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Title: **The Strong Man and the Emotional Woman**

Analysis of gender stereotypes in Media

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The world today is divided into developed, developing and least developed countries, each facing different sets of problems. However, if there is one issue that is common throughout the world, it is that of gender stereotype. Society has traditionally divided certain roles and characteristics to each sex, for e.g. domestic chores, housekeeping etc. for women and career building for men. Women are deemed to be emotional, physically weaker then men and more oriented towards the domestic front while men are assumed to be brimming with strength (physical and emotional) and the care takers of “their women”.

Both men and women have been breaking this stereotype since generations but society refuses to accept change. Instead, it time and again reinforces the stereotype. Media has become a tool of such reinforcement. The United Nations (UN) has acknowledged the fact that print and electronic media in most countries do not provide a balanced picture of women's diverse lives and contributions to society.

This paper, while commenting generally on gender portrayal by the media focuses more on commercials. The author chose commercials out of the wide catena of media tools because, since times immemorial, even when televisions and radios had not been invented, one way of deciphering the inequality among the sexes was through print media. Today, the same is done through televisions, radios etc, in addition to print media. Advertisements have and will continue to be an important part of the same. Further, advertisements are made keeping in mind a certain category of target audience on whom it is assumed to have a major impact. Thus, they reflect the perception of society of gender roles.

The paper **aims** to analyze the extent of gender stereotype in media and to study its impact on the society. The paper hypothesizes that media; especially commercials reinforce the traditional gender stereotype in society thereby fuelling discrimination.

The **methodology** includes qualitative research through study of works of other scholars. Also, various commercials, in newspapers, television and magazines have been analyzed to gain a better understanding of the type of gender portrayal in them.

The author has **analyzed** works by various writers along with reports of the UN. The findings of the same have been corroborated with analysis of commercials of various brands, both Indian and foreign. Also, study of marketing strategy of advertisers has been done to gain an insight into the thought process of making such commercials. Thus, it has been **concluded**-

1. The hypothesis stands proved, i.e., media does reinforce gender stereotype;
2. Such gender stereotype has a negative influence on the society;
3. Gender portrayal of such nature is not necessary, keeping in mind the marketing strategy.

The author has also provided certain suggestions to prevent gender stereotype in media.

**Key words**- gender stereotype, marketing strategy, commercials