



RESEARCH ARTICLE

STEREOTYPE PRESENTATION OF WOMEN CHARACTERS IN SELECTED MARATHI SERIALS IN THE CONTEXT OF PATRIARCHAL NATURE OF INDIAN SOCIETY

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Abstract

In today's ultra-modern age the medium of an entertainment have been changed. Television has become one of the major medium of an entertainment since last thirty years. After the adoption of the policy of globalization and liberalization from 1992, hundreds of TV channels were emerged. It was an era of the emergence of daily soaps. In fact it was the prominent mode of an entertainment. We can say that television serials have laid significant impact on the socio-cultural scenario of our country. Among the vogue of several serials, particularly Marathi serials have become popular among the Marathi viewers throughout the world. In these serials we can notice the stereotype presentation of the women characters. The prime object of the research paper is to explore the presentation of the women characters through Marathi serials as an object of subjugation. It can be observed in so many Marathi serials. Rather such types of Marathi serials provokes for exploitation of the women in society.

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Introduction:-

The present research has studied stereotype presentation of the women characters in the selected Marathi serials. As daily soap is very popular form of entertainment through television in today's postmodern era, it has been selected for the minor research project to highlight the worst condition of the women in our society. The news channels and producers and directors use women as a commodity in the market. The domination of the patriarchal nature of society represents women as the subaltern strata in the society. For the present minor research project researcher has selected the few Marathi serials from ZEE Marathi, Star Pravah and Sony Marathi entertainment channels to highlight the stereotype presentation of women characters. The protagonists in all these Marathi serials are being presented as the icons of their family. But on the contrary in all these Marathi serials the protagonists are in the form of daughter and dutiful daughter in law, who are extremely obedient. But the patriarchal nature in our society or the dominance of the male subjugated them frequently. All the major and minor women characters are represented as meek, submissive, tolerant and inferior personality and they bear silently the injustice imposed on them by their own husbands, mother in laws and other male and female relatives. For our purpose of the research we have selected AaiKuthe Kay karate popular Marathi serial from Star Pravah entertainment channel, RangMazawegala from Star pravah channel, AagoBaisasubai and MazyaNavryachi Bayko both aired on Zee Marathi channel. In all these Marathi serials the women protagonists have been subjugated and represented in the wrong manner

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Objectives:-

1. To explore the exploitation of women in Indian society.
2. To focus on rituals and customs related with women psychology.
3. To expose the conspiracy of TV channels to present women as a commodity.
4. To make the awareness about present condition of women in Indian Society

Stereotype presentation of women through Marathi serials

Marathi serials currently broadcasting, through the various TV channels, presenting stereotype women characters. The protagonists in these Marathi serials are portrayed as submissive, meek and traditionally marginalized human beings by our patriarchal society. These characters are generally orthodox mother-in-laws, and meek and submissive daughter-in-laws, who obey the orders of their husbands without single complaint.

In these serials we can see illicit extra marital affairs of husbands. The wives are bearing the debauchery of their husbands without any protest. The dialogues in these serials are influenced by the biased patriarchal traditions. The plots and setting are related with middle class and upper middle class society. The women protagonists are engaged in domestic chores and child bearing and child rearing. Their fellow companions, particularly ,women members in their family subjugates them by rebuking with abusive words and physical tortures .These serials also depict the conflict of mother-in-law and daughter- in- laws. They fight over trifle domestic issues. All the other characters reflected in such serials treat woman protagonist like slaves .They use the offensive language against each other to express their wrath. We generally witness that these serials are loaded with conflicts, sexual scandals and abusive language.

In the disguise of the so called culture, women are exploited by the patriarchal society. In this age of marketing companies and media are exploiting the women. This problem has come from the patriarchal structure of the Indian society in which woman is considered as merely commodity. In country like India, it is democratic right of the people that they must view qualitative serials. But TV channels persuade them to view dull programs and serials. Wrong stereotype presentation of women characters hampers the overall image of women in society. This project will highlight the current bad plight of women In Indian society. They don't have reformative subjects for their serials. The orthodox framework of our society presents women as mere object for subjugation. They don't show the women as rebellious and dashing which can dare to revolt against the evils traditions and rituals in our society.

Reflection of the subjection of women by patriarchal society through the Marathi serials

In our gender biased society women are exploited since thousands of years. Marathi serials are not the exceptions to this reality Aaikuthe Kay Karathe and Rang Maza Vegala are popular daily soaps broadcasting through Zee Marathi . These two serials present their protagonists in orthodox stereotyped manners, which have stained the image of women in our society. Through the minute study of all the above mentioned Marathi serials ,researcher has observed that all these serials, reflect the biased approach of the bullying male hegemony.

As we can observed that these serials present stereotype picture of women of the society, they are indulge in the vindictive domestic politics for oppressive tendency of the women. The present research has studied stereotype presentation of the women characters in the selected Marathi serials. As daily soap is very popular form of entertainment through television in today's postmodern era, it has been selected for the minor research project to highlight the worst condition of the women in our society. The news channels and producers and directors use women as a commodity in the market. The domination of the patriarchal nature of society represents women as the subaltern strata in the society. For the present minor research project researcher has selected the few Marathi serials from ZEE Marathi, Star Pravah and Sony Marathi entertainment channels to highlight the stereotype presentation of women characters. The protagonists in all these Marathi serials are being presented as the icons of their family. But on the contrary in all these Marathi serials the protagonists are in the form of daughter and dutiful daughter- in -law, who are extremely obedient. But the patriarchal nature in our society or the dominance of the male subjugated them frequently. All the major and minor women characters are represented as meek, submissive, tolerant and inferior personality and they bear silently the injustice imposed on them by their own husbands, mother –in- laws and other male and female relatives. For our purpose of the research we have selected AaiKuthe Kay karate popular Marathi serial from Star Pravah entertainment channel, RangMazaWegala from Star pravah channel, AagoBaiSasubai and MazyaNavryachi Bayko both aired on Zee Marathi channel. In all these Marathi serials the women protagonists have been subjugated and represented in the wrong manner. In the first chapter we have stated the hypothesis of the research, significance of the research problem, scope of the research problem, objectives of the

research problem, national and international relevance of the research problem. The present research has studied stereotype presentation of the women characters in the selected Marathi serials. As daily soap is very popular form of entertainment through television in today's postmodern era, it has been selected for the minor research project to highlight the worst condition of the women in our society. The news channels and producers and directors use women as a commodity in the market. The domination of the patriarchal nature of society represents women as the subaltern strata in the society. For the present minor research project researcher has selected the few Marathi serials from ZEE Marathi, Star Pravah and Sony Marathi entertainment channels to highlight the stereotype presentation of women characters. The protagonists in all these Marathi serials are being presented as the icons of their family. But on the contrary in all these Marathi serials the protagonists are in the form of daughter and dutiful daughter-in-law, who are extremely obedient. But the patriarchal nature in our society or the dominance of the male subjugated them frequently. All the major and minor women characters are represented as meek, submissive, tolerant and inferior personality and they bear silently the injustice imposed on them by their own husbands, mother-in-laws and other male and female relatives. For our purpose of the research we have selected AaiKuthe Kay karate popular Marathi serial from Star Pravah entertainment channel, RangMazaWegala from Star pravah channel, AagoBaiSasubai and MazyaNavryachiBayko both aired on Zee Marathi channel. In all these Marathi serials the women protagonists have been subjugated and represented in the wrong manner. In the first chapter we have stated the hypothesis of the research, significance of the research problem, scope of the research problem, objectives of the research problem, national and international relevance of the research problem.

Conclusion:-

Selected Marathi serials have analysed with the survey method close study and analysis of these serials we have explored that these serials play has affected with several socio-cultural aspects and writer has exposed bitter naked truth of hypocrisy of cultural values of middle class Indian Society. The study has showed us that middle class women have been confined in the slavery. There are several dimensions found by this study. It can be reproduced aspects can be reproduced in the following manner

- 1) Study shows the stereotype presentation of the women characters through the selected Marathi serials.
- 2) The study highlights and ridiculed sophisticated nature of middle class urban society
- 3) The viewers have given the opinions that the women are subjugated through the serials
- 4) This study shows that sociological as well as psychological study of semi-rural viewers.
- 5) This study has exposed barbaric tendency of the cosmopolitan culture
- 6) This study has suggested the improvement in the themes of TV serials

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