

**VIVEKANANDA COLLEGE**  
**THAKURPUKUR**  
**KOLKATA-700063**  
**NAAC ACCREDITED 'A' GRADE**



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**Name of the Teacher:** Sonamoni Kunti  
**Name of the Department:** Women's Studies

## **INDECENT REPRESENTATION OF WOMEN IN MEDIA**

In recent years it has been observed that the media has emerged in a big way as the major exploiter of women. With changing times new ways of expressing social power have been fashioned which target the weaker components of society. The most vulnerable targets are women. In fact few years a large section of the media and particularly the leading ones have taken liberty to flout all norms related to obscenity. A systematic overdose of nudity and vulgarity is being forced into the brain of common viewer through newspaper, television, films, magazines, hoardings and posters. Cable and satellite television have grown rapidly throughout the developing world. Of all the popular means of mass media, television has the greatest mass appeal and acceptance. The portrayal of gender as a product and the accompanying body politic in the media is well documented.

Mass media now has mass audience – young and old, male and female. Children throughout the world spend an average of three to four hours each day watching television. One area of assumed influence on children by television is in respect of gender roles. Media-electronic or print play a very influential role in the life of children. The social scripts acquired through observation of family, peers, community, and the mass media become more complex, abstracted and automatic in their invocation. They consciously or unconsciously learn and imitate a lot of things like violence, revolt, sex which are harmful to young and immature minds. The impact of visual media as a very powerful vehicle for communicating ideas and images is known to be tremendous. Television creates a world which seems very real and viewers are unable to differentiate between the contrived world and the real one.

In general, the content of women-centred of fictional tele-series on women's life, various forms of women's oppression along with the body, beauty and consumerism. At one level, the increasing space for women's programmes' and women's issues on television given us an impression that the media has at least responded to women's demands for better representation in television programmes.

### **Indecent Portrayal of Women by the Media :**

In the modern world, the importance of the media cannot be underestimated. Media is the radar that captures the mood, pulse and ideologies of the age; it is the beacon light that illuminates the pathways of democracy especially in conflict situations. In this sense, it helps the civil society cohere. An enduring feature of public life in the recent years has been an enhanced interface between media and ordinary people. The media , today matters more than at any other time. It is known as the Fourth Estate<sup>1</sup>. Yet it's a very mixed bag, with enormous variations. It is true that the media plays the magic multiplier role in the process of development. The communication media accelerates the process of development by involving, persuading and transforming people. Media has proved to be one of the important instruments of social change in Indian society. In the corridors of the social change institutions, it is observed that media promotes consumer tastes and values, often alien to Indian culture and traditions. There is far too much sex and violence, portrayal of women is sexist and stereotypical.

### **The Indecent Representation of Women (Prohibition) Act, 1986 :**

The Act punishes the indecent representation of women, which means "the depiction in any manner of the figure of a woman; her form or body or any part thereof in such way as to have the effect of being indecent, or derogatory to, or denigrating women, or is likely to deprive, corrupt or injure the public morality or morals. It states that no person shall publish or cause to publish or cause to be published or arrange to take part in the publication or exhibition of any advertisement which contains indecent representation of

women in any form. 'In the act, advertisement' includes any notice, circular, label, wrapper or other document and also includes any visible representation made by means of any light, sound, smoke or gas. The amendment suggested by the National Commission for Women suggests amending the definition to "advertisement' includes any notice, circular, label, poster, wrapper or other document and also includes any visible representation made by means of any laser light.

**Source : - Internet.**