INTRODUCTION:

Indian Media

The Indian media industry has developed enormously in every aspect because of rising incomes and advancing lifestyle. Audience across demographics consume media through TV, films, out of home (OOH), radio, visual effects (VFX), music, gaming, digital advertising, and print. It has been broadly perceived that media can assume a significant role in promoting and spreading information and are main players in the social and economic development. Therefore, media largely reflects the lifestyles, socialization patterns, participation levels, cultural boundaries, political manoeuvrings, religious manifestations, educational standards, social hierarchy, and of course, society images of any given society. Actually, media can assume a huge role in either sustaining or challenging social standards and practices of the general public. The portrayal of Women in Indian media, be it films, TV serials, news, media, visual advertisement, or modernized media, is for sure an area of research and studies.

Women & Media

Women, who constitute half of the populace, require specific consideration of the media not exclusively to raise the issues identified with them yet additionally to demonstrate their accomplishments, examples of overcoming adversity and their battle towards their fantasy of making a feeling of sense of pride, confidence, financial freedom and equality in status with men. We can perceive how the media depicts ladies in the advertisement and motion pictures. A portion of the advertisements and characters in the motion pictures are as yet stereotyped far from real.

Portrayal of women in Advertisements:

In recent years, Indian advertising has seen a huge change in the way in which women are depicted. The manner in which women are shown in the advertisements changes with times, mirroring the change occurring in the society. Advertising is one of the real media that effect, our day by day life intentionally and unknowingly and are mindful to assume a huge role in forming the point of view of general public considerably. Women today are not tied up to the four walls of their house. Their yearning to step out of their house and aspire for other things has been understood and accepted by the society. Advertiser shrewdly used this change procedure to promote their item and products deliberately. There are researches done to show that they are still portrayed in stereotypical role.
Portrayal of women in Movies:

Hindi film has been a noteworthy perspective for Indian culture in this century. It has moulded and communicated the changing situations of present-day India to a degree that no former artistic expression would ever accomplish. Hindi film has impacted the manner by which individuals see different parts of their own lives. To some degree they recognize regions where "current women's liberation" comes into contact with "traditional values.' Films have likewise been motivated to an expansive degree from religion and folklore whereby ladies characters were viewed as the embodiment of goodness and qualities, the individuals who could not do anything wrong. The picture of women as "Sita" has been more than once portrayed in numerous films after independence. In the course of recent years, much has been said in regards to Hindi Cinema breaking the generalizations identified with women and the marvel of the Indian Woman 'transitioning'. It helps us to remember a couple of snapshots of the film of yore, when women were depicted in shades of white or black, as well as in various shades of grey. Presently while the Indian film finishes its 100 radiant years let us not overlook the consistently hypnotizing roles played by Meena Kumari in Sahib BiwiAur Ghulam, (1962) Nargis in Mother India (1957), Waheeda Rehman in Guide (1957) just to give some examples. Indeed, even the roles played by Kajol as Simran in DDLJ (1995) or the role of Priyanka Chopra in Fashion (2008) are very excellent. The Indian women was relegated to the boundary of the home in the Nineties. In spite of the advancement that Bollywood films have made and the expanding availability of these movies, things haven't changed much for Indian women, as objectification of women still happens in a large portion of the Indian motion pictures as item numbers or an explicit love making scene or song. This is proof of the progressing impact of Western neo-expansionism and how they express Western/bigot standards of women and feminism. Kumkum Roy in her paper has said “Where women are worshipped, there the Gods rejoice” finds the Hindutva efforts at developing a personality for the Hindu women in Manusmriti, an ancient Indian content. In the text the women were compared to material merchandise with men in command of them.

Impact of Media

The Media gathers information from the society and projects them on screen or in the print. Sometimes the projections are true to life or sometimes some extra flavours are added to make the presentations more attractive. The very fact that such flavoured portrayals of women are
accepted and appreciated, shows that the projections are not far from real. For example: We are a Land where Kamasutra was written and live examples are the Khajuraho temple sculptures, however when the ad was released it was opposed saying that it depicted nudity and was against our culture. The media is using internet as a medium to circulate content which may be rejected by the TV audience. For example, the new Myntra ad about the a lesbian couple who are ready to come out of the closet and inform their family about their relationship.

The whole basis of this study is that the Media is society’s reflection. When we want to reject or accept a media content we need to analyse the thought from where the idea for the content was born.