

# STUDIES ON HOME AND COMMUNITY SCIENCE

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## Portrayal of Women in Television (TV) Serials

Shashi Kaul\* and Shradha Sahni\*\*

*Department of Community Resource Management and Extension, Govt. College for Women  
Parade, Jammu, Jammu and Kashmir, India*

*E-mail: \* <shashi\_kaul2002@yahoo.co.in>, \*\* <sahni.shradha@gmail.com>*

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**ABSTRACT** The present study entitled “portrayal of women in television (TV) serials” was conducted with a view to ascertain the responses of men and women regarding the image of women in TV serial and to study the impact of these serials on them. The sample comprised of 120 respondents which consisted 60 men and 60 women purposively in the age group of 35-50 years. Women portrayal of TV is one of the contentions issues surrounding the media today. The modern images of the more liberated woman are not the image of the contemporary Indian women. it seems that sex-stereotyping is more deeply woven in to the fabric of television soap operas does not depicts the reality of women’s role in society, for a variety of different reasons, including the illusionary characters, the concentration on domestic and personal issues. It has been seen that women are portrayed in stereotypical, often fashionable way and never as an intelligent, confident and emancipated women.