

Article

Impact of Television Serials on Women's Empowerment: A Study Among Women in Chennai

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A B S T R A C T

This research study focuses on television serials impact on women's empowerment in decision making and the portrayal of women in reel and real life. This research was based on the quantitative method and the data in this study was taken through random sampling method with the use of google form. The sampling size for this study was 103 women under the age category of 25years to above 50years respondents from Chennai. The researcher adapted the Mahmud et al. conceptual frameworks that view women's empowerment as a multi-faceted and dynamic process. In this research paper, the researcher has stated various definitions of empowerment, including the ability to stand on their own feet, the capacity to grow stronger and more self-assured, the television serials undoubtedly have a big impact on people and could be a very effective tool for promoting gender equality and raising the status of women in today's society. The majority of women place a strong emphasis on overcoming their hardships and becoming strong, independent women. And there is huge difference in decision making while comparing real and reel life of women and the way of portraying women in television.

Keywords: Television serials, impact, women empowerment, portrayal

Introduction

In today's society, television, once a source of entertainment, has turned into a burden. Serial dramas broadcast on Indian television channels have harmed human life instead of advancing people's knowledge. The women in Chennai are significantly affected by these television dramas. infotainment is a strong and well-liked medium with its audience. When it comes to the broadcasting of entertainment programmes, television is crucial. Entertainment programmes like serials, reality TV, comedy

shows occupy 60% of the television time slot. With 20% of the schedule taken up by them, television serials are the main form of entertainment. Tele serials have the highest TRP rate when compared to other television entertainment programmes, outranking other shows. Women as role models are a common theme in contemporary television serials.

Television means different things for different age groups multichannel environment. Exposure to this medium affects viewers of all age groups and includes different sectors of

women. It has the power to mould viewers' opinions and shape their beliefs, habits, behaviours, attitudes and lives. Television is also very much integrated into our daily lives. Television series are continuously trying to captivate the female audience. This is true not only for homemakers but also, TV is impacting women who work outside the home.

Women's empowerment can be defined in a number of ways, including accepting women's perspectives, making an effort to seek them, elevating women's status through academic achievement, awareness, literacy, training. Women's empowerment empowers and means allowing women to make life-changing decisions in the face of various societal problems. They may be able to modify gender roles or other such roles, giving them more freedom to pursue stated aims.

Literature Review

This research is entitled with Impact of Media Tools on Women Empowerment: A study on HP women by Dr. Sonia Gupta (2018) The current study includes their interest and reactions to various media usage and its role in empowering rural women. Today, the internet, along with electronic and print media, is regarded as a major source of awareness, entertainment, information. The media already has too much power in terms of mass influence and communication. The study was carried out to record the use of various media tools by women in a Himachal Pradesh rural city and to identify the motivation for using different media. This research as collected 200 sample of responses from three different village from Mandi district with the help of questioner tool for this study. This research has used both quantitative and focus group interview as a data for this study.

The findings have been discussed, it has been observed that they use various media tools, with a preference for television programmes. According to the study, TV works its magic on women by inspiring them to leave the four walls of their home and work hard. Improve the social standing of women in general. Women who used the media reported that it had a positive impact on their status and helped them to empower themselves. The study also emphasised women's TV programme preferences. In this research paper they have said different meaning for empowerment like ability to stand on their own legs, the ability to become stronger and more confident, the ability to know

This research is entitled as "Portrayal of Women in Television (TV) Serials," Shashi Kaul and Shradha Sahni (2010) stated that negative attitudes toward women in real life are respected through media representation. This depiction shows that women are less accepted and respected as human beings and are treated as objects. She

imagined herself in domestic, decorative, biological roles.

This research is entitled with reality or myth: representation of women in Indian tv serials. By Debanjali Roy (2012) stated that "Representations are formations, or as Roland Barthes has said of all operations of language, they are deformations" One of the most powerful tools for asserting identity and dominance, stereotype representation and use has played an important role in the consolidation of responsibility over the oppressed throughout history. From colonial to feminist discourse, representation has been crucial, owing to its construction of a fixed image of the oppressed, marginalised people who occupy the lower seat of the power-politics. And the stereotype is being anxiously repeated. And the Herein remains the responsibility, instead of the significance of the mass-media, without which notions cannot be repeated and distributed. In essence, mass media are tools that facilitate the dissemination of information to a large number of recipients.

However, one of the most important aspects of such an approach is the "way" things or events are reported and presented - and a thorough examination of the content and manner of messages that are publicly represented reveals that media frequently "mediates and moulds reality in order to subscribe to a certain pattern. With the technological breakthrough and rapid advancement of electronic media over the last few decades, media has gained such divine nature that it cannot only propagate ideas but also create, construct, or demolish them. As is clear, representation in media is a vast topic of debate in which the concepts of "representation" and "media" are intricately intertwined. As a result, in this paper, will concentrate on a specific segment of the Indian electronic media - contemporary television soaps and serials - identify their target audience, study how they portray women, finally examine the extent to which this forecast of an onscreen actual fact matches up to the real truth.

Objectives

- To analysis the key factors that impact the women's empowerment through television serials in decision-making

Research Methodology

The Researcher used the Quantitative research method to Analyze Television serials impact on women's empowerment. The data in this study was taken through random sampling method with the use of google form. The sampling size for the study was 103 women under the age category of 25years to above 50years respondents from Chennai. The researcher adapted Mahmud et al frameworks which conceptualises women's empowerment as a dynamic

and multi-dimensional process. By the same token. To that end, the current study's framework includes four major determinants: demographic, economic, social, information-exposure factors. Similarly, it denotes two major aspects of women's empowerment: decision-making and ownership. Decisions about healthcare, economics, mobility are all part of the decision-making process. Ownership includes house and land ownership. The study's unique aspect is conceptualising the determinants and dimensions of women's empowerment.

Data Interpretation

Table 1. Frequency Distribution of the Decision Maker in Respondent's House

Options	Count	Percentage
Wife	16	16%
Husband	18	18%
Both	64	62%
Others	5	5%
Total	103	100%

Table 2. Frequency Distribution of Decision Maker in TV Serials

Options	Count	Percentage
Wife	28	27%
Husband	43	42%
Both	20	19%
Others	12	12%
Total	103	100%

Table 3. Frequency Distribution of in which way does Women Portrayed in Serials

Options	Count	Percentage
Positive	19	18%
Negative	19	18%
Both	61	59%
None of the above	4	4%
Total	103	100%

Table 4. Frequency Distribution of Rating the Television Serials on Women Empowerment

Rating	1	2	3	4	5	6	7	8	9	10	Total
count	5	1	1	4	9	9	13	24	17	20	103
percentage	5%	1%	1%	4%	9%	9%	13%	23%	17%	19%	100%

Table 2, shows that majority of the respondent have chosen husband are being the decision maker in the television serials.

While comparing both table 1 and 2 the researcher finds that the decision maker in the real life and reel life is not same. It's not that all television serials portrayed the realistic role of the characters.

Table 3, shows the majority of the respondent have chosen both positive and negative cause in a serial not all the characters play positive or negative role instant there should be both in a character only then the audience will like it and at some point, the audience also may relate themselves in anyone of the characters.

This Table 4 shows they know that their target audience are women's so the majority of the serial's objectives are based on women's empowerment. And the researcher finds majority of the respondent have given 8 ratings for serials based in women's empowerment.

Table 5, shows the top 3 serials which are Pandiyan stores, Bhagiya Lakshmi and Bharathi kannamma these are serials in which respondents could relate their family.

Table 5. Frequency Distribution name of the TV Serial which Respondent can Relate with their Family

Name of the Serials	Count	Percentage
Anupama	1	1%
Bhagiya Lakshmi	11	11%
Bharathi kannamma	7	7%
Pandiyan stores	28	27%
Sundari	2	2%
Sathya	2	2%
Yeh rishta kya kehlata hai	2	2%
Ethir nichal	1	1%
Eramana rojavey	3	3%
Bharathidasan colony	1	1%
Kayal	2	2%
Thamilum sarasvathium	2	2%
Pandavar illam	2	2%
Idhayathai thirudatheey	2	2%
Nil	38	37%
Total	103	100%

Findings

The researcher believed that women make the majority

of decisions in fictional life, but this survey revealed that they were incorrect because men make the majority of decisions in fictional life. From 103 response 43 people have answered that men are being the decision maker in the television serials in both reel and real-life. Majority of them have responded that wife is being the decision maker for visiting the relative's house. When it comes to health care majority of them have responded that both husband and wife are being the decision maker in both reel and real life. hence the decision maker in real and reel are being similar to each other. The research has found that majority of the respondent have answered that the portrayal of women in television serial are both in negative and positive ways. Through this survey the researcher has found that 50% of the respondent have answered yes and other 50% of respondent have answered no for portrayal of women is realistic in television serial. As the television industry fix the target audience as women, they choose their content in television serials according to them which is mostly based on women's empowerment. The researcher has also asked the respondent about their favourite serial to find the serials on which the majority of the women's watches and from this we came to know that all top 3 serial was based on the women's empowerment. And majority of the women's empowerment serials portrayed that women's has the equal rights in everything especially in decision making.

Conclusion

The target audience for this study was between the ages of 25 and 50, 103 samples were collected using Google Forms and distributed randomly to only women in the family and friend circles. Microsoft Excel was used by the researcher to analyse the survey's results.

Without a doubt, the media has a significant impact on people and may be a powerful tool for promoting gender equality and improving the status of women in society today. Unfortunately, stereotypes about women and their place in society are being reinforced by the media. The majority of women are focuses on they were subjected to their sufferings and developing themselves as empowered women. It displays how insensitive the media is to gender. It has evolved it is essential that the media assume responsibility for functioning as a potent tool for promoting social change. Women's empowerment is defined as "the process of increasing women's capacity to make choices and convert these decisions into desired actions and achievement." Shift for the better in terms of women. Thus, television serials are impacting the society, through this survey we came to know that most of the television serials are portraying some of the real-life incident of the women. The media can be used to replace her accustomed passive posture. imprinted with a true

and pleasant perception of women in society as a whole the favourable and encouraging.

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