of violence help to challenge or address negative social attitudes.
- ❖ How does your advertising portray women's bodies?
- ❖ What social or cultural messages are you using to sell your product or service?
- ❖ How are the following groups of people represented in your advertising?
- ❖ What positive as negative messages are being conveyed?
- ❖ Are there positive roles models of men and women in all their diversity represented in the adverting?

"In recent survey for Canadians women, Foundation showed 90% of Canadians agree that explosive to unrealistic sexual image of women in advertising is a problem for girls as they are growing up. 60% see it as major problems and 28% see it as a minor problem 88% think exposure to unrealistic sexual images of women in TV and MOVIES contributes to problem for girls and women. These can help promote positive image of women."[8]

- ❖ Encourage business and organization leaders to think about the effect their media and marketing messages have on the public.
- ❖ Encourage them to choice positive health sole models for girls and women.
- ❖ Teach young women to value.
- ❖ Themselves for who they are as they are form an early age.
- ❖ Encourage men to think about how they discuss women.
- ❖ Convince advertisers are and media outlets to use positive supportive and promoting visuals and messages which they are dealing with women's issues for safe try and positive image of women. The Manitoba women's advisory council (MWAC) works within the Manitoba status of women division to represent the issues and concerns of Manitoba women[9]." There are so many women protecting calls in India.

The exploitation of women in mass media is the use or portrayal of use men in the mass media. (Such as Television, Film and Advertising) people are subjected to media every day. It does not matter whitens you are stumbling upon a picture of magazine, watching commercial on television as even seeing bill boards as you drive. There is big negative impact. The effect of thin ideal media images on women's self objectifications mood and body image.

Consolation :-

The subject women and media is quiet relevant in the present day context from this paper use discussed about different positive and negative aspects of image of women in media. The discussed on the subject is being initiated. The debate on this issue is being proposed to be discussed at various levels or places. Media play an significant role in seating the image of women in society in a positive way. The objective of this topic is to develop recommendations supporting a more positive and gender natural media environment for women, promoting the healthy development of girls social, emotional and physical well being.

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