

Portrayal of Males in TV Serials – Opinion of Men and Women in Kutch Region

Dr. Awa Shukla

Asst. Professor,
Social Sciences Dept.
BabasahebAmbedkar Open University,
Ahmedabad (Gujarat)

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ABSTRACT

Indian Television shows has become an important part of our daily lives, it's not just restricted to information or entertainment. We link our emotions, our happiness, our sorrows, our failures, our achievements etc., with the characters of the serials. The viewer's connect so strongly with the storyline and the characters that they become the part of their family. They would not like to miss even a single clip of the episode. Indian societies have a typical mind set of role of males and females. Serials leave a powerful impact on the mind-set of its viewer. Viewers try to imitate the roles of the reel life in their real life situations, they even try to solve their real life situations keeping in mind their their favourite characters. Males have a very important role to play in the society. They are considered to be the head of the family in our society and a specific mind set is inculcated in them since their childhood. Looking at the impact of serials, the researcher undertook a study on the portrayal of males in TV serials. An opinion of men and women was taken from Kutch Region. It was found that men and women agreed to various portrayals of males in the serial. It was found that there was no significant difference in the level of agreement of men on portrayal of males in TV serials in relation to the age, whereas significant difference was found in the level of agreement of women on portrayal of males in TV serials in relation to the age.

Key words : Portrayal of Males.

Indian Television acquired newer dimensions, greater popularity maximum wider reach. Television is unlike any other medium of mass communication in that its social effects are prominent, and able to prompt substantial change. Tele programs basically contain dramatization on various themes being telecast at a regular interval of time in the form of episodes. Those tele-programs that are telecasted at night are known as prime time tele-programs. These programs are shown round the years or presented as seasonal shows of the year.

Through stories, a fictionalised representation of our social structure relations are presented. Various formats are used for the delivery of messages on television. Serials are one of the strongest formats of television. Serials are theme based. Some are comic, literature based, historical, suspense, investigative, religious or family oriented. Themes of the serials attract its types of viewers. Serials are programs with powerful storyline in continuous episodes telecasted four to five days a week or may be once in a week. They are also known as soap

operas. Majority of the serials are telecasted at the prime time of the day. Some serials are firm to be creating a magnetic effect on its audiences. There are many aspects being directly or indirectly highlighted by these serials. One of them is 'Portrayal of males' in the serials. Our society has always had defined roles for males and females in the real life. Serials having a powerful impact on the viewer's life that TV characters almost tend to become a part of the viewer's life. They act out dilemmas emotion and situations that happen on a day to day basis. TV serials have become trendsetters in today's society. Males have vital role to play in the serials. Males are portrayed in various roles in these serials. Some stereotypical, some negative or some performing day to day routine activities as per our cultural set up. Ours is a male dominated society. The TV serials connect strongly with the day to day life of the viewers. So a study was undertaken to find out the portrayal of males in these serials as perceived by the viewers in Kutch region. The objectives of the study were as follows,

1. To find out the overall level of agreement of the men and women regarding 'Portrayal of males' in the Serials.
2. To find out the overall differences in the level of agreement of men on 'portrayal of males' in serials, in relation to,
 - Sex
 - Age

- Educational level of the respondents
 - Type of family
3. To find out the overall differences in the level of agreement of women on 'portrayal of males' in serials, in relation to,
 - Sex
 - Age
 - Educational level of the respondents
 - Type of family

This study will help us to know how the portrayal of males in TV serials actually work, how it has influenced the viewers and what in turn influences them.

Methodology

The sample of the study comprised of 500 men and women from Kutch region, selected by purposive sampling method. The samples belonged to Gandhidham, Adipur, Anjar, Bhuj and nearing places of Kutch Region. A structured schedule was developed by the investigator to study the level of agreement of the men and women regarding portrayal of males in the TV serials. The tool was constructed in different sections with different response systems. The three main variables of the study were sex, age and educational level of the respondents. The 5-point scale consisted of the items to measure the men's and women's opinion about portrayal of males in the TV serials. The statistical measures used for the analysis of

the data were percentages, t-test and intensity indices.

Major Findings

Itemwise Intensity Indices showing the level of agreement by the men and women on the 'Portrayal of males' in the serials.

Sr. No.	Portrayal	Men N=250 I.I.	Women N=250 I.I.	Overall N=500 I.I.
1.	Involved in family business only	2.98	3.99	3.48
2.	Not the leading decision makers	3.00	3.88	3.44
3.	Lovers of their counterpart	2.98	3.51	3.24
4.	Style icon	2.81	3.82	3.31
5.	Authoritative figure	3.5	3.46	3.48
6.	Involved in extra marital affairs	2.98	3.19	3.08
7.	Taking care of family members	3.2	3.17	3.18
8.	Dominating	3.30	3.6	3.45
9.	Supporting woman	3.01	2.88	2.94
10.	Criminals	3.34	3.56	3.45
11.	Open minded	3.67	3.20	3.43
12.	Adaptive to social changes	3.78	3.45	3.61

The above table shows that overall men and women had moderate level of agreement on portrayal of males in serials. The overall intensity indices ranged from 3.08 to 3.61. It is seen in the table that women had high level of agreement compared to men in the various portrayals stated in the table.

It was found that 65.5% males and 63.3% females had favourable opinion about serials as tele-programs. 71.6% females and 61.4%

males had high agreement on the portrayal of males in TV serials as considered in the study.

It was found that there was no significant difference in the level of agreement of men as well as women on portrayal of males in TV serials in relation to the type of family and educational qualification.

It was found that there was no significant difference in the level of agreement of men on portrayal of males in TV serials in relation to the age, whereas significant difference was

found in the level of agreement of women on portrayal of males in TV serials in relation to the age.

The findings clearly show that the different portrayals leave an impact on its viewers. Men and women were able to opine on the various portrayals listed. It means that while watching the serials they are able to analyse the roles of various male actors and relate them with their own life. Even the role of males in Indian society being very much vital in bringing social changes, if the serials portray males as per the change desired, it will be easily adaptable. As viewers normally tend to adapt the dressing style, hairstyle, behaviour, even profession at times, familial roles, of their favourite characters of the serials. Even the women viewers try to relate their life partners with their favourite characters or wish to have life partners as portrayed in the serials. Thus, portrayal of males in the serials leaves an impact amongst its viewers.

Suggestions for the Media Professionals

1. More TV serials having strong and developmental portrayals of males along with stereotypical roles should be produced.
2. More TV serials encouraging positive thoughts and activities of Indian males should be produced.
3. Storyline discouraging criminal acts done by males should be produced.

4. Along with facts shown the serials should show portrayals of males discouraging crime against women.
5. Serials portraying men supporting and encouraging women should be promoted.
6. Serials portraying males protesting against superstitions and rigid customs should be promoted.
7. Serials promoting positive roles of males in social awareness based serials should be produced.

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