

## REPRESENT OF WOMEN IN MODERN INDIAN LITERATURE AND MEDIA

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Women authors from India have paved a new path for the country's literary canon. By challenging the long-held masculine perspective, they have left an indelible influence on English writing. There has been a shift in perspective among modern women. Men have been directing their sexist comments against women for centuries. Myths, tales, traditions, and history give voice to all the negative perspectives. If a guy doesn't have a woman in his life, it's like he's a flower without scent, a ship without a rudder, or a body without soul. A woman is the backbone of her household. A male and female expression of congratulations. Women are proving their mettle in every profession, often outperforming males. Women are no longer men's marionettes. They're just as effective as guys.

Although India has witnessed remarkable economic progress and rapid development in recent decades, gender equality continues to stay difficult. Women have been the most prominent subject on film and television, representing a vital audience as well as the marketers who fund this industry. It has been recognized that media can play a substantial role in promoting, establishing and disseminating information and are key players in the social and economic development of women. Media plays a very important role in perpetuating the social norms and behaviors that condone violence against women. The new era of gender equality focuses on the impact of assorted social movements on women, the nationwide recognition of journalists and influencers, and creating gender parity for not just men and girls, but all genders. The growing sex ratio in India illustrates the sexism and misogyny at the birth stage. The vast expression of the philosophy of current globalization has only been made possible by the global knowledge movement. It has been recognized that media can play a substantial role in promoting, establishing and disseminating information and also being the key players in the social and economic development of women.

Women's participation, performance and portrayal in media are the three important dimensions of study for the researchers of contemporary time. Media could be a big part of people's everyday lives. It influences both how we see ourselves and therefore the world to some extent. The media are often both positive as well negative in terms of the position and views of women further as a powerful mechanism for education and socialization. Although the media has played a crucial role in highlighting women's issues, it also has negative impact, in terms of perpetrating violence against women through pornographic images of women and portraying them as sex symbols. There are many alternative forms of media, like television shows, movies, songs and advertisements which are placed in random places and therefore the internet. In these different sorts of media there are images and representation of men and girls in numerous ways and different characters.

### **Indian Women Authors in English Literature**

These days, women are no more passive objects to be controlled by males. They have finally come to terms with the fact that they're not helpless and weak, but rather capable just like men. They are no longer relegated to the role of housewife, and they earn as much as men do. They've carved out a niche for themselves almost everywhere else. Arundhati Roy, Nayantara Sahgal, Geeta Mehta, Rama Mehta, and many more are just a few of the many accomplished Indian women who write in English. They experimented with writing in a wide variety of styles. The way men think will change because of their works. Their books are, essentially, protest and outburst tales about emerging and contaminating cultures. They apply the concept from different stages of a woman's life, beginning with infancy and ending with old age. Their books assist to disseminate the true meaning of feminism. Female authors, in general, are celebrated for their outspoken opinions. In 1997, Arundhati Roy, a woman from India, received the Man Booker Prize for her book *The God of Small Things*. She included female protagonists into her book.

English Fiction in Contemporary Women Writers in India: Many Indian authors were inspired to put forward their works by the sincere hope of giving western readers a true representation of India. Some of India's most influential authors wrote in English rather than their native language. Included in this group are Taru Dutt, Kamla Das, Bharati Mukherjee, Shashi Deshpande, and more contemporary Indian authors like Arundhati Roy and Kiran Desai.

Indian fiction composed in English is quite impressive as well as has attracted wide attention over the years. It has also undergone a rapid transformation, from being profoundly influenced by the Raj to vernacular, fantasy, which is an attempt to convey the most intimate awareness of life and society. The Indian English fiction does the same thing, conveying ideas, feelings, and emotions in a logical and entertaining way, and shedding light on a variety of changes in its own unique style. As a result, the relevance and value of Indian imaginative writing in English are made clear by the way it reflects change in all sectors of Indian society.

Shashi Deshpande's career as a writer started with her short tales and progressed to her novels. She has written five books, the most prestigious of which, "Roots and Shadows" (1983), won India's prestigious Thirumathi Rangammal Prize for Best Novel. The protagonists in Shashi Deshpande's books are women who are trying to find themselves. Being of Indian descent herself, she has portrayed this characteristic of Indian women with more nuance and intuitive knowledge. Her books are on the struggles, frustrations, social agitations, and silences of Indian middle-class women.

### **Media's Role in empowerment of women in India**

Communication is extremely important for women's development and mass media play significant role. It is to be noted that growth of women's education and their entry into employment have contributed to the growth of media. In all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses, women have crucial role to play. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalized by male domination. In this context, media has an important role to play – to create awakening in women to achieve their potential as the prime movers of change in society. In today's world, print and electronic media play a vital role in effectively conveying message that needs to be conveyed. Portrayal of women by the Media By and large the media scene in India is that media does not address serious issues about exploitation and unequal treatment to women in different spheres but is keen in reporting sex related incidents by way of sensationalizing news of atrocities on women. Thus instead of highlighting the exploitation of woman they end up becoming one of the reasons in increase of violence as their coverage more often than not tend to glorify the crime against women. It is true that media has brought to light, as never before, certain misdemeanors against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system. Generally, women's problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape. Newspapers even on women's page does not usually address relevant issues for women empowerment but reporting is concerned with beauty tips recipes, fashion syndrome etc.

It is unfortunate that there is lack of sensitivity among the newspapers in general to women and their problems. I would like to refer to the Study conducted by the Media Advocacy Group viz. "Violence against Women: Media Coverage and Representation". The Media Advocacy Group made the following recommendations on reporting violence against the women.

- (i) Media needs to take an extended, broader view of crimes against women. It has to be instrumental in conducting a social audit on factors responsible for increasing crimes, particularly against women and children, including indifferent investigative procedures, miscarriage of justice, and growing social impunity of the perpetrators of crime.
- (ii) It also has to be instrumental in creating an awareness among civil society of the causes and nature of the crime itself, and of the preventive measures.
- (iii) When treating these issues, media has to be extremely factual and empirical.

### **Constitution for women**

The Indecent Representation of Women (Prohibition) Act was passed in the year 1986. Under this Act, Indecent Representation was characterized in section 2(c) as 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 to women or is likely to deprave, corrupt or injure the public morality and morals. The Indecent Representation of Women (Prohibition) Act, 1986 accommodates the guideline of representation of women in the media. It precludes revolting portrayal of women through advertisements, books, compositions, and works of art, figures or in some other way. Section 4 prohibits the creation, sale, recruitment, distribution, course, sending by post any books, flyers, slide, film, composing, drawing, and so on. Section 292, 293 and 294 of the Indian Penal Code talks about the law on obscenity. Despite those, they are still representing women indecently especially in Movies, Songs and references of women which has the effect to denigrate women which is also derogative of women. The Constitution of India ensures balance to ladies and provides exceptional provisions which engage the State to embrace proportions of positive discrimination for women for killing the socio economic, education and political weaknesses faced by them. Fundamental Rights, guarantee equality and fairness under the steady gaze of the law and equivalent assurance of law; restricts oppression any resident on grounds of religion, race, caste, rank, sex or spot of birth, and assurance uniformity of chance to all residents in issues identifying with business. Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution are of explicit significance right now. In April 2006, Madurai court gave non-boilable warrants in photos distributed by a Tamil paper

against Reema Sen and Shilpa Shetty for presenting in a foul way. The examination asserted that, for a similar explanation, the two entertainers had neglected to agree with before summons, in this way giving the warrants. The candidate presented that in its issues of December 2005 and January 2006, the paper had distributed "exceptionally provocative blow-ups and medium blow-ups" and supposedly encroached the Obscene Representation of Women Prohibition Act 1986, Young Persons Harmful Publications Act 1956, and the Indian Penal Code Section 292. The offended party additionally requested seizure of the photos under the particulars of the Press and Registration of Book Act 1867.

### Women Journalist in Media

In such a rapidly changing environment, women in media have a large responsibility in not only changing attitude towards women but also shaping public opinion. With women holding responsible position in newspapers or electronic media, their competency should extend to a wider area and a range of issues. More importantly, a woman journalist is expected to show more sensitivity to issues relating to women and to more meaningful insights and perspectives. Like most professions, in the media too, women have struck out boldly, beating a path, which is both impressive and inspiring. The last five years have seen them pouring out into the mainstream, acquiring hitherto unattainable positions and proving their mettle, be it the print or the television media. In short, women have become indispensable in the field. Women's organizations and media groups must play an active role in promoting this change. It is heartening that a wide variety of women's media initiatives are making a positive impact.

### CONCLUSION

The major objectives of media must be to perform the programmes referring to improvement of women's status that they're absolved to assert themselves as mortals, co-equal socially, morally and politically with men. There should be a positive portrayal of ladies paying attention to their role altogether facets of life. Though women's role is increasing in all spheres in the country, the crime rates on women are also on increase. Various laws were imposed for the defense of ladies and to protect their rights in all told aspects of life. Thus it may be concluded that the overall effect of the portrayal of girls in media is to bolster instead of reduce prejudices and stereotypes. The mass media is to reinforce instead of reducing prejudices and stereotypes. There is an equal amount of value placed on women's as men's writing. In terms of quality and selection, it has entered the modern era. As a result, women authors deserve much of the praise and recognition due to them. They explore a wide range of topics and approaches, including questions of social class, gender, and personal history and identity. As a result, Indian women authors have made significant strides in the field of the Indian novel written in English.

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