# Impact on Women Portrayal in Cinema Among Society with Specific Reference to the Chennai City Educated Youth

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## Abstract

Through a survey conducted in and around Chennai, this study sought to examine how women are portrayed in Indian cinema. The goal was to look into how women, gender, and Bollywood—from the early days of traditional Bollywood to the present—interacted. This study, which combines qualitative and quantitative methods, examined how women's roles in film have evolved. The study demonstrates that the development of women's roles shifts from being victimized to being empowered after discussing the position of women in Indian society and paying attention to the emergence of women and their depiction on screen. According to this survey method, women were depicted in early films as being well-cultured in accordance with Indian customs; if a character wore a more modern outfit, the women were portrayed as being haughty and conceited. However, since they no longer need a male superstar to attract audiences to theatres, women in Indian cinema have seen a more positive trend in recent years. Women's roles in Indian cinema have evolved over time.

**Key words: women portrayal, Cinema, Communication, Media, Social Change**

## Introduction

The women portrayal in cinema has given both positive and negative impacts on society. It is not only for the entertainment but also it is the source of domaining the cultural values in society. Movie shows in theatre is thought to be a communication tool that may both initiate a trend and dispel societal misconceptions. Various kind of mass communication which molds the opinion and beliefs of the people.

Since its beginning, women's representation has been essential, and this research also considers how frequently women are shown in movies. Therefore, we have spoken about how society affects how women are portrayed. The primary topic of this study is how society views women's representation and how it looks at the future from the perspective of young people.

Social transformation has always been supported by the media. It is the ideal media for spreading messages to a large audience since it represents political, social, and cultural ideals that are consistent with beliefs in a certain era. When discussing contentious issues or social

change, traditional media including newspapers, radio, television, and posters are used. Generally speaking, the film industry is not acknowledged as a component of the changes, trends, and dissemination of values in society.

Additionally, movies offer pertinent lessons on a range of subjects, such as romance, religion, family turmoil, and social issues. Even if they have the power to bring people together, they nonetheless spread and strengthen stereotypes that result in underrepresentation. The cause behind the stereotypical and gender-based portrayal of women on screen can be found by applying sociological theories to an investigation of the film industry.

Women have historically been underrepresented, and white men are overrepresented. Generally speaking, women are essential in many areas of life, including the home, the workplace, and parenting. Women should not be excluded by male supremacy if they are to completely realize their potential and their place in society. The media has a crucial role in exposing women's potential, challenging the male-dominated environment, and enacting further social change.

## Statement of the Problem

The media and film industry have the capacity to affect society attitudes and views regarding gender. Gender stereotypes and underrepresentation in the media might intensify violence and negative attitudes toward women. Early exposure to gendered stereotypes in the media can shape children's preferences for activities and content that are appropriate for their gender, their attitudes toward life expectations and goals, and their traditional ideas about gender roles, jobs, and personalities. News must be created by, for, and about women in order to advance gender equality and ensure that women and girls have equal access to education, jobs, and well-being of Individuals of colour, women and girls, and individuals with disabilities are among the oppressed groups that lack the modelling necessary to succeed when they do not see themselves represented.

## Objectives of the study

- ➢ To Understanding how women are portrayed in movies and how they affect the people in the studied region
- ➢ To investigate the effects of various ideas and people's perceptions of how women are portrayed in Indian cinema and its diverse facets.

> To draw attention to Indians' interest in women's representation in movies and how they would like to be portrayed in them.

> To be aware that the representation of women in Indian cinema has deteriorated since its inception.

> To demonstrate the dramatic ascent or decline of women's dignity in the film industry. and how it affects the populace and society.

## Review of literature

**Salva Mubarak (2019),** takes on a variety of roles, ranging from the selfless mother to the sobbing damsel in distress to a woman in control of her own destiny. The role of the audience's gaze, which has been influenced by a wide range of factors such as politics, socio-economic structure and the influence of society, and cultural evolution, is the one aspect that becomes evident when you start to chart the evolution of women in Bollywood.

**According to Aditi Shah (2019),** female actors in prominent roles have always bolstered the universe of heroes in cinema. Now all drastically changing in Bollywood cinema. Women actors are now competing with their male colleagues for good and powerful roles in cinema. But imagine what was like for women who wanted to act in films a hundred years ago.

**Pichanot (2021)** in recent times, without cinema, we can't definitely consider modern day Indian society. Despite the fact that this cannot imagine a movie without a plot. A film needs to tell and display story unravelling layer with the aid of layer, introducing the magic of the silver narrative at the screen. The testimonies rooted in lifestyle are praised through the viewer. Extra so, if they're widely mentioned in oral or written form, right from the beginning, there was an indelible connection among literature and films. The topic begins with how women are portrayed as the primary characters in popular Bollywood films. This subject matter is taken into consideration suitable due to the fact women are a big part of the population of the country and they're on displays representation is consequently crucial in identifying the promoting of present days stereotypes within the country inside the society. Today's scenario in the film industry defines the way mainstream Hindi cinema has restrained itself to hooked up sketches of Definity and it's on the community.

**Mana tabata bai rad (2016)**, impact of women in cinema has been a prime problem of discussion among feminist film theorists in India. The complicated and captivating relationship among women and cinema has a good-sized literature and some interesting work on third world

feminism, which illuminates factors of the representation of women in Indian movies. We wish to remember the importance of company in women's lives, and the portrayal of women on screen is essential for understanding the relationship between women and Indian cinema or for examining the position and representation of women within power and gender relations in patriarchal society. Since agency describes a person's ability to act on their own initiative and make their own decisions, it typically refers to both micro-level actors and macro-level collectives.

## General Aims of the Study

The general aim of the researcher is working on this topic develop his/her insight and perception, impact of women portrayal in cinema among society and we also want that by researching more and more and more knowledgeable about the world around it in this topic. To get overall knowledge from the study, and to make the sharp knowledge about history of Indian cinema, portrayal of women, impact of society. Finding the answer to the issues in the study area.

## Significance of the Study

- ✓ This research creates awareness about the ill portrayal of the women in cinema perspective about the cinema especially about the participation of the women.
- ✓ This research describes the current mentality of the society about the women's character portrayal
- ✓ This research clearly points out that the both negative and positive impacts in society.
- ✓ Not only as a film the same thought process apply to a regular life.
- ✓ This research also describes how the movies influence people.
- ✓ Not as a feminist perspective but as a spectator this study helps to understand the impact of movies on people.

## Sampling

Simple Random sampling was used to select the sample. Totally 60 respondents were selected as respondents. The samples are taken in and around Chennai City educated youths. The researcher set the questionnaire based on the impact among the society about the women portrayal and also, asked women portrayal about the movies influencing the society.

## Research Methodology

The present study has adopted both qualitative and quantitative methods. The researcher used survey for data collection method. This research mostly focuses on youths, that's why the whole research was done with them only. Through survey data collection which comes under primary data, researcher have prepared some sets of questions. It considered 10 questions for the survey. Researcher kept all the questions in a sequence and circulated to my respondents through online mode for survey. Researcher collected all the data without any biasness with the help of google forms as source to circulated the research questionnaires.

## Definition of the Concepts used for the Study

## Women Portrayal

In media studies theory, the term "male gaze" refers to how men view women and how media texts depict them from a male perspective and in terms of men's attitudes. Alternatively, it can refer to how society expects women to look and act in the study area.

## Cinema

This study refers to cinema the movies taken for the study and observes women portrayal in the particular movie

## Educated Youth

This study refers to educated youth those who are studying and educated people called as educated youths in the study area.

## Theory of the Study

**Male gaze:** How men perceive women frequently defines how they are portrayed.
**Social expectations:** A lot of how women are portrayed emphasizes their sexuality, feelings, relationships,                                    and                                    looks.
The goal of **feminist literary theory** is to comprehend how women and queer communities are          portrayed          and          represented          in          literature.
**Social cognition theory and cultivation theory**: Offer conceptual frameworks for comprehending how gender is portrayed in movies.

## Scope and Limitations of the Study

There are very limited studies only conducted for this study. This study conducted only in the Chennai city educated youths. The selected movies and respondents are selected from the study areas. Study findings applicable for the study area respondents only. The study is conducted within a short period time. The study is used the primary and secondary data. The primary data collection done through googles forms. This research covered is limited with 60 respondents. This survey is mainly conducted among only in Chennai city and only educated youths are responded. Since, this survey is about the films only persons who have watched many movies can respond. In future many research will be conducted in this area and good view of women portrays in the cinemas.

## Data Analysis and Interpretation

### 1. Gender

| Category | No. of Respondents | Percentage |
|----------|--------------------|------------|
| Male     | 30                 | 50         |
| Female   | 30                 | 50         |
| Total    | 60                 | 100        |

**Sources: field data**

Out of the total respondents selected for the study, 50 percent of the respondent from male gender and half of them female gender.

It concludes that the present study gives equal opportunity for the both genders.

### 2. Age:

| Category | No. of Respondents | Percentage |
|----------|--------------------|------------|
| 18- 22   | 50                 | 83.33      |
| 23- 27   | 10                 | 16.67      |
| Total    | 60                 | 100        |

**Sources: field data**

83.33 per cent of them are coming from age group of 18-22 years followed by 16.67 per cent of them are coming under the age category of 23-27 years.

Here, the greatest number of the study respondents are belonging to the age group of 18-22 years.

## 3. Residence

| Category | No. of Respondents | Percentage |
|---|---|---|
| Rural | 20 | 33.33 |
| Urban | 40 | 66.67 |
| Total | 60 | 100 |

**Sources: field data**

The study mainly based on the people living in the urban area (66.67%) and that also represents that rural people (33.33%) also responded to this survey. From this we also conclude that urban people watch movies more compared to rural people and their response has a deep meaning.

## 4. Watching Cinema

| Category | No. of Respondents | Percentage |
|---|---|---|
| Always | 25 | 41.67 |
| Sometimes | 20 | 33.33 |
| Often | 09 | 15.0 |
| Rarely | 06 | 10.0 |
| Never | -- | -- |
| Total | 60 | 100 |

**Sources: field data**

This Table shows the respondents are watching Cinema,41.67 per centage of them are Always watching cinema followed by 33.33 per cent sometimes, 15 per cent often watching cinema and Rarely (10%).

It is concluded that a greater number of the respondents are always watching cinemas.

## 5.  Women Portrayed in Cinema

| Category | No. of Respondents | Percentage |
|---|---|---|
| Positive | 40 | 66.67 |
| Negative | 20 | 33.33 |
| Total | 60 | 100 |

**Sources: field data**

Out of the total respondents selected for the study, 66.67 per cent of them stated positively about women portrayal in cinema and 33.33 percent state that negative.

This table shows that the women portrayal cinema in positive way.

## 6.  Commercial Cinema objectifies the Common character

| Category | No. of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 08 | 13.33 |
| Agree | 22 | 36.67 |
| Neutral | 25 | 41.67 |
| Disagree | 03 | 05.00 |
| Strongly Disagree | 02 | 03.33 |
| Total | 60 | 100 |

**Sources: field data**

Commercial cinema objectifies the common character were neutral (41.67%) followed by agree (36.67%), strongly agree (13.33%), disagree (5%) and strongly disagree (3.33%)

It concludes that a greater number of the respondents are Neutral in commercial cinema objectifies the common character.

## 7.  Kind of Change a Cinema can Make in the Society

| Category | No. of Respondents | Percentage |
|---|---|---|
| Positive change | 29 | 48.33 |
| No idea | 30 | 50.00 |
| Negative change | 01 | 01.66 |
| Total | 60 | 100 |

**Sources: field data**

48.33 per cent of them are stated that cinema can make in the society a positive change, followed by negative change (1.66%) and 50 per cent of them are stated that no idea about the kind of change a cinema make in the society.

It clearly, great number of respondents stated that cinema make a positive change in the society.

### 8. Women Centric Cinema can make Change in the Society

| Category | No. of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 15 | 25.00 |
| Agree | 25 | 41.67 |
| Neutral | 16 | 26.67 |
| Disagree | 03 | 05.00 |
| Strongly Disagree | 01 | 01.66 |
| Total | 60 | 100 |

**Sources: field data**

Women centric cinema making the change in our society it is agree from 41.67 percent of the respondents followed by Neutral (26.67%) strongly agree (25%), disagree 5%) and strongly disagree (1.66%).

Here, the greater number respondents are agreeing women centric cinema are making the change in the society.

### 9. Stereotypical Role Portrayed of Women in Cinema

| Category | No. of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 08 | 13.33 |
| Agree | 25 | 41.67 |
| Neutral | 16 | 26.67 |
| Disagree | 10 | 16.67 |
| Strongly Disagree | 01 | 01.66 |
| Total | 60 | 100 |

**Sources: field data**

Stereotypical role portrayed of women in cinema agree (41.67%) followed by Neutral (26.67%), disagree (16.67%), strongly agree (13.33%) and strongly disagree (1.66%)

Here, greater number of respondents are Agree for stereotypical role portrayed of women in cinema.

### 10. Cinema with women empowerment subject is creating a positive impact among youth in the society

| Category | No. of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 11 | 18.33 |
| Agree | 32 | 53.33 |
| Neutral | 13 | 21.67 |
| Disagree | 04 | 06.67 |
| Strongly Disagree | -- | -- |
| Total | 60 | 100 |

**Sources: field data**

53.33 per cent of the respondent of them are agree cinema with women empowerment subject is creating positive impact among youth in the society followed by neutral (21.67%), strongly agree (18.33%), and disagree (6.67%).

So, it concludes that greater number of respondents are agreeing cinema with women empowerment subject is creating positive impact among youth in the society

## Cinema has a Powerful Portrayal of Women

**The present study observes and collected some movies that has a powerful portrayal or a positive impact given movie about women. The following movies name given below**

- ❖ Raangi
- ❖ Bigil
- ❖ Kanaa
- ❖ Raatchasi
- ❖ Aruvi
- ❖ Gargi
- ❖ Mersal
- ❖ Kamali from nadukavery
- ❖ Ponniyin selvan 1
- ❖ English vinglish

- ❖ Aram
- ❖ Kill bill
- ❖ Nerkonda paarvai
- ❖ Gangubai khatthiwadi
- ❖ Kaatrin mozhi
- ❖ Dora
- ❖ Captain Marvel
- ❖ Imaikaa nodigal
- ❖ Uyare
- ❖ Queen

## Cinema has Portrayal Women as Weaker Section

**The present study observes and collected movies that has a weaker portrayal or a negative impact given movie about women. The list of movies given below**

- ✓ Viduthalai
- ✓ Love today
- ✓ Arjun reddy, Kabir singh
- ✓ Sarkaar
- ✓ Kaatru veliyiadi
- ✓ Bagheera
- ✓ Paava kadhaigal
- ✓ Adimai penn
- ✓ Draupathi
- ✓ Bagasuran
- ✓ Pushpa
- ✓ Pudupettai
- ✓ Manmadhan
- ✓ Thevarmagan
- ✓ Vaarisu

### Movie Scene Admire most about Women Portrayal

- ➢ Proud scene in 36 Vayadhinile climax
- ➢ Nadigar thilagam movie scene

➢ PS-1 Movie scenes

➢ Gangubai kathiyawadi- the legislation of prostitution

➢ Dangal-encouraging women into sports and movies like kanaa and Bigil encouraging poor and rural girls to achieve and expose themselves into the world.

➢ Ratchasi movie the brave attitude of the teacher

➢ Nerkonda paarvai movie the last scene about the willingness of women about having sex and the message about judging the women

➢ M Kumaran's son of Mahalakshmi single parenting

➢ The great Indian kitchen climax

➢ Uyare movie about stating that women should be strong mentally and achieve what they dreaming for.

## Findings

❖ The present study gives equal opportunity for the both genders.

❖ This study shows the greatest number of the study respondents are belonging to the age group of 18-22 years.

❖ It found to be urban people watch movies more compared to rural people and their response has a deep meaning.

❖ It is concluded that a greater number of the respondents are always watching cinemas.

❖ that the women portrayal cinema in positive way.

❖ This study presents a greater number of the respondents are Neutral in commercial cinema objectifies the common character.

❖ The present study reflects the great number of respondents stated that cinema make a positive change in the society.

❖ Here the greater number respondents are agreeing women centric cinema are making the change in the society

❖ It concludes that the greater number of respondents are Agree for stereotypical role portrayed of women in cinema.

❖ It founds to be that greater number of respondents are agreeing cinema with women empowerment subject is creating positive impact among youth in the society

Women have historically been underrepresented in films, and this underrepresentation has only lately improved. to look into how the success of a film is related to the improvement of female representation. We compare the results of the widely used Bechdel test with a new

metric we propose: the female cast ratio. To determine the factors that affect female representation, we use a random forest model and generalized linear regression with penalty. We also assess the correlation between female representation and a film's success in three areas: popularity, rating, and revenue/budget ratio. Our study's three key findings have brought attention to the challenges that women in the film business confront on both an upstream and downstream level. Although the proportion of female filmmakers has been extremely low, female screenwriters, in particular, have played a crucial role in improving the depiction of women in films. Second, films that have the ability to communicate meaningful tales about women are frequently given smaller budgets, which typically results in greater criticism for the films. Lastly, because films with low female representation can nevertheless be highly successful at the box office, the public's demand for greater female representation has also not been strong enough to force the film industry to change.

## Conclusion

Reaching a consensus on how celluloid women are portrayed is challenging. It is incorrect to assume that women on Indian cinema have been portrayed in the same way because Indian women are not a homogenous group; they come from a variety of religious, caste, class, and socioeconomic backgrounds, and they have a variety of goals and aspirations that lead to different lives. Movies must adapt to the environment in which they set their female protagonists. In addition to being able to negotiate their own place within the current power structures, female characters should have the agency to overthrow them. It is time that cinema seeks a redefinition of women as objects of male gaze. Women's experiences and dilemma as points of narration are the need of the hour. The cause of women in Indian society will greatly benefit from breaking down the prejudices. For Indian women to achieve their goals, cinema must establish a distinct and autonomous arena. Since cinema is a very impressionistic medium, it is crucial that film be used as a tool to help people think critically and relate to different perspectives on the world. The sole purpose of cinema is not to amuse. It must start a search for entertainment-based societal transformation. Cinema, as a media product, should not follow the formula; instead, it should provide more progressive depictions of women in order to hasten the modernization process. Women and their place in society would be fairly represented in such a way.

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