**HYPOTHESIS:**

The researcher has developed the following hypothesis in order to validate the objectives of the study. The research hypotheses include:

**H1:** There is no significant difference in the perception of the society toward the gender portrayed in Media.

**H2:** There is no significant difference in the trend of the women – oriented advertisement and movies in the recent times.

**H3:** There is no significant difference in the factors behind the successful women-oriented advertisements and movies.

**H4:** There is no significant difference between the real and reel image of women.