REVIEW OF LITERATURES:

1) Shenoy, Ravi [2000] This is a book review on “Encyclopedia of Indian Cinema” by Rajadhyaksha (senior fellow, Centre for the Study of Culture and Society, Bangalore) and Willemen (critical studies, Napier Univ., Edinburgh. This is one step reference book on Indian Cinema giving details from 1912 on directors, stars, producers, writers and composers. It also give birth and death dates. Without this book the collection of a Cinema lover will be incomplete. This book is great help to researchers.

2) Ram, Anjali [2002] This article centers around the manners by which Indian immigrant women effectively draw in and decipher Indian film. Utilizing an ethnographic methodology, the investigation moves between readers' readings and film messages keeping in mind the end goal to find how Indian film intervenes the constitution of gendered personalities in the diaspora.

3) Jaikumar, Priya [2003] This article emphasis how the Hindi films have used different ways to save its Indian Identity with latest technology against the cultural importations. To resist the foreign competition the Industry is often seen incorporating new ideas without straying from the ideologies of social relations, sexual behaviour and its nationalist appeal.

4) Surya, Kavita [2003] Sometimes the Bollywood Cinema is dismissed as senseless dance and drama routine as compared to the Parallel Cinema which is more realistic and deals with socially relevant topics. However, it is difficult to ignore the multimillion Bollywood Industry with its strong hold on the economic, political, religious, social impact. The article takes us through the journey of Cinema from its origin to its modern form.

5) Ramamurthy, Priti [2006] Ramamurthy shows how Anglo-Indian female cinema stars of the 1920s and 1930s became symbols of modernity. She argues that Indian Modern Girl has been eclipsed from contemporary historical accounts of Indian cinema because she is not easily recoverable as an anticolonial project, and the interracial intimacy that she invokes cannot be neatly slotted into nationalist or feminist histories. In her conclusion, she suggests why Indian feminist historiography, which has all but ignored her, is politically enriched by engaging with the Modern Girl of the 1920s and 1930s.

6) Rosen, Marjorie [2006] The author has written about the views of Hollywood representatives about women oriented movies. The Industry about the box office and women oriented movies are not always economically success. One of the women centric movie ‘FlightPlan’ which was a
huge success, however the character played by Jodie Foster does not have a female touch t, it could have played by a male character as well. The producers feel that success of movie oriented movies depends on the whole package of the movie and not just on the actresses. Films like Erin Brockovich, Legally Blonde & Bridget Jones’s diary are examples of women-oriented movies which were commercially successful.

7) **Miller, Barry X [2007]** This is a book review of ‘Fantasies of a Bollywood Love Thief: Inside the World of Indian Moviemaking/King of Bollywood: Shah Rukh Khan and the Seductive World of Indian Cinema” by Alter, Stephen & Chopra, Anupama. It talks about the Indian Film Industry growth and its influence on West. The author has documented the making of the movie “Omkara” by Vishal Bhardhwaj and also interviewed many actors, directors and others who contributed toward the movie making. The book tries to unravel the mystery around Shah Rukh Khan. How the non Filmy background boy could achieve so much in the Industry without a God father or any family connections. It studies his phenomenal success to become to Badshah of the Film Industry.

8) **Elizabeth Behm et al [2008]** The study is about the first the way in the gender is depicted in the Teen movies and second the extent to which the exposure the such movies impact the emerging adults. Most is talked about the effects of Teen movies on the adults, however very little research is done about the effects on the emerging adults. The Emerging adults are important as those are the years when the identity gets developed and beliefs are influenced. The study concludes that the audience like the Teen movies showing female as socially aggressive. Such movies sends a message that behaving uncaring is the way to be popular.

9) **Kruti Shah & Alan D’souza [2009]** The advertising companies have to some time follow other ways of promotions to attract consumers. The author explains the different platforms available for product promotions. These promotions types can be chosen by the marketer as per their product and how it will benefit them.

10) **Parameswaran et al [2009]** This paper examines the commercials on women’s skin lightening or fairness cosmetics. It shows the obsession of people with fair complexion and the bias behaviour towards dark skinned women. The researcher has used a Hindi serial, whose theme was based on the colour of the girl and her marriage issues due to this.

11) **Claudia Posa et al [2010]** The advertising has a lasting effect on the belief system of a society. Since advertising mirrors society, we need to pay more attention to it. The concocted
image of female as wife, mother or a sex object is rampantly used in the commercials. The content of the advertisement has idealized female images. There is need for more research in the female content analysis.

12) Helle Rydstrom [2010] The book deals with the ways women and men craft themselves in the society and are crafted by the society. Equality is the key term reflected throughout the book for both men and women. It analyses the prostitution issue in Vietnam. It is used to show the sexual dominance. The government is unsuccessful in eradicating prostitution, it still remain illegal.

13) Dulok, Daria [2012] The paper tries to explain the changes aesthetic changes of Indian commercial cinema and the rules of the performing arts due to westernization. The article shows the importance of songs in our cinema. It reflects the changes in the function of the songs in the movies due to their influence by western world. It studies the consequences of this process and how it affects the viewer’s perception.

14) Das, Mallika [2011] Advertising has a major influence on our live and plays a significant role in creating and dissemination a number of stereotypes. The results of the study indicate that gender stereotypes are prevalent in Indian television advertisements. As compared to men, women are portrayed less frequently as main characters, are more used only for female oriented products, more in the home related appliances, not as office employee and nor as an authoritative figure.

15) Dawn Elizabeth England et al [2011] The author analyses the male and female characterisation in the Disney Princess line movies. The impact is not through the movies only but also the merchandise. The study based on the behavioural characteristics and climactic outcomes. The results suggest that the portrayals are complex. The stereotypical projections effects children gender acquisitions. Therefore, Disney should take care in their representations.

16) Geoff Lancaster et al [2011] In this book the author have dealt with the methods/models to understand the buying behaviour of the consumer. There are lots of factors affecting the buying decisions, specially environmental influence like culture. Culture has an influence on his/her choices. Many social groups based on similar income, caste, creed or place have effect on the buying behaviour of an individual or group. The marketer has to study these factors before preparing the Marketing plan for a product.
17) **Gupta, Kovid [2011]** The paper studies the brand development in Indian Cinema. SoorajBarjatya’s films are taken as case study. The movies made by Sooraj B always revolves around family values and togetherness. While keeping these values intact the movies do use the new technology. The movie maker is very loyal to the traditional set up in all his movies. The paper analyzes the relations between traditionalism and modernity.

18) **Bhushan Gupta et al [2013]** Cinema is a reflection of the society and has a wide reach. It Constructs perception and impressions about the societal conditions. The way people idolize the movie actors it shows how the this medium influences people. This paper analyzes how the cinema is a form of mass communication while still being a medium of entertainment. As a case study, the author has used Slumdog Millionaire to focus on the societal issues. Therefore, the conclusion is that Cinema is a powerful medium to represent the issues faced by the people in a society.

19) **Chattopadhyay Saayan [2013]** The paper summarizes the era when the Angry Young Man emerged in the Hindi Cinema and the reasons behind it. The Socio – political background and the growing discontent among the people post freedom gave way to this character on screen. The author has tried to match this phenomena with the mythological narratives. He has discussed in detail about the masculinity shown in the Cinema and referred to it in the scriptures as well.

20) **D.Prasanna Kumar & K Venkataswara Raju [2013]** Of all the media tools used, advertising has a lasting effect on the minds of the audience. They can have a huge influence on the way of thinking. The paper deals with the assessing the advertising role in the decision making process of an individual. Since all the information regarding the product may not be available with the individual, the buying decision may be an optimized decision the customer may take.

21) **Priya et al [2013]** advertisement is used to promote a product and create a positive image of the product even when compared to its competitors. The author has studied the portrayal of women in advertisement in different years. This study gives a clear picture that over the years the women have moved from stereotypical roles to more progressive and independent roles. Advertisement has to power to create images of the society, so if the depiction is false it will create a false image. This is more applicable to adolescents who are heavily influenced by the advertisement as they are still in the process of learning values and still developing their self-
concept. The result of the study shows that women want advertisements to show the real women as they are, independent, confident, empowered not just glamorous dolls.

22) Manju Kataria & Bandana Pandey [2014] Media has undergone a sea change over the years. Women play a major role in the media as well as consuming the media content, therefore it is important to study the way they are represented in the media. Women protagonist in three National Award winning movies were examined and was concluded that these were strong female characters though in stereotype role.

23) Sarah M. Coyne et al [2014] The study is about the effects of viewing strong gender stereotypes of masculinity like superhero programs in the media. It concluded that even though the superhero programs teach kids to sacrifice, love, and care for others its exposure from young age increases the male stereotyped play and weapon play. Parents may decide to limit the exposure of such programs to their kids.

24) Tomasz Gackowski [2014] In this article author has spoken about the power of media over its audience. It has been said that media is an extension of the society and in contact with political institutions. The media is sometimes controlled by authorities, corporates or government and they accordingly influence the audience. However, we as the audience have given the power to the media to manipulate our ideologies. The author admits that the media tries to project the surrounding to us, in whatever way they can and within their limitations.

25) Murthy, C. S. H. N. et al [2015] The study intends to clarify that the Western and diaspora authors have belittled Indian cinema as masala genre. They have considered Bollywood movies as an example for Indian Cinema. The Telugu Film Industry has been totally neglected which is as old as Hindi Film Industry. The Telugu Films have portrayed the mythological or traditional stories much better than Hindi movies. The paper argues that the Indian Cinema is never examined for the structural perspectives comprising of innovations of production, cultural flows.

26) Daniel Miller et al [2016] The author has written about the social media changing and effecting the lives of people. Gender is the socially and culturally constructed difference between feminism and masculinity. While using the social media, many are still bound by the boundaries of the gender. This could be because of their cultural background. The examples given are from Turkey, South India and China.

27) Fauzia Shaikh et al [2016] The research paper is an attempt to understand the gender bias prevalent in Hindi Cinema. It has considered movies from the 60’s to 2015. The researcher tries
to understand and explain the changes in the roles of the women as per the socio economic changes in the society. The conclusion is that the society at large has to accept the change in the role of the women so that the same can be reflected in our movies.

28) Mana Tabatabai Rad [2016] The purpose of the paper is to study the interrelation of gender, women and cinema in the context of two parallel cinema 1) Daman 2) Mrityudand. Most of the commercial movies show women as objects of gratification, therefore the choice of parallel movies are made by the author. The paper emphasizes the need to recognise the women’s rights and believing in her abilities only then actual women empowerment can happen.

29) Sonu Sharma & Jitendra Singh Narban [2016] In the earlier days of Cinema, women played an important role. However over the years the female lead’s character lacks substance and was dependent on her male counterpart. Some of the movies of 1990’s even though were commercially hit had women as decorative pieces only. The researcher admits that with the change in the society, more film makers will make women oriented movies, where they are portrayed in powerful and sensible roles.

30) Bharadwaj et al [2017] This is a study of the projections of women in the Indian advertising. It voices the concerns of the feminists who cry out at the flawed presentation of the gender equations. Though there have been some commercials showing women in commanding positions, but when reserached it surfaces that they are just a façade to hide away the undertone gender biased.

31) Jennifer Edson et al [2017] The author explains that the consumer’s identity is sometimes similar to the celebrity’s identity. The influence of a celebrity on the lifestyle choices of a consumer is huge. The celebrity endorsed brands can meet the consumers’ affiliation needs and to satisfy these needs he / she will buy the products endorsed by the celebrity. They are in a parasocial, or one sided relationship with the celebrity.

32) Mousumi Manna [2017] The Women are the major consumers of mass media in current times. Therefore it is important to study how they are represented in the movies. The media has huge coverage and reach. It can influence in constructing ideas and generating debate. The study uses mainstream / popular Hindi Cinema to find the way women have been depicted in the movies. She is portrayed as docile, obedient, sex symbol or other extreme wayward and bold. There has to be balance as the way she is in her real life.
33) Mucahit TASKIN [2017] The paper looks at the role of the media with reference to Turkey, however it does relate to others as well. The media has positive and negative impact on the individuals and societies. When media is used for exploitation, monetization, and eroding of social values for ratings sake, it seriously disrupts the society. The media has a powerful reach and can educate individuals and make them more confident. It can also be a medium for informing the latest developments to the society at large. It concludes that programs which are away from our social values damage the subconscious and cause moral corruption, it have negative impact on the children specially.

34) Narayanswamy, Shruti [2017] Through his work the author has given us great understanding of the birth and life of National Film Archive of India (NFAI). Its an institution that has been crucial to research in cinema. It takes us through the journey of publicity materials used in the olden times and how things have changed. He admits that the preservations of films and materials is an ongoing work. He has emphasised the need to preserve the material related to the films as they are the materials used by the researches and will remain invaluable.

35) Shalini Shaji [2017] The paper focuses on the visibility of the women in the Indian cinema. Most of the careers in the industry are male dominate, therefore it is not accepted as career choice for ladies. The family and society do not support the decision of women who want to join the Film Industry as work place. Its suggested that the imbalances in the environment such as less pay, working hours, safety and security should be taken care of so that more women can readily join the Industry.