“THE PORTRAYAL OF WOMEN IN INDIAN REALITY TELEVISION SHOWS: A NARRATIVE ANALYSIS ON PHYSICAL AND PSYCHOLOGICAL IMPACT”

1) Dr. Thadi Vijaya Lakshmi, Assistant Professor, Department Of Journalism & Mass Communication, Krishna University, Machilipatnam, Andhra Pradesh.
Ptlesthervijaya7@gmail.com – Https://Orcid.org/0000-0002-1520-0158

2) Mr. Gunna Karthik, Research Scholar-Ph.D., Department Of Journalism & Mass Communication, Krishna University, Machilipatnam, Andhra Pradesh.
Karthikgvc@gmail.com – Https://Orcid.org/0000-0002-5806-2787

ABSTRACT

In today's world, women play important roles as entrepreneurs, instructors, industrial professionals, students, and housewives. This research emphasize on how women are portrayed and their status in television programs, particularly in reality shows like Glamor Entities in Indian Media. Through a content analysis study of Indian television reality programs, identifying the impact of a female participant's characterization and determining as sole beauty component of women from person to object.

Key Words: Portrayal, Media, Glamour, Reality Shows, Women, Television, Beauty.

INTRODUCTION

India is one among the nations where men and women are treated unequally. Not only the Indian cultures and religions would treat women only as glamorous objects, the Media would also use them for promotion of their programs. Most of the Indian television channels are obsessed with different categories of reality shows, like celeb- reality, prank reality, talent hunts, makeovers, Indian Idol, Big Boss, Nach Baliye, MTV Roadies and dating shows. Reality programs began as a novel type of entertainment for viewers, using novel notions such as unscripted dramatic or comedic situations, documentaries on real occurrences, and the use of ordinary people rather than professional superstars. In these
shows girls might wear short dresses to expose their body parts to survive in these shows. Judges would behave rudely with participants that some time young participants become sick. These reality shows are intended to find talent in areas such as acting, singing, and dancing; however, the meanings of these shows have evolved, and the exposure of women's bodies has increased the popularity and number of viewers of these shows, which are predominantly men.

When it comes to selecting the top candidate, most reality shows in India use a voting system in which the general audience selects the best skillful applicant. When it comes to selecting the top candidate, people tend to vote for guys. Thus, women in Media are being treated as an item or product for their features of beauty, sex and attraction instead of their capabilities of performance dancing and singing. As a result, it may be essential to bring these concerns to the attention of the broader public they must be able to recognise the need for change. Women are not only bodies; they are complete human beings with skills to work in any field. If we would not realize this, we would gradually mark them just an object to allure the men and make business.

**REVIEW OF LITERATURE**

Laura Mulvey’s (1980’s) was briefly used to examine televisual texts, but did not as easily apply to the small screen. In comparison to major narrative films, television texts were
structured to be interrupted by commercial breaks, were not frequently centered on visual
sexual pleasure and can’t replicate the same emotional connections of identification between
audience members and characters. Some popular genres, such as situation comedies and
police dramas, were more about fast action and improbable situations than intense emotional
connections or visually beautiful imagery. Thus, the application of psychoanalytic theory to
television did not continue to develop and was largely abandoned.

**George Gerbner** (1960) - The cultivation theory is among the core fundamental concepts in
Media effects. According to the theory, those who watch television on a common pattern are
more likely to be influenced by the messages aired on television. Their worldview and beliefs
begin to mirror visuals with audio on television on a frequent basis as a result of the
influence. As a result, television is thought to play a role in how people perceive social reality
on its own.

**Gender and Media** (1990) - A curiosity in how masculinities were portrayed in the Media
sparked. With changing global power dynamics and women taking on more responsibilities,
the Media has become an important instrument for men and women to acclimatise to modern
life. Men and Women are portrayed as equals, and television talk shows and publications
encourage men and women to interact. Men's grooming goods are now available alongside
beauty products that were formerly only offered to women.

**Robert S. Fortner, P. Mark Fackler** (2014) Feminist theory is at the heart of feminist
Media theory. It does this through applying feminist ideas, concepts, and logics to Media
processes including employment, production, and distribution, as well as patterns of
representation in news and entertainment across platforms and reception. Feminist theorising,
in contrast to theories that hide their politics, is clearly political. It deals with the issue of
power. Gender is taken seriously in feminist Media theory, as a feature that forms uniqueness
and experiences, without presuming permanent or unchanging gender distinctions.

**Young (1988)** Gender - Psychologists coined the term Gender and then used by feminists to
avoid the biologist connotation of the word sex, has developed almost identical with the
latter. However, by using the term gender, we are encoding a very important point: that our
core social personalities as Women and Men are socially formed rather than biologically
determined. In this sense, we can discuss societies with more than two genders in a given community.

**Sinjini Sengupta** (2008) The sight of the young and talented participant lying motionless at NIMHANS, Bangalore, has raised many questions in our minds, not only regarding the necessity and mode of handling of reality shows but also the role of enthusiastic and overzealous parents goading their children towards stardom. The allegation, leveled by the parents of this high school student, is that she became partially paralyzed due to depression on being humiliated by judges at a reality show.

**RESEARCH OBJECTIVES**

- The objective of this study is to understand the perception and perspective of Women in Media.

- To analyse the role of Female participants in Indian Reality Shows.

- To identify the portrayal of Women Contestants, Judges and Hosts in Indian Television.

**METHODOLOGY**

This study used Nach Baliye, a Dance Reality Television Program, as a case study. Nach Baliye is an Indian Hindi-language celebrity series produced by SOL Productions that airs on Star Plus. This dance competition features ten famous couples from television. The participants must dance to new tracks, themes and styles each week. Judges give out scores, and one couple is removed each week based on their ratings and public votes. Nach Baliye Season-1 started on 17 October 2005 and to Season-9 aired from July 19th 2019. These episodes were analyzed by watching them and the following psychological narrative was drawn from the analysis.

**NARRATIVE ANALYSIS**

**Media Perspective** - Media is pervasive and ever present. It has a significant impact on how we generate meaning in our daily lives. According to Social Comparison Theory, People will make comparisons between themselves and their loved ones to people and images they
believe represent realistic goals (Botta, 1999, p. 26). The Media assists us in defining, explaining, and changing our surroundings. After seeing Media Visuals, we make spontaneous comparisons of among us, along with others we know, and events in our lives, frequently without realising it. As a result of all of these comparisons, we are inspired to work toward and attain new goals and expectations. Adolescents are particularly vulnerable to Visuals in Media because they were deficient of cognitive ability to evaluate and choose appropriate levels of attainable goals (Hargreaves & Tiggemann, 2003).

(Image.2- Malaika Arora (middle) Diva in Indian Reality TV Shows)

In Nach Baliye Season 1 and 2, Malaika Arora made her debut as a judge with Saroj Khan, Farhan Akhtar and Kunal Kohi. Malaika Arora was one of Bollywood's best dancers, but she was portrayed with daring clothing choices that went beyond her dancing ability and film experiences. Malaika looked ultra-glamour in her attire only as beautification object, especially with her skin fit dazzling outfits in this program. Remember that she is serving as an honorable Judge on this show.

**Body Image vs. Self Esteem** - The Media is an ever-pervasive influence, which helps to present, enforce, and maintain the perception that ultra-thin, non-average body forms should be the desired goal of all women. The portrayal of over-glamorized models presented in
fashion magazines, television, and movies refers the communication that in order for a female to be effective and accepted, she must be attractive and thin.

**Place in Society** - More than anything else, adolescents want to feel like they belong to and are accepted from a community. This is especially true for adolescent females. While adolescent males are striving to construct their own sense of individuality, and develop their position in the hierarchy of the world around them, adolescent females are searching for relationships and attempting to build strong networks (Granello, 1997). Adolescent females look to the Media to define their role in community and assist them in improve interpersonal skills for this reason.

**CONCLUSION & SUGGESTIONS**

The Media can have a significant impact on perception on a female in interpreting the world. Girls are looking to find their place in society and they practice the Media as a means to help define and describe their roles. Not all messages are positive, appropriate, or advantageous for adolescent girls. Many of the messages presented give adolescent females the impression that they naturally are expected to take a subservient and submissive role to men. And their outer image and stature is more important than their character and inner strength. Parents and teachers need to take an active role in helping adolescents understand and interpret the depicted Media messages. They need to engage in active, critical viewing to mediate the negative effects of Media.

Open dialogue can help adolescents gain a better grasp of realistic and attainable goals. Teenage females who are aware of the pitfalls of attempting to acquire unrealistic body images are also more likely to make positive decisions. Youngsters who have outside, competing information will be less vulnerable to influencing effects. This is especially true if they've been taught not to take all of the information they're given seriously. If adolescents do not believe thin ideals are attainable and have outside information telling them they do not need to live up to those principles, they will be less likely to experience negative body and self-image effects. Open communication and realistic expectations will assist adolescent girls from falling prey to negative Media influences.

**REFERRED JOURNALS AND BOOKS**


WEB REFERENCES


https://www.communicationtheory.org/gender-and-Media/


https://www.communicationtheory.org/cultivation-theory/