



**Original Research Paper** **Management**

# To Examine Necessity of Indecent Representation of Women in Television Advertisements and its Awareness

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**ABSTRACT** The way women are portrayed in advertisement 'Indecent representation' is the subject which needs proper attention of policy makers and authority in decision taking. It has given birth to some norms on portrayal of women in media. But to make it active sustained awareness is the key to bringing long-term changes to 'portrayal of women' and some stringent actions should be taken to make it happen. Development of women cannot happen in isolation but for this the community and society has to work hand-in-hand with the government and the women themselves for us to be able to usher in a change for the better. This research describes "Necessity of Indecent Representation of Women Act, 1986."

**KEYWORDS** Advertisements, Indecent Representation, women.

**INTRODUCTION**

An Act to prohibit indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner and for matters connected therewith or incidental thereto.

"Indecent representation of women" means the depiction in any manner of the figure of a woman; her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory or denigrating or is likely to deprive, corrupt or injure the public morality or morals.

The Indecent Representation of Women (Prohibition) Amendment Bill, 2012 seeks to broaden the scope of the law to cover the audio-visual media and content in electronic form, prescribing stringent penalties which would act as deterrent to violation of the law. The Bill also under the law specifically authorize police officers not below the rank of Inspector to enter any premises and carry out search and seizure of any material, if there was reason to believe that an offence under the Act has been or is being committed.

There are a number of laws with regard to the indecent representation of women like the Indian Penal Code, Cinematograph Act, 1952, Press Council Act, 1978, Cable Television Network Rules, 1994, Information Technology Act, 2000 and Indecent Representation of Women (Prohibition) Act, 1986. Section 292, 293 and 294 of IPC, guidelines of the Central Board for Film Certification, Section 13 and 14 of the Press Council Act, 1978, Rule 6 of the Cable Television Network Rules, 1994, Section 67 of the IT Act, 2000, all specifically deal with regulation of indecent representation of women and entail that no content/material should contain anything obscene, vulgar, derogatory to women, sexually explicit and be insensitive to the value and standards of society.

The National Commission of Women has an important role to play in creating and generating awareness amongst people about indecent representation of women. The Commission needs to organize awareness generation camps/programs in this regard for the film fraternity, advertisers, writers, publishers, internet and mobile service providers etc so that depiction of women in an obscene or objectionable way is stopped and regulated

**Research problem:**Media is portraying women in different roles in different form of advertisements to attract consumer. Media should depict women as per norms of IRWA, 1986 but people of society are not properly aware about IRWA and it's

claiming procedure.

**Objectives**

To study whether media is implementing rules and regulations of IRWA

To provide legal awareness to people of society through IRWA in media in light of portraying women in T.V. advertisement.

To provide legal assistance in claim procedure to people of society through IRWA

**Hypothesis:**

H<sub>0</sub>: There is no need of general awareness required among people of society about 'Indecent Representation of Women Act, 1986' in context of television advertisement.

H<sub>1</sub>: There is a need of general awareness required among people of society about 'Indecent Representation of Women Act, 1986' in context of television advertisement.

**Methodology:**

This research will employ survey geographically in Gujarat region and a quantitative method of content analysis to discover findings. The research is descriptive.

For the first part of this study, a survey has been conducted among young population. Total 500 questionnaires were field up, out of which around 400 found complete which were further analyzed. Samples are between the ages 18 to 40. The participants are answered basic demographic questions and participate in research oriented questions through structured questionnaire in Survey. Data testing methods like Chi-square method are used by researcher. The results of the survey have been provided comprehensive results that can be tabulated and examined for trends.

**Chi-square Analysis Test Statistics**

	There should be more awareness program of IRWA.	Higher authority of IRWA should make arrangement of counseling, ad campaign, hoardings for the sake of public	People especially women should know how to complain the body when issue of negative representation of women raised	Number of cases of women exploitation is increased in the country because of negative representation of women in media	Need for a central authority to regulate indecent representation of women in media
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Chi-square Df(Degree of Freedom) Asymp. Sig.	602.915 <sup>a</sup> 2 .000	593.105 <sup>a</sup> 2 .000	752.780 <sup>a</sup> 2 .000	201.780 <sup>c</sup> 3 .000	267.545 <sup>a</sup> 2 .000
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(Chi-square table is continued on next page...)

	The national commission for women is the nodal body for protecting the interest of women in the country	Central authority would have members from all important bodies like ASCI, PCI, NCW, ministry of information etc	Penalties should be very high and stringent in case of indecent representation of women in media	All forms of advertisements through any medium must be regulated to curb indecent representation of women
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Chi-square Df(Degree of freedom) Asymp. Sig.	242.540 <sup>a</sup> 2 .000	370.355 <sup>a</sup> 2 .000	297.020 <sup>a</sup> 2 .000	483.005 <sup>a</sup> 2 .000
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	All forms of advertisements through any medium must be regulated to curb indecent representation of women	Media should portray women in the advertisement as per the IRWA
Chi-square Df(Degree of freedom) Asymp. Sig.	483.005 <sup>a</sup> 2 .000	320.410 <sup>b</sup> 1 .000

**Interpretation**

The above chi-square Test Statistics table statistically analyzed 10 factors related to indecent portrayal of women. All 10 tables analyzed consequently 602.915<sup>a</sup>, 593.105<sup>a</sup>, 752.780<sup>a</sup>, 201.780<sup>c</sup>, 267.545<sup>a</sup>, 242.540<sup>a</sup>, 370.355<sup>a</sup>, 297.020<sup>a</sup>, 483.005<sup>a</sup>, 483.005<sup>a</sup> and 320.410<sup>b</sup> chi-square value. All Statements is having p<0.05 are significant at 2 and 3 degree of freedom, showing there is significant difference in expected and observed frequencies. As such we reject null hypothesis and accept alternate hypothesis.

**Conclusion**

This research employed survey in only Gujarat region. Data collected from 500 respondents of different age group and different genders through structured questionnaire out of which around 400 found complete which were further analyzed. After Chi-square, Cross-tabs analysis researcher found that in society there is a less awareness regarding the Indecent Representation of Women Act, 1986, so that the authorized committee put more focus on awareness programs. Moreover, there should be some stringent action to punish the people who are depicting women negatively in media. Media should follow the IRWA, and the IRWA body continuously observe the representation of women in all forms of advertisement.

Here, researcher concluded that 'there is a necessity of Indecent Representation of Women Act, 1986 among the people of the society and body of IRWA should make arrangement of awareness program in such a way so that people of society come to know about claiming procedure and proper documentation of the matter as many people are not aware of the institution to be approached in the matter of a dismay documentation.

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