PREFACE

The present work is an attempt to study the role of electronic media in portraying women characters through their medium. The main emphasis of this work is to first study the theoretical and ideological developments over a period of time with respect to media's role in projecting and propagating women's issues. The growth of media has been phenomenal over last thirty years and it has large bearing on promoting any cause and also shaping public opinions for a cause. Media is identified as a powerful medium in all spheres of life today. It can generate great amount of public opinion on any social, economic, or political issue. With this background in idea this work has been undertaken to examine the media’s contributions towards women’s issues for their upliftment in society.

It is an well-accepted fact that women and their issues have been given secondary status in all spheres of life throughout the
development of society. Women have been exploited and subjected to sub human treatment even in some of the most advanced cultures. The present study makes an attempt to objectively analyse media’s role in highlighting women’s issues through their women characters in popular soap operas or prime time serials.

The initial period covered in this work largely concentrates on soap operas telecast on Indian Doordarshan during 1985-1990. The emphasis of this thesis has been on the ideological leanings of Doordarshan serials in portraying women in different roles. The initial intention of the work was to cover the period from 1985 to 1992. Since during this period Indian television was exposed to popular soap operas like Humlog and Buniyad. There was wide viewership of these serials, which resulted into large-scale commercialisation of serials on television. It was reflected in projection of women in different roles in these serials. The role of media gradually became a vital element of social development. Media was seen as a voice of the masses. During the analysis of various serials, I have made an attempt to examine the positive and
negative implications of women's projection in different serials by Doordarshan, which was largely a state-owned media channel. The thesis has taken a long time to complete and during this period wide-ranging changes have taken place in expansion of media and introduction of independent private channels. At the same time during this period Indian society has also undergone several path-breaking changes in technology, economy and communication which have been reflected in the day-to-day life of citizens of this country.

The post-liberalisation era has witnessed a complete shift in attitude and approach towards women in society. This aspect has been portrayed in serials over this period. Although my original period was not to cover, however, it was difficult to ignore the developments, which have taken place during this period. As a result, I have been tempted to make a comparative analysis of the Serials which have been telecast in recent past on various independent channels. The channels have focused on ideologies towards role of women in Indian society in a different framework.
During the period of my writing this thesis I chanced to personally view some of the serials and have related them to the ideologies which have been theorized. I hope that the analysis done in this thesis has resulted into some relevant conclusions regarding the media's contribution towards the projection of women in various serials. There have been instances where very positive and revolutionary women characters have been portrayed by media. It has been concluded by me that there has been some ideological convictions regarding women's role in wider social developments. However, these conclusions are subject to further investigation and I have not been able to do justice to all the characters, which have been the focus of media's portrayal in their serials.

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In the end I would like to say that I am solely responsible for any mistake which has occurred in this work.

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