



COMMUNICATIVE LANGUAGE TEACHING

Dr. Arundhara Kalyan Jadhav

Dr. V. R. Jogi

COMMUNICATIVE LANGUAGE TEACHING

Editors

Dr. Ayodhya Kalyan Jadhav
Head, Department of English
Saraswati Mandir Night College of Commerce and Arts,
Pune, Maharashtra State, India

Dr. M. H. Jogi
Asst. Professor, Department of PG Studies in English,
B.V.V. Sangha's Shri S.R. Kanthi Arts, Commerce, and
Science College, Mudhol, Bagalkot,
Karnataka State

PERCEPTION PUBLISHING

New Delhi, Bareilly

Communicative Language Teaching

Editors

Dr. Ayodhya Kalyan Jadhav & Dr. M. H. Jogi

ISBN: 978-93-92189-83-8

First Edition: 2024

Copyright: Editors

All Rights Reserved

MRP: 449.00 INR | 10 USD

The book has been published with all reasonable efforts to make the material error-free. No part of this book shall be used, reproduced in any manner whatsoever without written permission from the publisher except in the case of brief quotations and original texts. Neither publisher nor editors shall be liable whatsoever for any errors, omissions, whether such errors or omissions resulted from negligence, accident, or any other cause or claims for loss or damages of any kind, including without limitation, indirect or consequential loss or damage arising out of use, inability to use, or about the reliability, accuracy or sufficiency of the information contained in this book.

PERCEPTION PUBLISHING

New Delhi • Bharat

Website- perceptionpublishing.in

Email Id- perceptionpublishingindia@gmail.com

Typesetting at Motion Graphics, New Delhi

Printed at Atlantic Press, New Delhi

CONTENT

Foreword	5-6
Preface	7-8
1. LANGUAGE SKILLS —Kavya C. Salimath	9-14
2. ENGLISH AS A LINGUA FRANCA (ELF) —Dr. Kavita Kusugal	15-19
3. THE EXTENSIVE ROLE OF ENGLISH AS A LINGUA FRANCA: A CRITICAL STUDY —Dr. Ramesh Kumar Shukla	20-25
4. ENGLISH AS A GLOBAL PHENOMENON —Dr. Sudha H. Naikar	26-33
5. COMMUNICATIVE ENGLISH —Dr. C.S. Biradar	34-38
6. COMMUNICATIVE LANGUAGE TEACHING (CLT) —Dr. M.H. Jogi	39-48
7. BUSINESS ENGLISH —Dr. Ayodhya Kalyan Jadhav	49-58
8. ENGLISH FOR SPECIFIC PURPOSES (ESP) —Suresh R.	59-64
9. FUNCTIONAL ENGLISH —V.Y. Madiwalar	65-70
10. CONVERSATIONAL SKILLS —Dr. Prachi Sinha	71-74
11. NAVIGATING SIGNIFICANT PRACTICES: WAYS TO ENHANCE COMMUNICATION SKILLS —Silpa Nandi	75-83
12. ENGLISH FOR SURVIVAL —S. Sreevidhya	84-94

-5-

COMMUNICATIVE ENGLISH

Dr. C.S. Biradar

Assistant Professor of English

Shri G. R. Gandhi Arts, Shri Y. A. Patil Commerce and Shri M. P. Doshi Science Degree College INDI -586209,

Karnataka State

Abstract: Communicative English refers to the use of the English language for effective communication, particularly in a real-life context. It emphasizes the practical application of language skills in various situations, rather than just focusing on formal grammar and vocabulary. The purpose of this article is to provide information about the communicative English language. To do so, we will first define and examine what a communicative language is, what it is used for, and why certain features are important. It will then show key aspects and techniques of communicative English.

Key Words: Syntax, Vocabulary, Grammar, Conversations.

What is Communicative English?

Communicative English is a term used to describe the approach to teaching and learning English that focuses on effective communication as the primary goal. This approach emphasizes the practical use of the English language for real-life situations, such as conversations, presentations, and written communication.

Effective English communication involves using appropriate vocabulary, grammar, and syntax to ensure that the message is clearly understood by the intended audience. It is an essential

skill in today's globalized world, where English is often used as a common language in business, academia, and international relations.

Why is Communicative English Necessary?

Communicative English is a crucial skill in modern life. It enables one to communicate with others of various levels and includes social relationships, discussions with colleagues or business meetings at work.

Self-improvement becomes critical if you want to raise your chances of success while benefiting from using Communicative English as most communication topics are accessible even to non-native speakers.

Therefore, learning this type of language would help an individual improve their confidence which influences our perception of competence and encourages us to be more effective in business. So basically, Communicative English is the language most suitable for public speaking internationally.

Communicative English for Students

Communicative English is a vital skill for students to develop in order to succeed in today's globalized world. It involves not just knowing the grammar and vocabulary of English, but also being able to communicate effectively with others in a variety of settings.

This includes being able to understand and express ideas clearly, listen actively, and engage in meaningful conversations. Communicative English is important for students in all fields of study, as it allows them to interact with people from different cultures and backgrounds, and to participate in international academic and professional settings.

To develop their communicative English skills, students can engage in activities such as group discussions, presentations, debates, and role-playing exercises, and can also use online resources and language-learning apps.

What are the Uses of Communicative English?

- Communicative English is necessary for effective communication in professional settings, such as in business and academia.

Higher Education in India: Challenges and Opportunities

Dr. Jayaprasad D
Assistant Professor and IQAC Co-ordinator
Shri. G R Gandhi Arts

Shri Y A Patil
Commerce and M P Doshi Science Degree College
Indi-586 209. Vijayapura

ABSTRACT

The present global scenario the vision of higher education in India is to realize the country's human resource potential to its fullest with equity and inclusion. The higher education sector, in recent decades, has witnessed tremendous growth in many aspects such as its institutional capacity, enrolment, teacher-student ratio, etc. The expansion of the higher education system at the same time has brought several pertinent issues related to equity, efficiency, excellence and access to higher education in the country. The present paper holds an immediate significance of creating awareness of many issues of concern to be taken care of by the stakeholders in the national as well as the global levels. The study is also unique in the sense that it brings about better understanding of the present scenario of the higher education system in the country and its pattern of growth given the opportunities and challenges to the system under consideration. The present study throws a gainful insight on financing schemes and enrolment aspects of higher education in India.

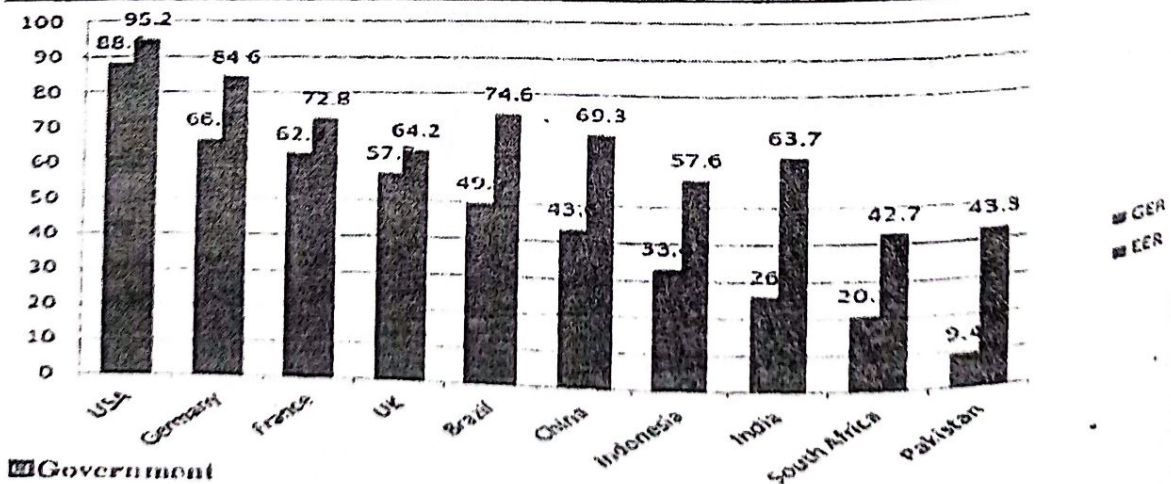
Keywords: Higher education, Transparency, Opportunities

INTRODUCTION

In the present global scenario the Education defines complete development of human being. Different aspects of development such as moral, intellectual, social, economic and human resources are the representation of education system. Economic development is approximately proportional to higher education and vice versa. Knowledge is the very important element in making a country to be developed. Higher education plays an important role in developing rational thinking, analytical and visualizing power of human being. Higher education creates research minds of human beings. It is the governing tool to make peoples aware towards their fundamental rights. It is also the blue print to establish the welfare state. This can be understood as carrier of humanism. Human resource is the power bank of thoughts and it is proved scientifically that thoughts are the energy and hence material or things. Higher education is the measurement of strength of any nation. India has made relevant changes in higher education system. Indian higher education system is suffering from several pertinent issues like access, equity, excellence, and efficiency.

GROWTH OF HIGHER EDUCATION IN INDIA

The Indian higher education market is anticipated to witness a commendable compound annual Growth Rate (CAGR) of 8.4% between 2024 and 2032. The Indian higher education market is anticipated to witness a commendable compound Annual Growth Rate (CAGR) of 8.46% between 2024 and 2032.



HIGHER EDUCATION IN INDIA

India's higher education sector is a vast and diverse ecosystem, housing over one thousand universities and numerous colleges that offer a wide spectrum of educational programmes. The higher education market in India has witnessed substantial growth, reaching US\$ 58.05 billion in 2023, with a projected surge to US\$ 114.35 billion by 2032. This remarkable increase, marked by a Compound Annual Growth Rate (CAGR) of 6.4% from 2018 to 2023 and an anticipated 7.9% CAGR from 2024 to 2032, is attributed to several factors. Chief among the drivers powering this growth are a burgeoning youth population, government policies enhancing accessibility, increased affordability due to higher disposable incomes, and international collaborations meeting the demand for globally recognised degrees. However, persistent challenges, such as limited access to technology and learning resources, main training consistent quality across different institutions, financial constraints, high student-to-teacher ratios, and global competition for international students, pose hurdles. While the Indian higher education market exhibits remarkable growth and potential, addressing these challenges is pivotal for sustaining and enhancing its trajectory. The future holds promising expansion with the ongoing digital revolution transforming learning through online platforms and AI-driven personalized education. These advancements mean the availability of flexible and accessible options suitable for India's diverse market. Furthermore, India's focus on global competitiveness implies significant investments in research and development, in addition to promoting an environment of innovation and entrepreneurship in its universities. This will help attract talent from both within the country and internationally, enhancing the reputation and appeal of India's higher education on a global scale.

OBJECTIVES OF THE STUDY

1. To focus on the emerging issues in Indian higher education system.
2. To enlighten the challenges faced by Indian higher education system.
3. To discuss the opportunities, suggestions and solutions for Indian higher education system.

METHODOLOGY

The present paper is attempt a macro level and descriptive study in nature, based on secondary data collected from the published and unpublished records, reports and contributions of several institutions, organizations and individuals in India. Specifically, the secondary sources include Annual Reports of UGC, Planning Commission, Education Department of Ministry of Human Resource Development, Economic Survey and other journals, books and websites. As these secondary sources have obvious limitations of sampling and dimensional studies, the present study could only be a macro analysis of higher education system in the country as a whole.

IMPORTANCE OF THE STUDY

In this context, the present paper holds an immediate significance of creating awareness of many issues of concern to be taken care of by the stakeholders in the national as well as the global levels. The study is also unique in the sense that it brings about better understanding of the present scenario in the higher education system in the country and its pattern of growth given the opportunities and challenges to the system under consideration. The present study throws a gainful insight on financing schemes and enrolment aspects of higher education in India. Academic administrators, policy makers, educational institutions, and researchers will find the insights of the present study of use for various purposes.

CHALLENGES FACED IN HIGHER EDUCATION IN INDIA

Enrolment: The Gross Enrolment Ratio (GER) of India in higher education is only 15% which is quite low as compared to the developed as well as, other developing countries. With the increase of enrolments at school level, the supply of higher education institutes is insufficient to meet the growing demand in the country.

Equity: There is no equity in GER among different sects of the society. According to previous studies the GER in higher education in India among male and female varies to a greater extent. There are regional variations too some states have high GER while as some is quite behind the national GER which reflect a significant imbalances within the higher education system.

Quality: Quality in higher education is a multi-dimensional, multilevel, and a dynamic concept. Ensuring quality in higher education is amongst the foremost challenges being faced in India today. However, Government is continuously focusing on the quality education. Still Large number of colleges and universities in India are unable to meet the minimum requirements laid down by the UGC and our universities are not in a position to mark its place among the top universities of the world

Political Interference: Most of the educational Institutions are owned by the political leaders, who are playing key role in governing bodies of the Universities. They are using the innocent students for their selfish means. Students organize campaigns, forget their own objectives and begin to develop their careers in politics.

Faculty: Faculty shortages and the inability of the state educational system to attract and retain well qualified teachers have been posing challenges to quality education for many years. Large numbers of NET / PhD candidates are unemployed even there are lot of vacancies in higher education, these deserving candidates are then applying in other departments which is a biggest blow to the higher education system.

Accreditation: As per the data provided by the NAAC, as of June 2010, "not even 25% of the total higher education institutions in the country were accredited. And among those accredited, only 30% of the universities and 45% of the colleges were found to be of quality to be ranked at 'A' level".

Research and Innovation: there are very nominal scholars in our country whose writing is cited by famous western authors. There is inadequate focus on research in higher education institutes. There are insufficient resources and facilities, as well as, limited numbers of quality faculty to advice students. Most of the research scholars are without fellowships or not getting their fellowships on time which directly or indirectly affects their research. Moreover, Indian Higher education institutions are poorly connected to research centers. So, this is another area of challenge to the higher education in India.

OPPORTUNITY OF HIGHER EDUCATION

India is a large country, with an estimated population of young people aged between 18 to 23 years to be around 150 millions. The sheer size of the market offers huge opportunities for development of the higher education sector in India. India now boasts of having more than 33,000 colleges and 659 universities, which has been quite a remarkable growth during the last six decades. The year 2012 witnessed 21.4 million enrollments, which makes India the 3rd largest educational system in the world. Unfortunately, the educational infrastructure of India is inadequate to handle such huge volumes. In spite all the government spending in the educational sector, it is just too insufficient to meet the growing requirements. Therefore, higher Education sector has now been identified as one of the promising areas for private and foreign investments. It offers immense investment opportunities in both non-regulated and regulated segments (Nexus Novus, 26 July, 2013). Indian higher education system is growing very fast irrespective of various challenges but there is no reason that these Challenges cannot be overcome. With the help of new-age learning tools, it is easy for country like India to overcome these problems and bring a paradigm shift in the country's higher education sector. With such a vibrant country with huge population properly educated, the possibilities are endless. If knowledge is imparted using advanced digital teaching and learning tools, and society is made aware of where we are currently lagging behind, our country can easily emerge as one of the most developed nations in the world.

SUGGESTIONS IMPROVING THE SYSTEM OF HIGHER EDUCATION:

1. There is a need to implement innovative and transformational approach from primary to higher education level to make Indian educational system globally more relevant and competitive.
2. Higher educational institutes need to improve quality and reputation.
3. There should be a good infrastructure of colleges and universities which may attract the students.
4. Government must promote collaboration between Indian higher education institutes and top International institutes and also generates linkage between national research laboratories and research centers of top institutions for better quality and collaborative research.
5. There is a need to focus on the graduate students by providing them such courses in which they can achieve excellence, gain deeper knowledge of subject so that they will get jobs after recruitment in the companies which would reduce unnecessary rush to the higher education.

REFERENCES

- Agrawal, M, (2008): "Education in Third World and India: A Development Perspective". New Delhi, Kanishka Publication, ISBN 81-8457-023-6.
- Arunachalam, P. (2010): "Higher Education Sector in India: Issues and Imperatives" Journal of Global Economy, Volume 6 No 4, JULY/AUGUST, 2010.
- Deepthi Gupta & Navneet Gupta, (2012): "Higher Education in India: Structure, Statistics and Challenges", Journal of Education and Practice, ISSN 2222-1735 (Paper) ISSN 2222-288X (Online) Vol 3, No 2,
- Mallick, S. (2001): "Privatization of Education: A Boon or A Bane?" <http://www.geocities.com/husociology/privatization.htm>.

ISBN 978-93-5840-174-5

- National Knowledge Commission, Report to the Nation 2006. New Delhi: National Knowledge Commission, 2007 (cited as NKC 2007) (<http://knowledgecommission.gov.in/report2006/default.a>)
- Shaguri, Obadya Ray, Higher Education in India Access, Equity, Quality, EAN World Congress Scholar, Global Access to Postsecondary education, 2013.
- Masani, Zareer, India still Asia's reluctant tiger, BBC Radio 4, 27 February 2008.
- Newsweek, Special Report: The Education Race, August 18-25, 2011.
- Science and Technology Education". Press Information Bureau, Retrieved 2009 08-08
- Mitra, Sramana, How To Save The World's Back Office of Forbes, 03.14.2008
- Henard, Fabrice, Report, Learning our Lesson: Review of Quality teaching in Higher Education, 2008.
- Higher Education in India: Twelfth Five Year Plan (2012-17) and beyond FICCI Higher Education Summit 2012.
- Kumar, Anuj & Ambrish. Higher Education: Growth, Challenges And Opportunities, International Journal of Arts, Humanities and Management Studies, Volume 01, No.2, Feb 2015.
- Sharma, Sahil, Sharma, Purnendu, Indian Higher Education System: Challenges And Suggestions, Electronic Journal for Inclusive Education, Vol. 3, No. 4, 2015, pp.3-4.
- Nexus Novus, Higher Education Opportunities in India, <http://nexusnovus.com/higher-educationopportunities-india>, Jul 26, 2013 accessed on 30/07/2016.
- Balachander, K.K. "Higher education in India: Quest for Equality and Equity", Mainstream, 1986.
- British Council, Understanding India- The Future of Higher Education and Opportunities for International Cooperation, 2014.

National Seminar
on
**ARTIFICIAL INTELLIGENCE,
SOCIAL MEDIA & SOCIETY**

(AISMS-2024) – 05 & 06 November 2024

Organized by
Department of Sociology

H. K. E. Society's
Smt. Veeramma Gangasiri College for Women
Kalaburagi - Karnataka
(NAAC Accredited with A++ Grade)

Sponsored by
ICSSR-SRC, Hyderabad

Chief Editor:
Dr. R. B. Konda

Editor:
Dr. Maheshkumar M. Ganwar

Co-Editor:
Dr. Gayatri Y.

Published by

Lulu.com
3101, Hillsborough St.
Raleigh, NC 27607,
United States.

Role of Women in Mass Media: A Critical Review

Dr. Surendra K.
Assistant Professor in Sociology
Shree G.R, Gandhi Arts, Y.A. Patil Commerce
& M.P. Doshi Science College INDI-PIN, 586209
Dist Vijayapura, State Karnataka

Abstract:

The pattern of value in any society is reflected in the contents of mass communications. The way subjects dealing with women are treated indicated to a great extent the prevailing attitude of the society towards women. In this regard, the on going communication revolution has opened up new possibilities of accelerating the process of upliftment of women. But if it remains unguided and uncontrolled this revolution will decelerate the process and it will have adverse effects on the lives of women. Hence it is worthwhile to understand the way in which women as reflected in the print and electronic media in the country and its influence on viewer's perception about empowerment of women on society. The main objectives of the studies are To study the role of women in print media and electronic media. To study the portrayal of women's images in advertisements. The study is based on descriptive research design. This is a theoretical research paper, where secondary information produced by different authors and researchers has been used. For obtaining necessary information, various books magazines, journals, periodicals and different websites have been explored by the researcher which has been mentioned in the reference section. There should be positive portrayal of women taking note of their role in all facets of life. Thus it can be concluded that over all effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereo types. The mass media is to reinforce rather than reduce prejudices and stereo types.

Key Words: Communications, Empowerment, Theoretical, Portrayal.

INTRODUCTION:

Though women have significantly in every aspect of life, the long list of in human treatment given seems never ending. The Government, judiciary and social action groups are taking positive action to provide women true dignity in economic, social and personal areas. In endeavor the mass media have a pivotal role reporting wrong doing following up remedial action, mobilizing public opinion, brining about social change and highlighting positive developments. The pattern of value in any society is reflected in the contents of mass communications. The way subjects dealing with women are treated indicated to a great extent the prevailing attitude of the so ciety towards women. In this regard, the on going communication revolution has opened up new possibilities of accelerating the process of upliftment of women. But if it remains unguided and uncontrolled this revolution will decelerate the process and it will have adverse effects on the lives of women. Hence it is worthwhile to understand the way in which women as reflected in the print and electronic media in the country and its influence on viewer's perception about empowerment of women on society. Media paid scant attention to the warrant issues till 1975. In 1975, the findings of the Committee on National Status of Women revealed that the status of women has been decline steadily. Since then, the National Commissi on for women and other organizations are s triving hard to improve the status of Indian women through all means, including different forms of communication for the mass. However, Incidental studies on the impact of the mass media indicate that women's exposure to the media is often marginal

However, it is interesting to note that a significant portion of the consumer base still responds best to advertising images of traditional feminine roles (Rummel et al., 1990). As the economic possibilities of Asia have drawn the attention of the world, Western marketers now expend considerable resources considering how to use gender appeal in the Asian consumer market. Throughout China's history, the social status of women has been lower than, and subservient to, men; parents are thought to be good parents when they ceaselessly teach traditional feminine virtues to daughters from childhood. After marriage, the husband is the authority in all matters, and in widowhood, the eldest son replaces the husband's position of authority. Under this system of conservative thought, traditional Chinese women do not have autonomy; they must merely carry out the responsibilities of producing children and providing domestic comforts. Confucian thought is deeply rooted in many families, which provides specific virtues the women should live by in playing their roles. Females, as daughters, then as wives and possibly as widows, should follow the Confucian virtues of propriety, understanding, gentleness, mildness, and placidness. In this traditional vein, parents would preach to daughters who did not follow traditional feminine virtues about the damaging consequences their impropriety has on social order, family honor, and family harmony.

This historical low social status of Taiwanese women has fed a belief that females really are unequal physically, mentally, socially, and spiritually and that this lack of talent is actually natural and good for women. It was not until the rapid growth of Taiwan's economy brought about a heightened need to compete with other countries of the world that women began to show an increase in education level, income, participation in leisure and entertainment, and societal understanding. This in turn has led women to a more in-depth understanding of broader feminist issues such as autonomy and self-actualization. With clear Western influences, Taiwan's feminist consciousness

OBJECTIVES OF THE STUDY:

- To study the role of women in print media and electronic media
- To study the Portrayal of women's images in advertisements

RESEARCH METHODOLOGY:

The study is based on descriptive research design. This is a theoretical research paper, where secondary information produced by different authors and researchers has been used. For obtaining necessary information, various books magazines, journals, periodicals and different websites have been explored by the researcher which has been mentioned in the reference section.

RESULTS AND DISCUSSION:

Women in field of journalism

Mass Media: TV, radio, cinema, newspapers, magazines and newsletters and technology such as the Internet and E-mail as well as other media that may not be as obvious such as children's comics and cartoons, theatre, puppetry, dance and song. The media is a vehicle used to inform as well as entertain the public. The media is a carrier of information, ideas, thoughts and opinions. It is a powerful force in influencing peoples perceptions on a variety of issues. The media can be both positive as well as negative in terms of the position and views of women as well as a powerful mechanism for education and socialisation.

and unsatisfactory. It appears that the mass media has not fulfilled their duty as an effective instrument in the process of empowerment of women. Women are used to sell any product as soap, towel, and detergent. A few year ago they even banned an ad that showed a daughter winking at her father.

REVIEW OF LITERATURE

Feminine role portrayals: As a result of changing social norms and economic imperatives many women are now participating in the paid workforce. This section discusses how women of developed and development world, juggle their dual roles of employee and career. It canvasses changes in government policies and workplace practices that support women's working lives and examines the impact of women's family responsibilities on their social and economic status.

Over recent decades there has been an enormous increase in the number of women entering the labour market. However, it appears that society still views women as the primary careers of children and other family members and, as a result, many women are now faced with juggling the role of mother, partner and daughter as well as employee. In this section we examine, briefly, the trends in the participation of women in the paid workforce; some of the reasons for these trends; and, most importantly, the issues that arise for women as they try to balance their paid and unpaid work commitments.

Visual portrayals of femininity in public media have become a focal point of the exploration of the rise of feminist movements and feminist social consciousness. Lundstrom and Seiglimpaglia (1977) find that female consumers believe there is a close relationship between sex appeal and feminine roles, both visually and verbally, and have negative reactions to advertising in which females are shown as being attached to males, believing that female social status has not been respected in such depictions, and too much materialization, sexualization, and self objectification have been portrayed (Zurbriggen et al., 2007). Within the context of active feminist movements and the rise of social consciousness already mentioned, Sharits and Lammers (1983) suggest that the depiction of female roles should be more positive, especially in terms of portraying women as mature, attractive, humorous, and modern.

This can provide guidance in helping women to understand their inner strength, to achieve emotional balance while enriching sensitivity to others, and to learn how to better interact with people and society (Rayburn and Richmond, 1998). In a comparative study on television commercials of Australia, Mexico, and the United States, Gilly (1988) finds that cultural differences clearly influence the depictions of feminine roles. It was surprising that while Australian commercials demonstrated considerable expressions of egalitarianism and Mexican commercials portrayed new women leaving behind traditions, United States commercials showed the fewest indicators of the modernizing of feminine roles in spite of being the country with the most obvious feminist movements. Because the overt modification of femininity in cultural consciousness has increased the awareness of strength in women's roles and, therefore, increased the influential power of symbols of femininity, advertisers believe that feminine role depictions can become even more professional, can display higher career standing, and can portray greater authority in representing merchandise reputations to which they are matched. In short, this means that women are no longer simply decorations or auxiliary role players in the advertising context. Ferguson et al. (1990) offer a similar conclusion – women have a modern, strong, attractive quality that replaces the more situational roles of past entertainment. This indicates the raising of the social status of females in some countries.

Although the media has played an important role in highlighting women's issues, it has also had negative impact, in terms of perpetrating violence against women through pornography and images of women as a female body that can be bought and sold. Overall, the media treatment of women is narrow and continually reinforces stereotyped gender roles and assumptions that women's functions are that of a wife, mother and servant of men. This is especially so in advertising.

Women and Media

During the past decade, advances in information technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy, private attitudes and behaviour, especially of children and young adults. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women. More women are involved in careers in the communications sector, but few have attained positions at the decision-making level or serve on governing boards and bodies that influence media policy. The lack of gender sensitivity in the media is evidenced by the failure to eliminate the gender-based stereotyping that can be found in public and private local, national and international media organizations.

Women should be empowered by enhancing their skills, knowledge and access to information technology. This will strengthen their ability to combat negative portrayals of women internationally and to challenge instances of abuse of the power of an increasingly important industry. Self-regulatory mechanisms for the media need to be created and strengthened and approaches developed to eliminate gender-based programming. Most women, especially in developing countries, are not able to access effectively the expanding electronic information highways and therefore cannot establish networks that will provide them with alternative sources of information. Women therefore need to be involved in decision-making regarding the development of the new technologies in order to participate fully in their growth and impact. In addressing the issue of the mobilization of the media, Governments and other actors should promote an active and visible policy of mainstreaming a gender perspective in policies and programmes.

Women in Print Media

India should be proud of having a free and responsible press. An investigating journalist of a leading daily newspaper proved in December '98 that women were sold in Eluru of Andhra Pradesh. The elder of Rajya Sabha were shocked to hear that women were being sold in the market place like cattle even today. Both the Supreme Court judgment on Shah Bano and the RoopKanwar 'Sati', brought forth a spate of reportage and editorial comments. The heinous act of female infanticide was brought out only through the press. Dowry deaths moved from the confines of the home to the front page. These incidents highlight two major points. One that women are still treated only as commodities that can be sold and bought and thrown away if unwanted a reflection of the damnable discrimination and indignity that women suffer in various parts of the country. Second, it highlights the role of media in making it public, however only a few sensational issues are flashed in the newspaper. Normally, it is lamented place in the newspaper. A few newspapers carry women's page which is again the beauty tips, recipes and fashion syndromes. Most of the women's magazines consistently seek to direct women's energies into narrow channels and to define their concerns, pre-occupations and aspirations within an arbitrarily imposed 'Feminine Frame Work'. Apart from looks and dresses there is stress on development of women's

mental faculties and behavior in a way that they can fit into male dominated social structure. In most of the stories in the magazines, women are depicted with the life ambition of getting a right man and keeping him at all cost. A media advocacy group study [1994] on women and Men in News and Current, Affair Programmes found that women are confined to areas traditionally associated with them. Even those women who make news are to be seen in prestified setting, giving their opinion on matters concerning the home and family.

Women in Electronic Media

Television is widely known to represent and reinforce the mainstream ideology of contemporary western culture: patriarchy. While television representations of women have changed greatly in the last twenty years alone, in order to accommodate the changing role of women in society, one is led to ask how much the ideology has changed behind the more modern representations of women. Television is regarded by many viewers to be the most 'real' form of media. If this is the case, then it is important for us to question how real the representations of women are on television and how this affects the attitudes of those who watch. Television has become both a boon and a bane of our contemporary society. It's influence is unparalleled by any other form of entertainment. Television plays on the psychology of the viewers and literally mesmerizes them. Social learning theory claims that audio visual media provides powerful images that can be very important sources of both desirable as well as undesirable models for imitation. When women's images exhibit traits of strength such as courage, determination, intelligence, self-respect and honesty, the viewers perceptions can be exploited for positive results. But the various serials shown in television have done nothing significant to improve Indian women's image infact, she is depicted either as a Sati-Savitri, totally subordinated to her husband, even if he has all the vices in him or as women of easy virtues. Women have been shown as a typically harassed class, thrown out of their own houses if not willing to succumb to the dictates of their husband and soon. Even if the husband ill-treats her and sends her out, towards the end of the serial, she will prostrate before him, begging his pardon. Who is to pardon whom? Highly ridicules. When people perceived stereotypical traits of masculine and feminine nature on a powerful medium like television it indicated that television does highlight gender stereotypes and thereby helps to perpetuate them. Negative stereotypes have been identified the most important asset of women is physical beauty. Women's place is in the house, their energies and intellect must be directed to finding the right man and in "keeping" him. Women are women's worst enemies. The working women are the undesirable exception who must be brought into the marriage fold and made to conform to social norms. A leading lawyer in Tamil serial is being shown as a good daughter-in-law and a good wife since she does all the household chores from giving tea coffee to the in laws to the searching of pen, file, letter and everything for her husband who is an amateur in that profession. Where will she find time for her practice? In another serial also the same stereo typed picture of an efficient managing director of a big concern is portrayed.

According to the social expectation theory of mass media—What is often presented on the media is perceived by the consumers of consumers of media messages as "social prescriptions of the society". Television images on women in advertisements highlight beautiful bodies and faces, smart clothes, make up and accessories, efficient housewives, loving daughters-in-law, caring mothers, healthy, happy women who are ready to attend to the errands of their spouses and children they do not have any individuality, they never think of themselves, they keep themselves just fit to serve their family that is their health is maintained only as a means to achieve the end of her family welfare. These images have a

subtle but sure effect on what expectations of the society are. Fifty years ago, women were essentially "Good wives and mothers" and they were depicted as such. But today when real women have undergone radical changes, the media refuse to abandon its blinkers views about women. Even now, the bridegroom prostrate before the bride, the bridegroom has to get his blessing or to shown in white saree or even in white chanderi to symbolize her widowhood. Instead of bringing in social revolution, the television is lagging behind fifty years even in depicting the existing or modified social system.

Portrayal of women's images in advertisements

Advertising occupies a special position within the economic organization of a modern society, and it is not just an economic entity. Advertising deals with ideas, attitudes, and values, giving them "cultural form through its signifying practices". Advertising as "signifying practices" gives meaning to words and images. Through this process, advertising diffuses its meanings into the belief systems of the society. As Schudson (1974) puts it, the promotional culture of advertising has worked its way into "what we read, what we hear about, the ways we raise our children, our ideas of right and wrong conduct, our attribution of significance to 'image' in both public and private life". Advertising is a social practice, and it does not operate in a vacuum. According to Jhally (1987), the social role of advertising involves a number of interconnected relationships - "those between person and object, use and symbol, symbolism and power, and communication and satisfaction. Thus, advertising must be considered in light of cultural expectations. Rotzoll and Haefner (1996) argue that because of its cultural boundless, its complexity of forms and functions, and the difficulty in ascertaining its outcome, advertising is highly prone to disparate interpretations. As Hall (1997) illustrates, the concept of "shared meanings" places its emphasis on cultural practices. It is participants in a culture who give meaning to people, objects and events. Since things in themselves rarely have any single and fixed meaning, they need to be given meanings by participants of the culture. Hall (1997) suggests that members of the same culture must share sets of concepts, images and ideas which enable them to think and feel about the world, and thus to interpret the world in roughly similar ways.

Conclusion

The worse part of the whole episode is that there is no revulsion, no change to biased projections and no regrets from any part of the society. We have somehow taken the whole gamut of dialogues, stories and picturization of women as way of our life or as if of no consequences. It has never been realized that if womanhood is come when the coming generation of the present children will have absolutely no respect for their sisters, wives and mothers. Hence the major objectives of media must be to perform the programmes relating to improvement of women's status that they are free to assert themselves as human beings, co-equal socially, morally and politically with men. There should be positive portrayal of women taking note of their role in all facets of life. Thus it can be concluded that over all effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereo types. The mass media is to reinforce rather than reduce prejudices and stereo types. The mass media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously.