"Portrayal of Gender in Media and its Role in Promoting Gender Violence in Real Life"

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ABSTRACT

Our society has never treated the men and women equally. Though the unfairness has been brought down hugely but there is still a long way to reach equality. And to achieve this various ways are taken up. One of the prominent ways of influencing society is media. For all purposes, "media" is the same as "influence". If anything has a pervasive and profound influence on people, it is media. Through various platforms of media, people can be introduced to new ideologies, new perspectives and in the bigger picture, a change. But on various occasions, media does exact opposite from its ideal functions. By promoting gender stereotypes, unhealthy behaviour towards women, it reiterates the existing stereotypes and establishes an even more abusive mentality among people. By showing women as a weak and submissive person, a message goes out to the society that women are inferior and dependent on men. Also, movies that normalise violence against women and show stalking and eve-teasing as normal behaviour towards women influences people in a very wrong way. Such portrayal gives rise to violence against women. It gives out a message that you can make a woman fall in love with you if you keep following her and mentally harass her. Such media portrayal gives rise to violence against women in real life.

I.   INTRODUCTION

Media is a commonly source of information in modern societies and forms a vital part of our life. Media is a source to people, a source that opens the doors of knowledge for the people who want to know about the happenings of the world.

The great ARISTOTLE in his work 'Poetics' has written that:

"Media is a means of catharsis and is must for normal living"

India since its birth has developed in top a global superpower and a hub of knowledge. India is a country where liberty is given to each and every citizen of the country and it is a pillar of the Indian Constitution. In India, every citizen has a right to free speech and expression under Article 19(1) (a) of the Constitution and has a liberty to express oneself under Article 21 of the Indian Constitution which is one of the essentials that make the country a democracy in truest of terms. The liberty of speech and expression i.e., to speak and express oneself freely plays an important role in the development of this great nation and also paves the path for development of reasoning and rationality. Like people, media has also been given a restricted free hand to speak and express oneself and bring out the facets of the society.

Since, the birth of the radio and the newspapers, media has become a powerhouse to spread awareness and education in the minds of people. It is because of the media that we come to know about various happenings of the society, about evils like corruption, murder, terrorism etc. It is media that helps the state agencies to track down criminals and other culprits to bring justice to the society and it is the media that does welfare to the state by providing the people news from all the four corners of the world. It is believed that the media and the power of the media has never been at its dormant stage and is always awake, bringing the latest development to its subscribers. Media today has become a phenomenon and has not tarnished its image, though there has been lots of controversies too with respect to pre-censorship and the question of what to be shown and what not to be shown that would not affect the morals of the society is still a question that needs to be answered, but media in general sense is a beast bringing justice to the society by showing the viewers the right picture in a right manner as much as possible. It is also a huge source of entertainment for people by various means like movies, TV shows etc.

I.   WHAT IS GENDER VIOLENCE?

In the 1993 United Nations General Assembly the issue of gender violence in media was raised and was a much debated issue at those times. The conclusion came to be as a definition of what gender based violence is?

As per the 1993 United Nations General Assembly, violence of gender against women is defined as 'any act of gender-based violence that results in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life'[1].

Violence against women has its origins in the patriarchal structure that oppresses women. It is the manifestation of the historically unequal power relations between men and women which have resulted in the domination and discrimination of women in society. As an institutional response, global, regional and national organisations have taken significant steps towards state action to eliminate violence against women[2].Gender-based violence involves men and women, in which the female is usually the target. It includes, but is not limited to, physical, sexual, and psychological harm. The most pervasive form of gender-based violence is abuse of a woman by intimate male partners.[3]

It includes: battering, intimate partner violence (including marital rape, sexual violence, and dowry/bride price-related violence[4]). The United Nation is always active in protection of rights of the not represented or any social abuse. In the year 1995, the United Nations developed a strict approach and widened the concept and definition of gender violence. The new definition imbibed, gender violence as a:

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[1] United Nations 1993

[2] Aimee Vega Montiel, 'Violence against woman and media: Advancements and challenges in research and political agenda' last accessed on October 28th, 2015, 23:30.

[3] What is Gender Based Violence, *also available at*
 http://guides.womenwin.org/gbv/conflict/context/what-is-gender-based-violence, last accessed on October 28, 2015, 11:15 PM

[4]The United Nations Division for the Advancement of Women defines dowry-related violence or harassment as "any act of violence or harassment associated with the giving or receiving of dowry at any time before, during or after the marriage." Dowry-related violence is distinct from domestic violence in that the husband or current partner may not be the only perpetrator of dowry-related violence or death.

i.   The rights of woman in a situation where there is armed conflict involved

ii.   Slavery and sexual slavery

iii.   Forced abortion and forced pregnancy

iv.   And also, indigenous, refugee, and migrant communities; women living in impoverished rural or remote areas, or in detention[5].

Violence against women takes several forms: rape, child sexual abuse, trafficking in women, domestic violence, pornography, selective abortion of female foetuses and dowry deaths are all forms of violence which denigrate the dignity of women[6].

II.   INFLUENCE OF MEDIA IN THE SOCIETY

Media plays a very important role in a human society. It is a source or an inspiration that reflects the imprint of the happenings of the society. Media may be called a mirror image of the society that we live in today. It is a powerful too that helps to curb all sorts of social evils and abnormalities of the society and brings out justice in the society. Because of media, is that we are updated of the news today and the happenings all around the world and the most recent that is taking place in and around. Media, be it print or visual media plays an important part in the lives of the people and develops a sense of though. Media with the mix of visual and sound creates more impact in the minds and hearts of the people and is a powerful tool to influence the masses. If we closely follow the elections specially the elections that are taking place after 2000-2001 we see, there are large number of candidates who are using social media as a source to teach out to the people of the country and to voice out their opinions and conduct their campaigns. In India, itself, the Hon'ble Prime Minister has used Twitter, a popular social media site to connect himself to the masses, his famous drives like the '*Swatch Bharat Abhiyan*' and the "*BetiBachaoAandolan*" spread like a wild fire when Mr. Modi himself appealed to the citizens of India for the social cause and within minutes millions of people all over the world liked and shared the pictures and it became all-time viral in the social media. This is what the power of the media is, that infests the minds of the people and influence us to follow the same as a bandwagon effect. Mr Modi is among the five most followed politicians on Twitter with 12.5 million followers. Others in the top-five club are

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[5] What is Gender Based Violence, *also available at* http://guides.womenwin.org/gbv/conflict/context/what-is-gender-based-violence, last accessed on October 28, 2015, 11:17 PM
[6] Usha BadriPoonawala vs. K. Kurian Babu (AIR 2002 Bom 292)

US President Barack Obama and Pope Francis. When opposition parties criticised his government's land acquisition bill, he used Twitter to hit back[7].

We have turned insensitive towards people and the comments we make today. Most of the comments made today are targeted towards woman and are gross. Renowned writers of India like Smt. Arundhati Roy who has been acknowledged worldwide because of her renowned writing the fight of her against the Union of India for the alleged human rights violations in Jammu and Kashmir has roared out lout all over the world. But she also slipped and became insensitive towards the Delhi Rape Issue. Her comments on the Delhi Rape case victim was unexceptional and was not acceptable. She had passed comments that the Delhi Rape woman was attacked because she was a woman from a middle class family and was not from the rich cream of the society. Her comments were highly protested all over Delhi and India and was condemned[8].

III.   THE CURRENT ISSUE

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women[9].

Since the birth of the civilisation, women have been underpinned in the cultural norms. In India itself, woman are considered as a thing to be kept inside the kitchen and an individual who cannot go outside the four walls of the house, but is only fit to be made to work inside,

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[7]Vikas Pandey, 'Narendra Modi' India's Social Media PM, dated May 26th 2015, *also available at* http://www.bbc.com/news/world-asia-india-32874568, last accessed on October 28, 2015

[8]Rashmee Roshan Lal, 'Gang rape verdict exposes the uneven nature of Indian justice', The Nation, dated 16th September 2013, *also available at* http://www.thenational.ae/opinion/comment/gang-rape-verdict-exposes-the-uneven-nature-of-indian-justice, last accessed at July 8th, 2013.

[9] Julia T. Wood, 'Gender Media: The Influence of Media on views of Gender', Department of Communications, University of North Carolina at Chapel, *also available at* https://www.nyu.edu/classes/jackson/causes.of.gender.inequality/Readings/Wood%20-%20Gendered%20Media%20-%2094.pdf, last accessed on 27th October 2015, 01:28 AM

whereas on the other hand men are considered to be the one, who can do all the heavy jobs and can meet people outside and socialise, unlike a woman. If a woman committed a sin or a mistake, she would be brutally beaten in front of every resident in a village and would be punished, at times even called a witch in some villages. Fortunately, the incidents have come down now than what was in the past, but, sill there are traces of black holes left in the society that portray a woman as a fragile object which is also finding an imprint in the media of our country.

In India, the issue of gender discrimination already persists. In the mythological era where woman was considered to be a symbol of power, holds no value now. We as citizens may always yell for equal protection of woman, but till now we have not achieved where we dream to be and become. Woman is always considered a tool in the hands of men and men considered mighty and authoritative. Mentioning, Indian films and their era, it is undoubtedly true that the Indian film industry like the Bollywood and the other regional film industries have contributed a lot in this field of art and is one of the biggest industries in today's era with lot of money and respect involved. But like every coin has two sides, media and films also have the same. It will be very difficult for us to imagine the last film that we would have seen where a woman shoots a man or a woman commits an act of bravery and saves other people in danger like every man does in each and every movie. The mentality of humans are in a straight direction when it comes to movies, and the movies and television shows depict a man as a superstar of the movie, and a woman as an object where the super star save the woman from being raped or dacoits or any other danger. Or, we can just put the puzzle in place or look from a different perspective, where woman is just a mere of tool to bring crispness and spiciness in a movie, because without the helpless woman there can be no story. This is the main unworthy and problematic understanding that the world adopts today. This not only portray a woman as only helpless and weak but also portray her as a tool of pleasures and use.

Every human being enjoys a romantic storyline which is quiet pleasing, full of colours and that has a blend of romance. Many directors have come up with their ideas of a love story and filmed it, by thick they got acclaimed and have left their footsteps on the sand. We often get engrossed with the music and the skill with which it is made and we only concentrate on the story while watching a movie with romance as a theme, and we hardly notice the object in the film that is usually unnoticed by the directors too while filming the idea. In most of the

cinematographic films woman are often teased and is made a subject of joke, before the male expresses his likeness towards the female. The joke continues till the woman actually falls for the male and accepts to be together. A film will never show, a female being successful in rejecting a male through the cinematographic movie, which is quiet unacceptable. A woman should have her rights to express her affection or disaffection towards a certain object, be it a person or an object. But in media it is made impossible because if media starts giving the rights to a woman in a film and portray woman in such a manner then media would lose its large chunk of viewers. Adopting such methodology will leave no spiciness in the movie and the story will be without a thrill. For the sake of business and money making we are intentionally moving in the direction of a havoc. At this pace and at this level of exposure the infection of gender violence would spread and not decrease and it will be a model for the upcoming generation. Films play an important part in life of a human and creates a larger impact in the minds and we need to use these tools carefully so that it is used in the wisest manner and conduct.

IV.CELEBRITIES AND THEIR CONTROVERSIAL REMARKS

In India, people are from all types of cast and race and we worship stars as god and make them reach to an equal pedestrial. Men and woman working the Bollywood film industry are worshipped not only in India but also all over the world. People expect them to be morally good and make statements in public that does not make controversy. Film stars have a huge fan following behind them and they leave a legacy, and hence, any fowl comment from them can bring peace and security of the whole nation in unrest. Still, there are celebrities, who come to media and make controversial remarks and most of them are directed towards woman. Now days even a slang that is used is directed and concerned towards a woman. Recently, in India, superstar Salman Khan's movie 'Sultan' was released. It earned good and a reasonable amount of profit in the market in the third day itself. Starring Anushka Sharma and Salman Khan as lead roles, it was considered to be a super hit at the box office. But the enjoyment and the release of the movie in the auspicious occasion of Eid was made sour because of a remark made before electronic media by a celebrity just before the release of the movie in theatres. This is often considered as a publicity stunt as, these remarks are made just before the release of the movie so that the movie is in lime light and there sufficient amount of people know about the movie. The same strategy was used by Mr. Shah Rukh Khan in 2009 before the release of his movie 'My Name is Khan' where he said that he was strip

searched at an airport in USA. This statement came from him just before the release of the movie, which made huge headlines, that why only Muslims are targeted and strip searched in US Airports. When the movie came out people go to know that, the movie is based on the same issue that Mr. Khan had portrayed some days back. But, the celebrities aren't lucky all the time. Coming to the issue of Mr. Salman Khan, just before the release of his new movie 'Sultan' he gave a controversial interview in a private TV news channel in India, where he was found saying that, "*He used to feel like a raped woman after the shooting was over*". This comment and his interview was aired in all the regional, national and international news channels and it created big headlines. It is too unfortunate that today we are going and progressing towards a state called a 'developed' society, but the mind-set of the people is still the same and below average. People have been given the power to speak and the power to think, but the power to speech has been misused at an enormous level. Saying 'I felt like a raped woman' portrays the insensitivity of the people towards the word 'rape'. It has been misused so much and has been used in unwanted occasion's number of times that we have lost the faith and the seriousness of the word rape. A person cannot feel like he has been raped, till he has been actually raped by someone. The word rape cannot be equated by any means to any act except rape, because a woman understands what is being raped by someone. The comment of celebrities making woman as a subject of their feeling is unacceptable and we, and the whole society needs to change and understand how a woman feels when she is eve teased and when her modesty is outraged by a man. The mental agony and suffrage is a pain that cannot be described by a person who has actually not suffered it by himself or herself, but only by the person who actually went through it.

V.   PORTRAYAL OF WOMEN AND MEN IN MEDIA

Males have always been portrayed as kings and the most powerful and aggressive in the human race. It is still believed that a man is a solution to all the problems of a family because it is sure that a man only would earn and take care of the family and no one except a man is fit to do so. The urban and modern India has mostly come out from this stereotypical thought and is trying to move ahead but it is not the same in the rural India. In rural India, heinous atrocities in woman is still an issue that is common and acceptable, people in parts of

Rajasthan still practice Sati[10], which is most alarming situation for us. We need to change such thoughts and rip off such traditions from the society and media is the most effective means to do the same. But, in media already gender issues exist which is more shocking.

Media influences people profoundly. People tend to believe and accept the things they hear and see. When something is shown in media, it is assumed to be the norm. More often than not, media creates its own reality rather than reflecting it. It filters everything and projects it in a way which is not always correct or appropriate. If we look at the way the media portrays gender and how it not only promotes but also gives rise to various gender stereotypes, we will see how deeply media is gendered.

If we evaluate the basic principles on which the two main genders i.e. male and female are portrayed in media, we will see that the images intended to be formed are more or less an embodiment of age old ideologies and stereotypes regarding the two genders. Males are seen as alphas and considered to be the social standard. They are projected as to be in the position of some sort of authority over females. Moreover, it is assumed that males have to be tough and aggressive and should keep their emotions repressed. Very conveniently our movies and TV shows depict that the man of the house solely has the responsibility of sustaining the family and being their protector. And if he doesn't fulfil these responsibilities he is said to have failed as a man. On the other hand, women are shown to be kind, submissive and passive. Virtues like politeness, kindness, homeliness and passiveness are seen as qualities that a "real woman" must possess. Also, woman are shown as being inferior to men in many aspects. Men are thought to be financial providers, ambitious, assertive and independent whereas women are seen as home makers, dependent on males for sustenance and as objects of male pleasure and comfort.

Today, we can see various movies and other platforms of media where the two genders are portrayed in such a manner that it gives rise to various notions and stereotypes regarding them.According to J. A. Doyle[11] whose research focuses on masculinity children's television typically shows males as "aggressive, dominant, and engaged in exciting activities from which they receive rewards from others for their `masculine' accomplishments." Relatedly, recent studies reveal that the majority of men on prime-time television are independent,

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[10] A. Divya, 'Why Sati is still a burning issue', The Times of India, *also available at* http://timesofindia.indiatimes.com/home/sunday-times/Why-sati-is-still-a-burningissue/articleshow/4897797.cms, last accessed on November 01, 2015, 6:13 PM
[11] (1989, p. 111)

aggressive, and in charge (McCauley, Thangavelu, &Rozin, 1988)[12]. As mentioned above the television serials and shows have portrayed men in a positive and in a majestic fashion. Men depicted in movies are always stronger and most dominating in the society. Not even Bollywood but also Hollywood films like 'The Die hard, Predator, Total Recall' are films that became successful and an all-time block buster but these films have also adopted and spread the concept of stereotypes. These films have only shown rather intentionally shown and portrayed men as muscular power house, a dominating person and a person who is the solution to all the problems of the world, which has also affected the minds of people watching the film. In films the gentleness of men are taken away and is shown a picture that is totally different from the actual scenario.

As mentioned above females are underrepresented by the society. In a typical Indian show and serial where there is a story of a village or a semi developed town, it is always a woman that is shown cleaning the kitchen, feeding the babies and doing all the house hold work, whereas the man goes to work and brings money for their survival. The same is reflected in news channels, where a female news presenter, has to live up to many expectations before she comes in a studio to read the news. The major requirements of a female presenting the news are, very young and beautiful, she must be slim, steady and physically attractive. Such practices adopted by the media has been criticised by many but things are still not on the right place. Media is a powerful tool and has created two types of though and regard regarding a woman or girl in a society.

i.   A good woman
ii.   A bad woman

A good woman would be the ideal girl of a father, an ideal wife and an ideal sister, and not good in terms of going to job, earning more than a male. Goodness in a woman is restricted to house hold chores only and the society does not approve if the woman is going for work and earns more than her husband. It can also be seen that mostly women can be seen in the role of the villain. Especially a modernised woman.We would still remember the famous Walt Disney cartoon the Snow White, where it was the step mother who was the actual evil and was after her step daughter Snow White because she was jealous of her beauty. Indian cinemas and televisions series are no behind. Serials like "*Bade AccheLagte Hain* (Sony

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[12] Julia T. Wood, 'Gender Media: The Influence of Media on views of Gender', University of North Carolina, Page 32

Entertainment Television)", "*Desh Ki BetiNandini*", "*PavitraRishta* (Zee Television Network)" and "*BalikaVadhu*(Colours Viacom 18 Television Network)[13]", were record breaking shows that had highest television rating points during the period of 2008-2013. Men and woman of each group left their tasks to watch these shows. The main catch factor in these dramas is, that all of the above dramas are based on a story line where a woman or a mother in law is the main culprit that brings misbalance in the family, either by a lie, inciting, provocation or by other means.Even after stepping in the 21st century we are still in the process which people of the 10-11th century used to have. Even after witnessing much of science, technology and development we are much behind in our thoughts and such understanding is continuing day by day. It is a girl in a movie or a television series who is portrayed as a witch, evil, bad, helpless, an object and many more.

VI.   MEDIA PORTRAYAL GENERATING GENDER VIOLENCE IN REAL LIFE

The biggest movie industry in India, Bollywood which churns out almost double the number of movies annually as compared to Hollywood. It is the source of country's entertainment and also has a profound influence over people. People idolize the actors and aspire to be like them. People see their heroes and heroines on screen and try to imitate the characters in real life. But more often than not, Bollywood misguides people or influences them in a negative manner. Heroes are shown to stalk heroines, mentally harass them and annoy them. And these actions of the hero are glamorised and applauded. He disregards the unwillingness if the woman to be with him and takes it as a challenge to win her over. He follows her, attacks her, kidnaps her in order to get her and the audience is made to sympathise with him and regard all these actions as proof of his love for her. Instead of being condemned he is glorified. Such representations encourage similar kind of behaviour among public which takes the form of violence off the movie screen. Pursuing a woman against her will, forcefully taking her away are seen as traits of a brave man who is in love. When in real life women resist to such activities they are attacked, labelled and many a times raped or forcefully taken away.

The difference in the way males and females are represented is striking. Women are rarely shown as the central character and are usually just an eye candy on the screen or an arm candy for the hero. The heroines are overly sexualized and hardly given a role of substance.

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[13] Priyanka Shah, '6 Not So Motherly Mother in Laws in Indian Television Series', also available at http://topyaps.com/6-motherly-mothers-law-indian-tv-series, last accessed on November 1, 2015, 07:28 AM

Most of the movies revolve around the idea of 'damsel in distresses where the girl is weak, fragile and excessively dependent on her male relations. She is seen to have no self-identity, ambition and is a victim of the society. Other times she is shown as a bimbo who is obsessed with fashion and her appearance. Such portrayal sends a message that women do not have any purpose in life other than waiting for their prince charming and eventually getting married and raising children. It also tells society that men are the controller of the lives of the women as they are assumed to be incapable of handling them themselves. First their fathers make their life decisions and later this power shifts to their husbands. It puts men at an authoritative position over women.

India is a more or less a patriarchal country, has always been a patriarchal country. The way a man and a man are treated differs in so many ways. Men are considered superior to women and it is expected out of a female to be submissive and obedient towards men. As a result, women are subjected to abuse and violence. Media instead of breaking such stereotypes and paving path for a better society, promotes such behaviour directly or indirectly through various platforms. When abusive behaviour of a man towards a woman is normalised to such an extent where the perpetrator as well as the victim see it as acceptable, violence against women increases. Feminist scholars are particularly concerned that popular films in India too often portray women in stereotypical roles of subordination—accepting sexual violence as a normal part of relationships with men.[14]

Many movies convey thenotion that force and physical aggression were legitimate means of expressing romantic love. Therefore, sexual violence was not only "normal" but also "expected" in romantic relationships between heroes and heroines.[15] This not only tells men that it is alright to be physically violent in a relationship but also gets women into thinking that they should accept this behaviour as normal. Bollywood movies like "TereNaam" promote an unhealthy behaviour of men towards women. The hero is in love with the heroine but she does not have the same feelings for him. He becomes violent, constantly following her, stalking her and forcing her to be with him. Ultimately he kidnaps the woman. The movie showed his act in a glamourous way and glorified him as a hero who is madly in love. When such a character is shown in such a good light on screen in a place where fan following

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[14]SrividyaRamasubramanianand Mary Beth Oliver, *Portrayals of Sexual Violence in Popular Hindi Films,* Sex Roles, Vol. 48, Nos. 7/8 (April 2003), *also available at*
http://people.tamu.edu/~srivi/newindex/Research_files/Ramasubramanian_2003_sexroles.pdf, last accessed on 4th November 2015 , 16:58 PM
[15] supra

is such that people even copy the hairstyles of their favourite actors, it won't be surprising I they copied the behaviour of the characters portrayed by them too. Because of this a large number of men think that if they stalk a woman or tease her, they are displaying their love and ultimately the girl will fall for him. Some men, outraged by rejection by a girl rape the girl or throw acid on her in vengeance. Such actions arise from mentality that a girl is always supposed to say yes to a man and even when she says no she means yes. Other examples can be Shah Rukh Khan's 'Darr' where the character played by him is obsessed with a woman. He is aggressive and violent towards her and mentally harasses her and abuses her at various instances. Here too the audience saw the character as a hero in love rather than seeing for what it really was- a psychopathic, criminal behaviour. In an Aamir khan movie named '*Tum Mere Ho*', a festival is described where men are supposed to forcefully take away a woman and this woman would be married to them. One of the character explicitly says, "*She won't let you take her away easily, she will hit you, bite you and scratch you. Women like a strong man*". This statement clearly wants to depict that when a woman resists, in reality she wants you to try harder. She wants you to use your force. Violence is attributed as a virtue of manliness. Such thinking gives rise to crimes like eve-teasing. In famous movies like '*Raanjhana*' and '*DilwaaleDulhaniya Le Jaayenge*', the hero when brushed away by the heroine in his first attempt to seduce her, begins to tease her, annoy her, stalk her or emotionally blackmail her by giving her threats of committing suicide. All these show mental harassment and crimes against women in a very normalised manner which send out a the message that it is acceptable to be violent against women and abuse them. Such depictions should be appropriately censored so that they don't send out wrong messages to the society.

VII.   CONCLUSION

It is true that media is the reflection of what the society is. But in today's world, media not only reflects but also shapes the society. Our society is more or less patriarchal in nature, men are considered superior to women in all respects. It has been a great struggle for women to get equal rights as that of men. But still our society has different standards for men and women. Incidents of violence against women are alarmingly high. They are neither safe within the four walls of their home nor outside it. Media has a huge role to play in the matter of gender violence. When we say 'gender violence' we predominantly refer to violence against women. Mostly if not in all the cases that we come across, victim is a woman. Media has a pervasive and profound influence on people. People not only see and hear things

through various sources, they also incorporate it in their lives. In such a situation, it is very important to be careful about what we project to the public. Showing gender violence in such a manner which normalises the act or belittles the dangers of it can have a very harmful impact on the society. People get influenced by what they see. Media promotes various stereotypes associated with gender. Through commercials, TV serials, movies they reiterate the traditional and age old stereotypes regarding the behaviour and role of the two genders. In various movies, men are shown as being violent towards women within a relationship, it is projected to the people that physical violence is a part of the relationship and women should accept it. Such portrayals increases the violence against women in real life. Also, unhealthy portrayal in some way increases the incidents of eve-teasing, acid attacks, stalking etc. Therefore it is necessary for media to filter their content in a manner that it does not promote any unhealthy behaviour among people. Today we need to educate people of India and the society, so that we can bridge the gap of gender discrimination. It is much required that we follow the principles of the Constitution enshrined under Article 39 of the Constitution, which gives all woman and men an equal right and opportunity to work in peace and harmony. We need to be sensitive towards the current issues of woman and we need to think before using the word 'rape', 'assault' etc. and not generalise it. Using these words often out of context makes the gravity of the words weak and we become insensitive towards the word and the crime associated with the word. It is also very important for the world of the media, to see and check that a woman is equally paid as a man when signing a movie or a television serial. When we bridge the gaps of discrimination that is the time is when we bring the people together and actually practice what is enshrined under Article 14 of the Constitution of India that talks of equality between the people, be it any person. Hence, to uphold the values of the constitution it is actually important to make sure that we do not deviate from what our forefathers laid down in the Constitution of India.