

STUDIES IN GENDER PERCEPTIONS - A SUMMARY

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ABSTRACT

The representation of women's issues in media, advertisements, and public speeches has been a subject of extensive research and analysis. Scholars from India and around the world have delved into this area to uncover the portrayal of women and its implications on society. This summary provides an overview of key studies and viewpoints that shed light on the complexities of gender representation in media discourses.

Keywords: Gender, representation, roles, stereotypes.

Introduction

Mallika Das conducted a study titled 'Men and Women in Indian Magazine Advertisements: A Preliminary Report,' examining over 1,100 magazine advertisements from 1987, 1990, and 1994. The results indicated that although there were changes in the portrayal of women and men over time, they were still depicted in stereotypical roles (Das, 2011). Similarly, Moorthi et al.'s 'The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis' explored role depictions of women in Indian television media over three decades, highlighting changes associated with the choice of product categories (Moorthi et al., 2014). Rajesh's work 'Gender Justice in Advertisements: Study of Indian Commercials' emphasized that advertisements play a crucial role in perpetuating stereotypical notions of gender roles, often lacking gender sensitivity (Rajesh, 2014). Evans (2005) stressed the importance of media in shaping social understanding of gender and power relations. Goffman's research (1976) focused on gender stereotypes in advertisements and how they construct masculinity and femininity.

The influence of media on gender perception was explored by Gill (2007), who highlighted media's role in producing understandings and subjectivities. Sung (2013) regarded media as a "technology of gender," constructing femininity and masculinity through a dominant ideology (Gill, 2007; Sung, 2013). The relationship between media and societal/gender roles has sparked considerable debate among feminists and sociologists, emphasizing the socially constructed nature of gender identities. Critics like Pollay (1986) and Goffman (1979) accused advertising of perpetuating restrictive stereotypes. Gauntlett (2002) observed changing perceptions of women's issues in the 1990s, leading to more non-stereotyped gender roles in media representations, albeit

with male dominance (Gauntlett, 2008). However, Khare et al. (2011) noted a shift in the portrayal of women in Indian media, reflecting independence and career-oriented roles (Khare et al., 2011).

Sociologists explored the role of media in identity construction within a postmodern context (Beahm, 2012). Arima (2003) studied Japanese media, exposing advertisements' role in perpetuating patriarchal roles. Chatterjee (2006) identified a change in women's representation in advertisements towards more independent roles. Luther and Nentl (2001) examined ad-inspired social comparison behavior among Japanese teenage girls, revealing the influence of media models on career choices (Luther & Nentl, 2001).

Research by Bishop (2000) explored mass media's impact on body image and its deterioration (Bishop, 2000). Alkan (Ph.D. thesis) critically analyzed women-empowering advertising campaigns, revealing a shift towards empowered depictions over the past decade (Alkan, Ph.D. thesis). Elif Kiran (2012) examined hidden gender stereotypes in TV commercials across different countries, identifying consistent portrayals of men and women (Elif Kiran, 2012).

Maitrayee Chaudhuri (2014) linked the visibility of gender in society to economic policies, women's movements, and media's dominance. Julia T. Wood (2003) highlighted media's gendered representations and their influence on societal perceptions (Wood, 2003). Margaret Gollagher (2002) explored women, media, and democratic society, discussing media content, portrayal, and emerging issues (Gollagher, 2002). The European Commission (2010) addressed gender stereotypes in media and proposed balanced perspectives through increased female participation (European Commission, 2010). Reichert et al. (1999) analyzed explicit appeals in American advertisements, showing increasing explicitness in gender portrayals (Reichert et al., 1999). Rashmirekha Changmai (2012) critiqued the commodification of women in Indian advertisements (Changmai, 2012).

In conclusion, the studies reviewed emphasize the interplay between media, gender representation, and societal perceptions. While some progress has been made in portraying women in diverse roles, challenges persist in countering stereotypical depictions. The media's influence on shaping norms and expectations around gender roles underscores the need for continuous scrutiny and awareness. As researchers delve deeper, the complex relationship between media, gender, and society continues to unfold, paving the way for more equitable and inclusive representations.

References

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