CONCLUSION
In this chapter I shall summarise the issues which have been dealt in the previous chapters and put forth implications many of which emerged during the course of writing.

The impetus of this research lay in correlating feminist ideologies, namely liberal, Radical feminism, socialist feminism and electronic media. The period in which I concentrated my work was 1985 to 1990. This period was in a transitional form from Radical feminism to socialist feminism. Patriarchy was entrenched in society but need for social reform was felt. Political empowerment of women desired economic empowerment hence the shift in producers’ stand from male dominated media to woo the females for deciding consumption of advertised products.

When I started my work on this research and by the time I completed it there sweeping changes have taken place in the electronic media. Firstly Joshi Committee report had been published and the Government considered its recommendation for autonomy. Electronic media was to
become a representative of the people and not just remain a mouthpiece of the government. Secondly globalization and liberalisation in the country had taken place. In 1990s with the invasion of Satellite TV numerous private channels came in the Indian scene thus making it imperative for Doordarshan to change its modus operandi in order to survive.

Thirdly changes in society led to a shift in media portrayal. There was a spurt of soap operas and other programmes which was female based. It portrayed the positive aspect of women and was different from the serials which portrayed women in traditional roles only. The new serials portrayed women as mother, daughter and wife but these women had some substance in them.

Despite a shift in portrayal of women in electronic media the basic characteristic in portrayal of women on television remains the same. Soma A Chatterji in her book subject: Cinema, object; women. A study of the portrayal of women in Indian Cinema has referred to a report of findings of the committee of portrayal of women in the media, which
proves true today also. The committee noted the following characteristics in the portrayal of women by cinema and television.

- A woman’s place is in the home.
- The most valuable asset of a woman is physical beauty.
- A woman’s energies and intellect must be directed at finding the right man and in keeping him.
- Woman is dependent, coy, and submissive; they are masochistic in their response to indignities
- Humiliations and even physical violence inflicted on them.

- The good woman is the traditional housewife, long suffering, pious and submissive. The modern woman who assert herself and her independence is undesirable and can never bring happiness to anybody nor find happiness herself.

- Women are their own worst enemies.
-The working woman is the undesirable exception who must be brought into the marriage fold and must be made to subject to the norms of society.

-The committee went on to define exception to these 'accepted' stereotypes which are termed 'deviant females'

-Dominates her husband and stays away from the home without looking after the family.

-Has personal, selfish ambitions and does not support her man in achieving his goals

-Breaks up family ties.

-Is sexually promiscuous.

Analysing the prime time serials it can be concluded that, serials do not take up important issues which effect females health or mind e.g. issues of abortions, female infanticide, marriage without consent, violence on women at home and outside etc. are ignored. What is portrayed is day to day affairs of clashes with husband, in-laws etc. which does not provide solution to any social, economic or political
problem of females. Emphasis is on portraying women as beautiful clad in good dresses, flashing jewelry.

There is a lack of issue – oriented serials and soap operas. Many issues which can provide educative to women like property rights, personal laws, health, development policies, fundamentalism and its impact on women, gendered economic policies, population policies, unequal wages, day care, political participation, reservations etc. are missing from the serials.

A silence over the portrayal of lower working class clearly indicates that the major purpose of electronic media is earning money and not educating the masses. The electronic media can be said to representative of upper middle class and middle class. It was noticed that marginalisation of lower working class was the result of producers one point program of earning money. Since this class is considered as less consumption class media producers ignore them.

However, this does not undermine the importance that media holds in any democratic society. Media play a crucial
role in building as well as portraying ideologies of a given society whether positive or negative.