scenario may lead anyone to comprehend a totally un-Indian view of Indian with big heart keeping in mind the requirements of present day modernization as well as the needs of reinforcement of Indian cultural ethos. This, only, can help solve many of present day our socio-political problems, as these are simple outcomes of misconception of grand old Indian Society by our policy planners. Keeping this broad background an attempt is made in the present investigation to portray the women in the media profession.

Chapter II

METHODOLOGY

1. Study Universe: The study universe is the Bengaluru city capital of Karnataka state and web of electronic world ideally serve the purpose for the present research study which is relevant to this concept.
2. **Study Area:** Purposive sampling method will be used for selecting the sample units and those sample units are electronic media channels will be from broadly two categories i.e., public and private based.

3. **Study Respondents:** The sample units are those women respondents who were supposed to be working in mass media.

4. **Sample Size:** The present study requires empirical field information of the women in media. However, to look-in to the in-depth analysis of the same, it is appropriate to have a large representative constraining sample size of 300 respondents interviewed for the study purpose.

5. **Method of Sampling Design:** Since the study involves about the women in media and their causes and consequences thus, the purposive sampling method is employed to understand the trends, issues and career patterns of the concept of the media and role of a women.
6. **Sampling Method:** The selection of respondents for interview was done through the systematic random sampling method.

7. **Methods of Data Collection:** The present study requires two forms of data collection i.e., one is secondary form of data collection and the second one is primary form of data collection.

   **Secondary Data Collection:** In order to have first hand information about the back ground profile, the secondary data are collected from the particular media reports for the analysis of the profile of study area.

   **Primary Data Collection:** An interview schedule is prepared and it was pre-tested before introducing to the selected study group (Respondents) of three hundred and that is twenty five respondents from each type of media from the study area (Bengaluru) in order to meet the objectives of the present study and have a gimps on profile in terms of background characteristics of the study sample.
respondents.

8. **Method of Analysis**: The collected data are systematically analyzed by adopting suitable statistical methods and tools.

9. Suitable statistical methods and tools are used for the analysis and interpretation of the data. Utmost care is taken to ward off the biases.

**NEED OF THE STUDY**

Media is the buzz word of the era of globalization. In fact, the rapid expansion of term and the concept of present form of globalization have been made possible only through the information revolution throughout the world. It has been widely recognized that media can play a substantial role in promoting and disseminating information and are key players in the social and economic development of women. Therefore, media largely
reflects the life styles, socialization patterns, participation levels, cultural boundaries, political maneuverings, religious manifestations, educational standards, social hierarchy, and of course, society images of any given group. Globalization is a multi-faceted, multi-disciplinary topic in its broadest reaches. It includes not only economic topics, but also political, social cultural and ideological ones. Political scientist, James Rosenau defines it as a label that is presently in vogue to account for peoples, activities, norms ideas, goods, services, and currencies that are decreasingly confined to a particular geographic space and its local and established practices” (Rosenau, 2005).

Serials are depicting women and young females involved in conspiracy, premarital, extra-marital, post material illicit affairs, wearing costly, heavy golden, and diamond jewellery, perpetuating their religious fundamentalism, spending time is family feuds, suicidal love affairs, mega parties, palatial houses, luxary cars, sleek mobiles, elegant, make ups, little care about anything else than the individual matters, and at all not even a
Newspapers give place to the news related to rape, crime, politics, scandals, sports and economics, serious debates and discussions on issues related to women in general are completely missing. The columnists of the newspapers are rarely females. Most of them who find place in the leader pages are political activists or so-called socialites. In vernacular press the depiction of women gets a share only in coloured pages where there is a lot of gossip about actress of T.V. serials or film stars along with some hot pick-up and pin-ups. The English press also dwells upon providing snaps of hot babes and erotic photo-gallery of party-mania in multi star hotels. Even the photos of sports stars are also provided in a manner that depicts their body attraction.

Magazines as well as newspapers have sections for females where the reader is left only with the option of reading some personal gynecological problems of married women or personal love hick-ups of young girls, otherwise special features on knitting, fashion, sales are the routine one.
The advertisements in Indian media are in a horrible condition. This is a portion, which requires immediate attention of media planners. Even the women activists also seldomly react to the advertisement campaign that is grossly insulting the dignity of women in different ways. In most of the advertisements in Indian media be it newspapers, or magazines, T.V. channels or otherwise, one finds that an essential ingredient is women. There is an advertisement of a premium whisky that shows one man is taking first sip of that particular whisky and the lady sitting in front him appears to be loosing some inches of her dress after every drink the process goes on up to three drinks. After three sips of the drink he finds that the breasts of the previously over-clad lady have become quite visible and half clad and his own shirt has slipped from his shoulders. And the voice smurs Kuchh Bhi Ho Sakta Hai (Anything can happen). In one advertisement of an after-shave lotion, a man comes our after shaving and using the particular lotion and the young girls in the vicinity start following him seductively. In one advertisement of
a bike one individual is shown as moving hand on the body of the bike and the image of a semi-nude lady props up instead of the bike.

Gender differences in media although motion pictures and related entertainment media are created for the mainstream, gender differences appear to emerge particular to content area. Specifically, men appear to hold a greater penchant for media that involve sex and violence, whereas women tend to react more adversely to such fare. Several studies support this contention. For example, in a study of the relationship between sensation seeking and related variables of interest in morbid and sexual events, Zuckerman and Litle (1986) found that men scored higher than women on scales of curiosity about morbid and sexual events in media, self-attendance ratings at horror and X-rated movies, psychoticism, and sensation seeking.

The literature appears to be quite clear that men have a greater interest and desire to view violent and sexually violent film than women do (Bushman, 1995; Emmers-Sommer et al.,
2005; Linz, Donnerstein, & Penrod, 1988; McIlwraith & Schallow, 1983; Oliver, Sargent, & Weaver, 1998). However, with this background and based on the fact of critical review of literature that no such study has been carried out in southern India or that matter Karnataka in general and northern part of state in particular. Thus, the researcher decided to carry out the present research on a form of doctoral course to study the women in media: Career patterns and their family life as such.

4. STATEMENT OF THE PROBLEM

Although fashion magazines arguably provide the most common form of media targeted towards women, researchers have not examined the effect of experimental exposure to images appearing in the print media using the principles of objectification theory. The present study addresses this gap in the existing research. The present study also aimed to extend the type of stimulus material typically used in media effects research. Differences in content across magazine images may differentially predict body image disturbance.
In an Australian study, Tiggemann and McGill (2004) found that women who viewed images of a body part of a thin model (often referred to as “body-isms”; Hall and Crum, 1994) exhibited greater body dissatisfaction than women who viewed images of the full body of a thin model or product control images. These body-isms objectify women by reducing their bodies to mere parts. In the current study, we aimed to use another potentially objectifying form of image. Commercial images of a thin, attractive woman being looked at or touched by attractive men commonly occur in fashion and beauty magazines.

Fredrickson and Roberts (1997) suggest that women may experience objectification vicariously by viewing other women being sexually objectified. Thus, images which featured thin-idealized females subject to male attention were used in the present study. Viewing advertisements which explicitly show an attractive man looking at a thin woman may prime women to take a third-person perspective of their own body and consequently experience more self-objectification, appearance anxiety, negative mood, and
body dissatisfaction.

In sum, the present study attempted to combine two previously separate bodies of research; that in media effects and that in self-objectification. There were two central aims. The first aim was to investigate the effect of media images that depict the thin ideal on women’s self-objectification, in addition to appearance anxiety, negative mood, and body dissatisfaction. The second aim was to extend the type of stimulus used in media research by using objectifying images which feature an attractive man attending to a woman. In this context the major few objectives and hypotheses were farmed and to be tested were as follows.

5. OBJECTIVES OF THE STUDY

1. To study the societal profile of the women journalist.

2. To understand the career patterns of the media women.

3. To observe the family life of the women in media.

4. To focus on the media how it portrayed the women image.

5. To analyze the role of elderly women of the mass media.
6. HYPOTHESIS

1. The career patterns of the women who were in media profession may be having more risky, challenging and adventures professional life than that of any other professional career oriented women.

2. Press council of India have the clear guidelines regarding mass media irrespective of the public, private channels but still private channels may take the freedom to portray the fact by exsiccating it rather presenting in the real sense.

3. The women belong to higher class due to the impact of social change may get away from the social responsibility of their family and may get into the professional media in comparison to their counter parts who were belong to the middle or upper middle class.

4. The societal or family profile of the women who were in media profession may be enjoying higher and selabraty status than that of their counterparts.
5. The professional higher arcical mobility may be in favour of the (elderly) senior women of the mass media compared to the younger women who joined this profession recently but more talented than their earlier colleagues.

6. Women with the English medium education, have exposed with the globalization and westernization culture may not mind to be portrayed themselves as a modern women by cutting cross all the barriers of traditional women flock than that of their counterparts.

7. The growing competition in all walks of the society and desire of living luxuries life style may be changing work participation role of women are need to supplement family income in comparison to their older cohort women.