

A Study of Students Perception about the Portrayal of Women in advertisement of Electronic Media**Dr.p.jayalakshmi****Reader in Economics, St. Joseph's college for Women (A) , Visakhapatnam.****Introduction**

During the past two decades advances in information technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy and private attitudes and behavior, especially of women. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women. The continued projection of negative and degrading images of women in media communications electronic, visual and audio must be changed. Electronic media in most parts do not provide a balanced picture of women's diverse lives and contributions to society in a changing world. In addition, violent and degrading or pornographic media products are also negatively affecting women and their participation in society. Gradually, women's traditional roles can be equally limiting.

Advertising occupies a special position within the economic organization of a modern society, and it is not just an economic entity. Advertising deals with ideas, attitudes, and values, giving them "cultural form through its signifying practices." Advertising is a social practice and it does not operate in vacuum. Since advertising reaches thousands of individuals daily, it has become targets for heavy scrutiny by viewers interested in the effects of the women's movement on the media. Television is regarded by many viewers to be the most real form of media. If this is the case, than it is important for us to question how real the representations of women are on television and how this affects the attitudes of those who watch. Television has become both a boon and a bane of our society.

The female images constructed by the media are not fixed entries and have changed over time in response to both the feminist movement and the broader socio economic changes (Rhode, 1995). The pressure on women to look and behave in certain ways is deeply ingrained into our culture. It is often easy to overlook the impact that culture has on how we feel about ourselves and our bodies. In this transactional view of self and society, personal factors in the form of cognitive, affective, and biological events: behavioral patterns: and environmental events all operate as interacting detriments that influence each other bidirectional.

Need of the Study:

Earlier, images of women portrayed in media is very limited and also to serve male goals. But now the updated type is that of attractive object. The modern trend of advertisement is purely commercials which concentrate the female anatomy to sell the products that bear no relation either to their physique or needs. The present research article will try to find about the perception of the St. Joseph's College for Women student viewers of the advertisements.

Objectives of the Study:

1. To observe whether the images of women in the advertisement are close to our traditional and cultural.
2. To study the presence of female in advertisements affects the sale of products.
3. To find out the unnecessary portrayals of women in advertisements influence our traditional and cultural values.
4. To assess the portrayal of women in advertisements indicates the attitude of society towards women.

Hypothesis of the Study

H1: Electronic media is portraying women against the cultural and social values in advertisements.

H2: women are being used excessively in the Electronic media advertisements

H3: Electronic media advertisements have enhanced glamour through attractive presentation of women in advertisements

H4: Portrayal of women in advertisements is creating frustration among female viewers.

H5: Women are being used as decorative and entertaining element

H6: Women's bodily charm is used to product ads concerning physical fitness products, cosmetics' and those that add to appearance of the body.

H7: Young female models are treated by advertisers as the important components in the advertisements.

Research Methodology:

In view of the need, nature and objectivities of this research project, survey research method has been used to verify the attitude of St. Joseph's College for women students about portrayal of women in the advertisements of electronic media. Survey research methodology is adopted to get the information about the point of view and thinking of students about the image of women presenting in the advertisements that what type of impacts the ads are creating over the minds of students.

- The sample was selected only on the basis of T.V. viewers of St. Joseph's college for women students. The sample comprised of Intermediate, Degree , and post graduate students regarding their age.
- The sample was considered of 250 members of Intermediate group 100, Degree group 100, and Post graduation group 50.
- The basic sample is selected with the help of convenient sampling.(simple random technique)

- To get the basic data for testing the hypothesis and research questions, the method of survey questionnaire from the viewers of the advertisement of electronic media has been used. The structured questionnaire comprises of mostly close-ended and a few open-ended questions have been used to get the basic information and the opinion of the 250 sample as a tool of data collection.
- Both quantitative and qualitative techniques have been used for the analysis of the information gathered in the survey method.
- Due to time constraint, this study has been limited to the survey from St. Joseph's college for women students only.
- The quantitative analysis of the results of close-ended questions of the survey research is presented in numerical percentages, tables and descriptive forms. The qualitative analysis of results of open-ended questions of the survey is illustrated in descriptive form.

Results:

1. Are the advertisements following the Cultural and Social values?

Options	Intermediate	Degree	Post Graduate	Total
Yes	10	3	01	14(5.6%)
No	76	72	37	185(74.0%)
To some extent	14	25	12	51(20.4)
Total	100	100	50	250(100%)

Source: Questionnaire data.

Regarding the question, the responses are, whether the advertisement of our electronic media is following the cultural values or not most of the responses are chosen option 2 i.e., 'NO'. We can say after analyzing the answers of students that the portrayal of women in advertisements is not presenting our cultural and social values. The results also prove the 1st hypothesis.

2. Portrayal of models and the settings of the advertisements are according to our cultural values?

Options	Intermediate	Degree	Post graduation	Total
Yes	00	7	02	09(3.6%)
No	54	50	42	146(58.4%)
To some extent	46	43	06	95(38.0%)
Total	100	100	50	250(100%)

Source: Questionnaire data

The overall opinion of the students shows that the portrayal of the models in the advertisements is not according to our cultural values 58.4 percent respondents have selected the option No.2 i.e. 'NO' and only 3 percent are in favor that the advertisements are following the cultural values. While 38 percent respondents think this point is true up to some extent.

3. Presence of female models in advertisements is necessary to increase the salability of the product?

Option	Intermediate	Degree	Post graduation	Total
Yes	20	16	03	39(15.6%)
No	60	45	30	135(54.0%)
To some extent	20	39	17	76(30.4%)
Total	100	100	50	250(100.0%)

Source: Questionnaire data

The above table 3 show that the point of view regarding the question that whether the presence of female model increases the salability of the product. According to the data collected with the help of survey research 15.6 % (39) viewers answered 'yes', 54.0% (135) viewers chosen the Option no.2 which is 'NO', while 30.4% (76) viewers chosen the option 3 which is up to some extent.

4. The portrayal of female model in the advertisements is presenting the actual status of women in our Indian society.

Option	Intermediate	Degree	Post graduation	Total
Yes	36	13	06	55(22%)
No	20	21	20	61(24.4%)
To some extent	44	66	24	134(53.6%)
Total	100	100	50	250(100.0%)

Source: Questionnaire data

The above table indicates that the comparative analysis of the findings reveals significant differences among the viewers of certain age groups of girl students as well. 22 percent nearly 55 respondents were of the view that the advertisements of the electronic media are portraying the female model according their image and status in our society, 24.4 percent of the respondents chosen the option no .2 i.e., 'NO' while 53.6percent (134) respondents answered

that the status of women being portrayed in the advertisements is according to their original status up to some extent.

5. The advertisements without female model can never get the proper attention of the viewers?

Option	Intermediate	Degree	Post graduation	Total
Yes	10	07	22	39(15.6%)
No	40	47	05	92(36.8%)
To some extent	50	46	23	119(47.6%)
Total	100	100	50	250(100.0%)

Source: Questionnaire data

The total student's opinion regarding the presence of female models in the advertisements and the effect of their presence shows significantly different opinions i.e., 15.6 percent answers were in favor of this view point while 36.8 percent are against this and 47.6 percent opinions supported this point up to some extent. In this way 63.2 percent responses are in favor of this which proves the hypothesis no.5 and no.6.

6. The presence of female models in the male use product can raise sale of that product?

Option	Intermediate	Degree	Post graduate	Total
Yes	10	11	34	55(22%)
No	07	61	14	82(32.8%)
To some extent	83	28	02	113(45.2%)
Total	100	100	50	250(100%)

Source: Questionnaire data

The opinion about the presence of female in the male use products shows that the 67 percent are in favor of this. Only 32.8 percent of overall respondents preferred the option 2 which is 'NO'. But most of them preferred the option 3 which is up to some extent. The results shows that most of the opinions are in favor of this concern that the presence of female can raise the salability of male use products.

7. Overall image of women in the advertisements is spoil beauty of women?

Options	Intermediate	Degree	Post graduation	Total
Yes	52	37	37	126(50.4%)
No	37	12	01	50(20.0%)
To some extent	11	51	12	74(29.6%)
Total	100	100	50	250(100%)

Source: Questionnaire data

The analysis of the responses regarding the overall image of female presented in the advertisements significantly elaborate the students opinion that the advertisements portrayal of female is vague rather than the actual respect of female in our society. These finding also strength the view that women are being used as decorative and entertaining element and this portrayal is creating frustration among the minds of college students viewers.

8. The portrayal of female models in the advertisements is decreasing the respect of women in our society?

Options	Intermediate	Degree	Post graduation	Total	
Yes	49	45	20	114(45.6%)	
No	13	04	06	23(9.2%)	
To some extent	38	51	24	113(45.2%)	
Total	100	100	50	250(100%)	

Source: Questionnaire data

The above table shows that the analysis of responses of the st. Joseph's College student viewers show a significant difference regarding the question that whether the portrayals of female models in the advertisement is decreasing the respect of the females in our society or not as 45.6 responses are in favor of this point of view and while 9.2 % responses are against this point is true up to some extent. The overall analysis shows that the portrayal of females in the ads is decreasing the respect of female in the society.

9. There is need for regulation of the content and intent of advertisements

Options	Intermediate	Degree	Post graduation	Total
Yes	75	75	35	185(74.0%)
No	02	01	02	05(2.0%)
To some extent	23	24	13	60(24.0%)
Total	100	100	50	250(100%)

Source: Questionnaire data

The above table shows that the accumulative opinion of the students, the need for regulation of the content and intent of advertisements 74 percent have selected the option 1 which is 'Yes', while 24 percent respondents think that this point is true up to some extent, and 2 percent only against this point.

Qualitative analysis:

The qualitative analysis was used in analyzing the views of the students regarding open ended question. In response to these questions, most of the students were of the view that the most important motive of portraying the women in the advertising is to capture the concentration of the viewers towards their product and to increase the potential consumers market. In response to this open ended views and expression the collective view of the people was almost same. Moreover, the opinions showed that the Government and the advertisers were responsible for unnecessary and needless portrayal of women in the advertisements. As such type of fable and insulting image can cause for vexation or irritation among the minds of young girl students.

Conclusion:

After analyzing the data collected with the help of survey research it is concluded that the women are excessively and unnecessarily portrayed in the commercials. The results of survey research reveal the students opinion regarding the portrayal of women in the advertisements. There were 250 student respondents selected from the St. Joseph's college for Women (A), Visakhapatnam city. The overall results indicate that the portrayal of females in most of the advertisements is unnecessary and needless. There is a need to Government control on Media.

References:

1. Bandura , A.(1986). Social Foundations of Thoughts and Action: A social cognitive Theory. Upper saddle river, NJ: Prentice Hall
2. Gangadhar , N. (2008). Women in Commercials are prey to Blatant Sensationalism. Journal of Social Sciences ,I (I)
3. Masquit, J. (2006). Images of Femininity: Media Portrayals of Women. Sage Publication London Pvt. Ltd.
4. Rasul,A.(2000). Women in Advertisements. Journal of Mass Communication, Lahore Publishers & Co.
5. Sexton,T. (2008)). Television Advertising: Its Effects on the Development and Reinforcement of Gender Stereotypes. International Marketing Review.
6. Yun, J.I. & Xiao, M.H (2008). Media Porytrayal of Women and Social Change: A case study of Women of China. Global Media Journal.
7. www.google.com