

Visual Media and Objectification of Women-Issues and Concerns

Dr Asha Bhandari, Faculty of Policy Science, National law University, NH-65, Nagaur Road, Mandore
, Jodhpur , Rajasthan, India

Abstract

It is an accepted fact that the impact of visual media as a very powerful vehicle for communicating ideas and images is tremendous. People adopt from what they see, this is a well known psychological phenomenon that if any human being is exposed to certain kind of behaviour or environment for a long period of time then they start behaving in that manner. Media can play a significant role in shaping social values, attitudes, norms, perception about gender. Media's role towards women is becoming the growing concern. In this background paper is an effort to understand the depiction of women in visual media especially in advertisement and its impact on the status of women in the Indian society.

Key words: modern time, technology, visual media

Please contact for full and original
paper to:

drtvramana@yahoo.co.in