



DEPICTION OF THE WOMEN IMAGE IN SOAP OPERA: A EVALUATIVE STUDY

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ABSTRACT

Television soap operas or sops are a prominent genre of entertainment and has a vivid impact on viewers' mind, thoughts, and beliefs especially on women. The study finds to the women characters depicted by star plus serials, whether female are portrayed as a stereotype or traditional. The study knows the depiction of female characters in social role perspectives. The imaginary world of soap operas is changing them into introverted personalities. Media is considered to be an important tool for transformation in the society. Women need to ensure that media reflect images that develop positive and constructive role of women in society. The Content analysis method is used to achieve the objectives. The study on 'Depiction of women image in television serials. The Content analysis method is used to achieve the objectives. Star plus channels serials has selected as a sample. Serials are selected on TRP, Ye Hai Mahobatein, Ye Rishta Kya Kehlata Hai, Tu Suraj Mein Sanjh, Namakaran. The study reveals that mostly female characters in soap operas were shown as stereotypical. On the other hand ,male character numbers more than female character when serials are based on women life struggle .

KEYWORDS :

INTRODUCTION

In the global media-age, television has played crucial role in transforming the society. It has come forth as momentous medium of transformation of enlightenment and tidings. With the objectives - to inform, to educate and to entertain its spread the knowledge prospects in the world. It has widely efficient to bring the change in the society. Moreover, It brings the universe into the living room. As a result, it has a vivid impact on viewers and predominance in the their mind, thoughts, and beliefs especially on women. Women always considered as "special audience categorically in soap opera's women are mainly 'focused audience'. Initially, the target audience of soap opera's were 'The Home Makers'. Television serials are prominent genre of the entertainment world. It highlights the women's perceptions, views towards the world through . In many research study, it reflects that TV serials has great impact and effect on viewer's life, particularly female lifestyle. They follow the fashion and living style, etiquette which are shown by daily soap. Soap operas are becoming the mentor of metro women too. Their hypnotism has been converting their world. The imaginary world of soap operas is changing them into introverted personalities. The research reflects the fact that the characters of soap operas are taking the place of members of their family. They also came to know the social problems of neighboring states, which is a healthy sign about their awareness. But the sad part is that they are now more unaware about the needs of their own society. TV serials woven the women image stereotype with glamorous ways. It does not portray the reality of the female's role in the society. Consequently, a woman has been portrayed in stereotypical, fashionable way and never as a brilliant and confident as men. But now the scenario is changing day by day. Some serials producing content for sporting woman's life, business tycoon and working women. Moon jana(2016) Storyline, screening, portrayal of women, in every sphere it matured a lot. It successfully overcomes the K genre, where "sans-bahu" where the main character, where one of them whether vamp or the holy cow. In those serial storylines or the treatment were more or less same and nonetheless the portrayal of women. Quarrelsome sans, extra-marital affairs of husband, conspiracy in the family, loud make-up and dresses, etc. were becoming the sign of serials. **Shoma Munshi book (2013)**- It analysis the five prime-time soaps and argues that this particular genre of popular culture, social issues and practices focusing on the complex constructions of family, tradition, Indian-ness, and gender, she also analyses

narrative structures of soaps in the context of their fractured and never-ending time frames and plot outlines.

REVIEW OF LITERATURE

Many studies have been conducted globally and nationally for studying the impact of soap operas on different categories and age groups of audiences. But limited studies have been conducted on the 'Depiction of women image in television serials Beenish Zaheen(2010) - Portrayal of Women by Star Plus Soap Operas: A Feministic Perspective While focusing on the problems faced by women in our society and the role played by Star Plus soap operas in identifying social inequities faced by women and reflecting the positive changes related to the status of the research of the study will mainly focus on the following aspect. It analyzed the kind of feminist ideology (Liberal feminism, Socialist feminism, and Radical feminism) being focused by Star Plus soap operas in presenting their female characters. It analyzed the female characters portrayed by Star Plus soap operas, whether women are portrayed in the traditional role or as a sexual object. Archana Kumari & Himani Joshi(2015) Gender Stereotyped Portrayal of Women in the Media: Perception and Impact on Adolescent. It is without a doubt that media have a huge influence on people and it can be a dominant medium for advocacy of gender equality and uplifting the present status of women in the society. But unfortunately media are reinforcing stereotyped images of women and their roles in society. The news regarding women is mostly about their hardships and atrocities imposed upon them. It shows the gender insensitivity of the media. It has become indispensable that the media should take responsibilities of acting as a powerful instrument for bringing social change for women in more favorable terms.

Objectives of the study

1. To analyze the gender insensitivity in TV serials.
2. To analyze the women characters depicted by star plus serials, whether female are portrayed as a stereotype or traditional.
3. To know the depiction of female characters in social role perspectives.

Hypothesis

Serials represent the women image as a stereotype and with gender inequality.

Methodology of the study

The present study on 'Depiction of women image in television serials. The Content analysis is used to achieve the objectives of the present study. Serials of Star Plus Channel have been selected for the sample. Serials are selected on the basis of TRP;- Ye hai mahobatein, Ye Rishta kya kehlata hai, Tu Suraj Mein Sanjh..., Namakaran. It describes the status of women, values, social perspectives of women, participation of women in social activities, decision making, self independent, economic aspects.

Sample- Star Plus soap operas are considered as the population of study where as a sample of 4 soap operas being shown from 5th march to 15th March 2018. During Prime Time 7am to 10am will be selected for study. The names of soap operas selected for analysis are;

- 1 Ye Hai Mahobbetein
- 2. Yeh Rishta Kya Kehlata Hai
- 3 Tu Suraj Mein Sanjh Piya
- 4 Namakaran

Significance of the study

Media is considered to be an important tool for transformation in the society. Women need to ensure that media reflect images that develop positive and constructive role of women in society. Moreover, to know which type of women image more show by soap opera. As per the aims of study the current study will analyze the patterns, values and social participation in social activities and the status of women in soap operas. It helps to know how female characters are represented in the society. To know how many characters are portrayed by females.

Data and interpretation

Data collected by the content analysis from four soap operas being telecast during Prime Time 5th to 15th march 2018. Researchers analyzed all the female characters. Depiction of women image in soap opera by Star Plus. Data analyzed in statics and presented in tables. Which are followings-

1 Table status of women

	Serials Name	Stereotype character	Glamours/sexual objects	Antagonist	Protagonist
1	Ye Hai Mahobbetein	11	1	2	2
2	Ye Rishta Kya Kehlata Hai	11	6	3	1
3	Tu Suraj Mein Sanjh Piya	6	2	1	1
4	Namakaran	8	1	0	2
	Total	36	10	6	6
	Total %	62.08%	17.24%	10.34%	10.34%

Table 1 data reveal that 62.08% female characters in Star Plus soap operas were portrayed as a stereotype character. Women were bounded in limited roles like mother, house wives and so on. Moreover, 17.24 % female characters were portrayed in as glamorous /sexual objects. These serials depicted that female characters were only for glorify the shows. Vulgar scenes build negative image of women. It also reveals that 10.34% female depicted as antagonist and other hand, 10.34% women portrayed as the protagonist. It can be said soap operas give equal space to antagonist and protagonist.

2. Table Social role perspectives of women

	Serials Name	Fashionable	Traditional
1	Ye Hai Mahobbetein	2	9
2	Ye Rishta Kya Kehlata Hai	1	11

3	Tu Suraj Mein Sanjh Piya	1	3
4	Namakaran	5	3
	Total	9	26
	Total %	25.71%	74.29%

The data in Table 2 chalk out that 25.71% female character in Star Plus soap operas were portrayed as fashionable characters. Those were worn western dresses and modern attires. Which become trend setters for audience as like indo western dresses popular in society due too serials characters. Moreover, 74.29 % female characters were portrayed in as traditional characters. Those were wearing the traditional dresses like sarees and suits and follow the customes rituals. In other words we can say who are following rituals and wearing sarees and suits they are called sanskari characters in serials. It also tells that women depicted as fashion conscious who could not manage without heavy sarees etc.

3. Table Need of participation of women in social activities

	Serials Name	Need of Social rights	Need of Education al rights	Need of Economic rights
1	Ye Hai Mahobbetein	8	12	12
2	Ye Rishta Kya Kehlata Hai	4	3	7
3	Tu Suraj Mein Sanjh Piya	7	3	3
4	Namakaran	8	3	6
	Total	27	21	28
	Total %	35.53%	27.63%	36.84%

The data in Table 3 reveal that 35.53% female characters in Star Plus soap operas were portrayed as need equal educational rights. They want to study as like male characters like Tu Suraj Mein Sanjh Piya presented the educated women character Sandhya who fight for justice and women rights too. It also reveals that 27.63% female characters in Star Plus soap operas were portrayed as demanding equal social rights like against domestic violence, eve teasing, legal rights etc. Furthermore the data also show that 36.84% female characters in Star Plus soap operas were portrayed as demanding equal Economic rights. They want to be independent.

4. Table. Decision Making power comparison between men and women

	Serials Name	Women	Men
1	Ye Hai Mahobbetein	2	3
2	Ye Rishta Kya Kehlata Hai	1	3
3	Tu Suraj Mein Sanjh Piya	2	1
4	Namakaran	2	1
	Total	7	8
	Total %	46.67%	53.33%

Table No. 4 illustrates that 46.67% female characters in Star Plus soap operas were portrayed as decision making power, whereas 53.33% male characters were shown as having main decision making authority. It reveals that women have limited decision making power. Not as much empowered and independent. It has shown men to have more decision making power rather than female.

5. Table Self Independent and dependent on male characters

	Serials Name	Working women	Business women	Home makers	Dependent on male characters
1	Ye Hai Mahobbetein	1	3	3	5
2	Ye Rishta Kya Kehlata Hai	1	0	7	7

3	Tu Suraj Mein Sanjh Piya	1	2	3	2
4	Namakaran	2	0	5	2
	Total	5	5	18	16
	Total %	11.36%	11.36%	40.92%	36.36%

The data in Table 5 reveal that 11.36% female characters in Star Plus soap operas were portrayed as working women, whereas 40.92 % female characters were portrayed as housewives. The study says that mostly women were homemakers in these serials expect TU Suraj Mein Sanjh Piya. It also tells that 11.36% female characters in Star Plus soap operas were portrayed as business women and 36.36% dependent on male characters for their economic aspects.

6 Table Gender inequality

	Serials Name	Men	Women
1	Ye Hai Mahobbetein	10	11
2	Ye Rishtha Kya Kehlata Hai	7	12
3	Tu Suraj Mein Sanjh Piya	4	7
4	Namakaran	5	8
	Total	26	38
	Total %	40.64%	59.36%

The data in Table 6 reveal that 40.64% male characters in Star Plus soap operas. It also tells that 59.36% female characters in Star Plus soap operas were played by women. It also shows that these soap operas main lead character were women. The story revolves around that characters.

RESULTS

This research attempts to analyze the portrayal of women by Star Plus soap operas. In this 38 female characters of four Star Plus soap operas being telecast during Prime Time 5th march to 15th 2018 were analyzed. After collecting all the data, the researcher has presented it in the form of a table. The table representing the data gathered from content analysis of Star Plus soap opera.

DISCUSSION AND CONCLUSION

This research is conducted by the researcher to analyze Depiction of women image in soap opera by Star Plus.

Take into account the objectives of the research, the researchers selected sample of 4 soap operas being telecast during Prime Time 5th to 15th march 2018. Researchers analyzed all the female characters. Depiction of women image in soap opera by Star Plus. While the studying it analyzed that 46.67% female characters in Star Plus soap operas were portrayed as main decision making power, whereas 53.33% male characters were shown as having main decision making authority. It has shown men to have more decision making power rather than female. It analyzed those 59.36% female characters in Star Plus soap operas were played by women. It also shows that these soap operas main lead character were women. The Story revolves around those characters. The Study reveals that 11.36% female characters in Star Plus soap operas were portrayed as working women whereas 40.92 % female characters were portrayed as homemakers. It also says that the women, 36.36% dependent on male characters for their economic aspects. It chalks out that 25.71% female character in Star Plus soap operas were portrayed as fashionable characters. Those were worn western dresses and modern attires. Moreover, 74.29 % female characters were portrayed in as traditional characters. Those were wearing the traditional dresses like sarees and suits and so on. It also tells that women depicted as fashion conscious who could not manage without heavy sarees etc.

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