

7.1.1. Measures initiated by the Institution for the promotion of gender equity during the year.

- **Committee members:**

- A. Internal Complaints Committee (ICC) Members:

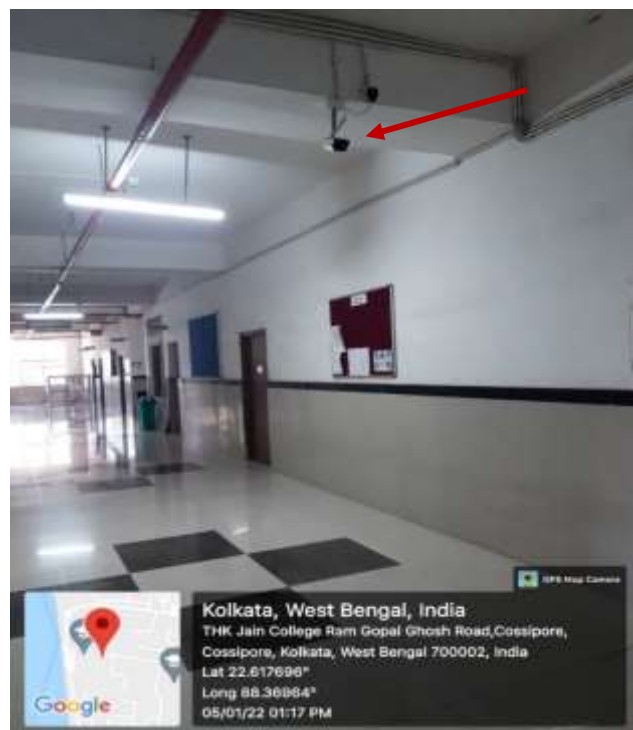
- i. Dr. Mausumi Singh (Sengupta)- Principal and Convener
 - ii. Dr. Shibani Sharma
 - iii. Dr. Kiran Sipani
 - iv. Dr. Suchismita Das

- B. Grievance Redressal Committee Members:

- i. Dr. Mausumi Singh (Sengupta)- Principal and Convener
 - ii. Dr. Asit Kumar Mondal (Superannuated Teacher and Commerce-In-Charge)
 - iii. Dr. Rimi Datta (Teaching staff)
 - iv. Smt. Purnima Mukherjee (Non-teacher staff)
 - v. Sri Rajeev Mishra (Non-teacher staff)

The different measures taken for promotion of gender equity:

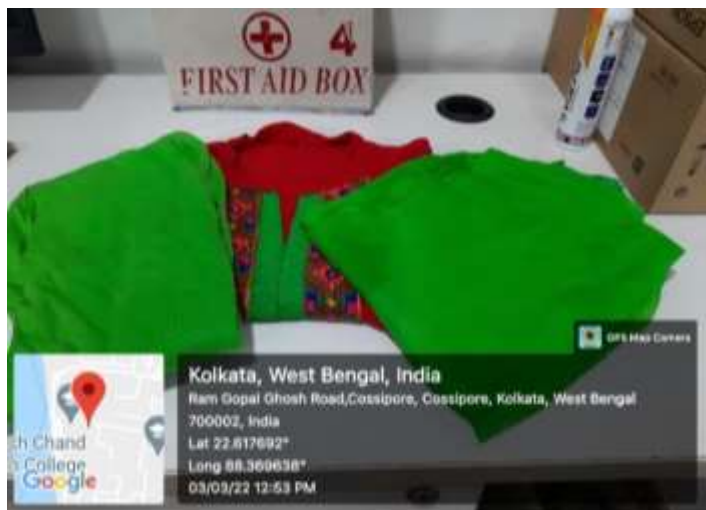
- **Continuous surveillance through CCTV camera (in every corner of the campus) and monitor**



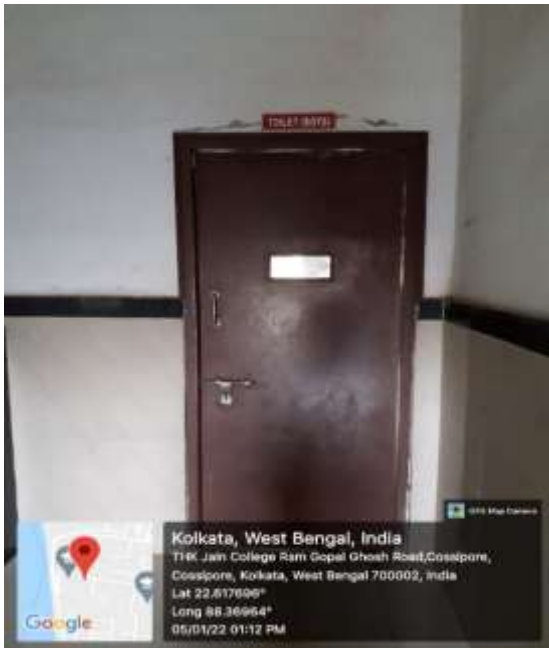
- Sick room:



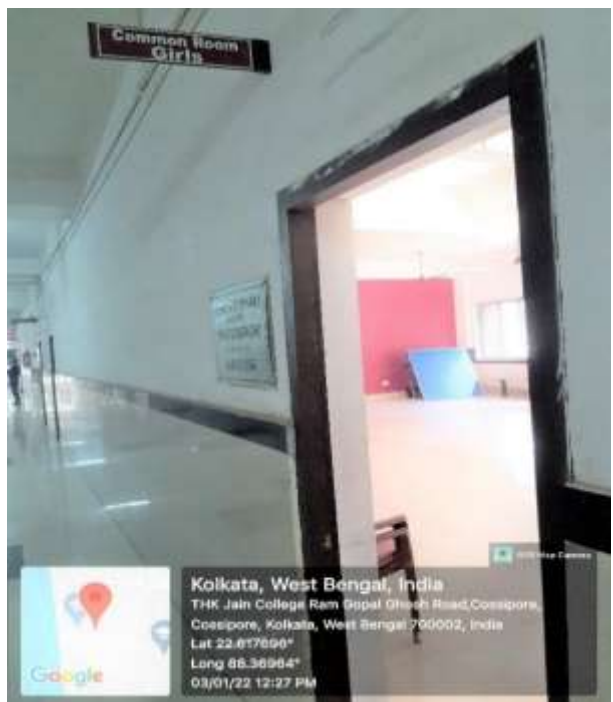
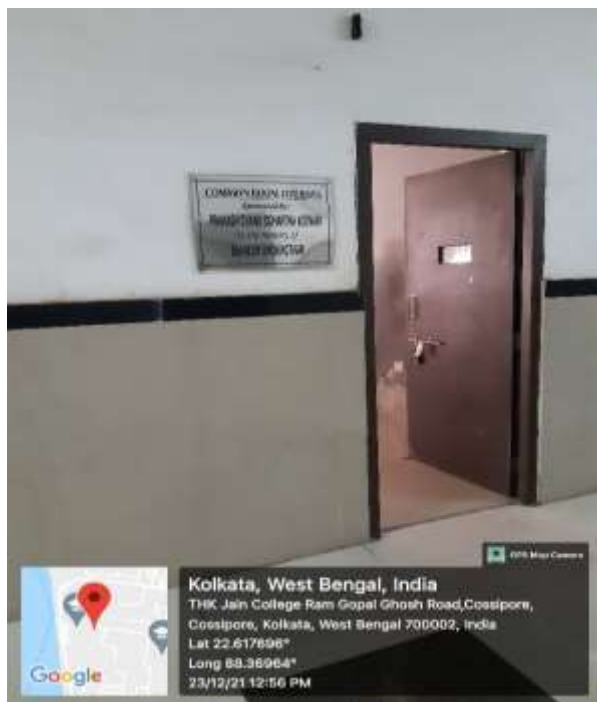
- First Aid Box, Medicines, and provision of extra dress for emergency



- Separate toilet for Girls and Boys:

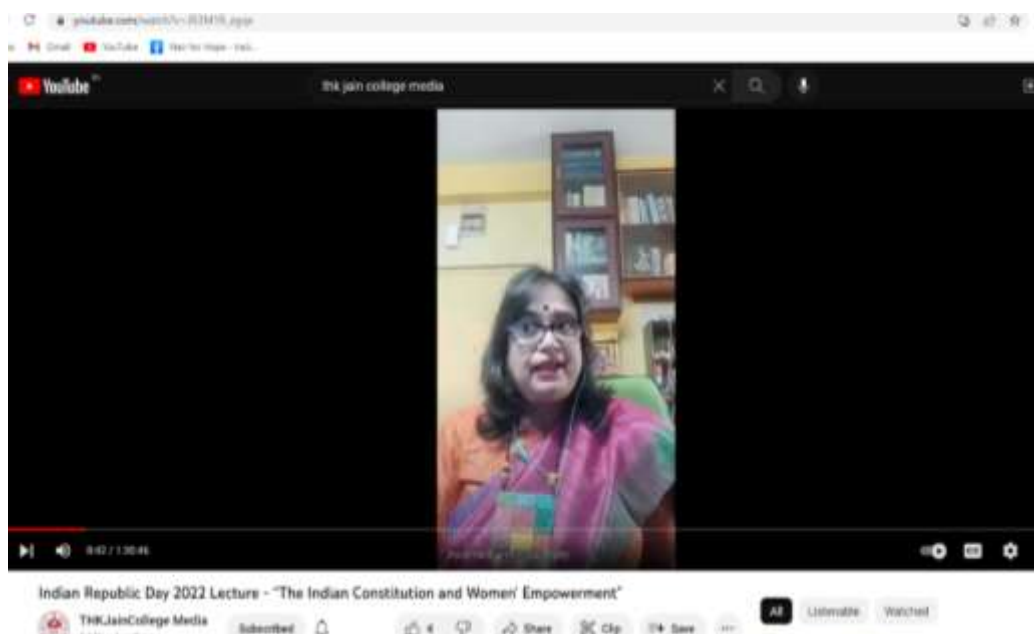


- Separate Common rooms for Boys and Girls

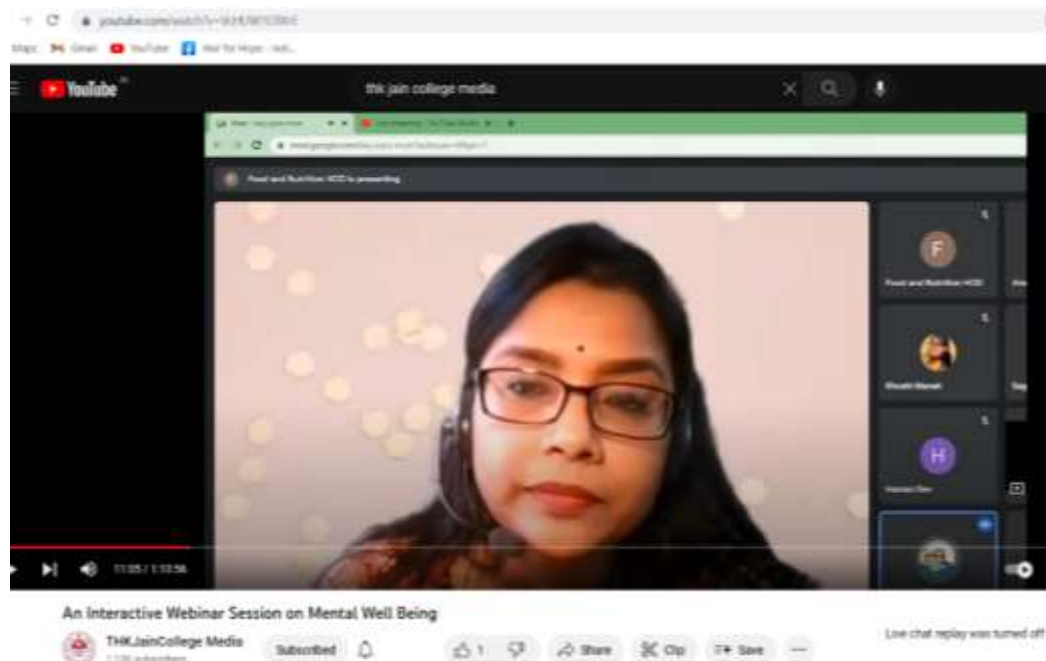


Events/activities organized on Promotion of Gender Equity:

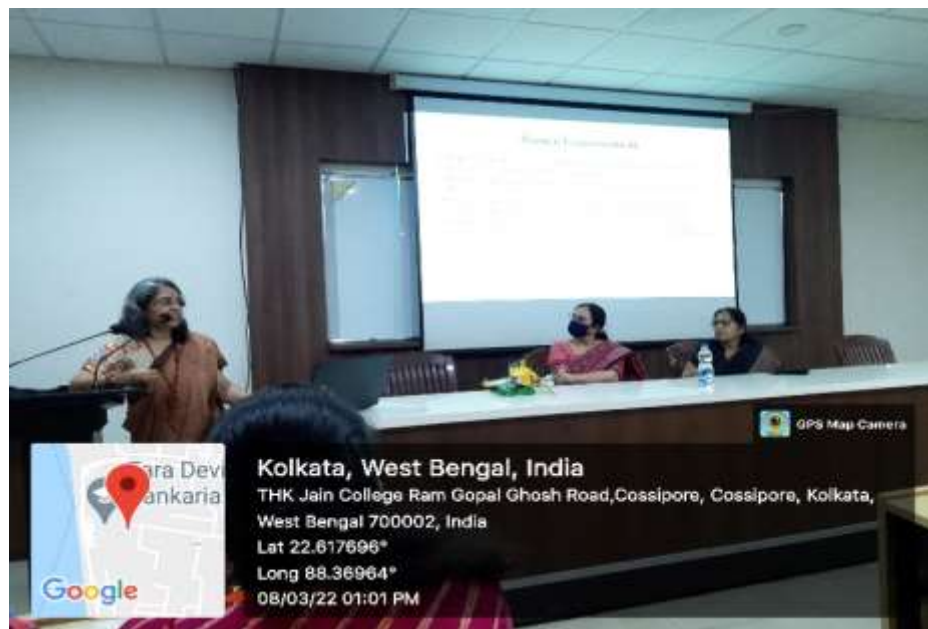
- Webinar on 'The Indian Constitution and Women Empowerment' on 26th Jan, 2022, organized by Womens' Cell and Department of History.
Speaker: Dr. Aparna Bandhopadhyay, Associate Professor, Department of History, Diamond Harbour Women's University, Sarisha



- Webinar on "Mental Well-Being", organized by Department of Human Development on 19th Feb, 2022.
Name of Speaker: Dr. Sanchita Ghosh, Assistant Professor and Coordinator of Department of Psychology, West Bengal State University.



- Lecture session on “Economic Empowerment of Women: Rising Trend of Female Entrepreneurs in India” on 8th March, 2022, organized by Womens’ Cell.
Speaker: Dr. Sharmistha Banerjee, Professor, Department of Business Management, University of Calcutta



- Lecture session on "Women's Health, Hygiene and Nutrition during Young Adulthood" on 21st May, 2022, organized by Womens’ Cell and Department of Political Science
Speaker: Dr. Debarati Mukherjee, MBBS, MD



- Live Yoga Session on for students and staff organized on International Yoga Day, 21st June, 2022.,organized by NSS



- Tutorial projects submitted by students on gender sensitization topics in the curriculum:

REINFORCEMENT OF THE IDEA OF MASCULINITY THROUGH MEDIA CONTENT



REINFORCEMENT OF THE IDEA OF MASCULINITY
THROUGH MEDIA CONTENT

B.A HONS. 5th SEMESTER TUTORIAL EXAMINATION 2021

SUBJECT: JOURNALISM AND MASS COMMUNICATION

PAPER: DSE A-2

REGISTRATION NUMBER: 235-1111-0084-19

ROLL NUMBER: 192235-21-0028

ACKNOWLEDGEMENT

Firstly, I would like to express my special thanks of gratitude to Prof. Ankita Bhattacharyya for her guidance and support in completing my project.

I would also like to thank our principal, Dr. Mausumi Singh Sengupta for providing me with all the facilities and opportunities. I would also like to extend my gratitude to Prof. Soumik Chatterjee (Head of the Department of Journalism and Mass Communication), Prof. Siddhartha Chatterjee and Prof. Anindita Chattopadhyay for their encouragement and suggestions, without which this project would have come forth.

Lastly, I would like to thank my parents and friends for providing me the moral support and encouragement.

REINFORCEMENT OF THE IDEA OF MASCULINITY THROUGH MEDIA CONTENT

INTRODUCTION –

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. The way media portrays each gender impacts on how society perceive each gender and most importantly their role in the society.

The influential power of media is well established by the media scholars using different tools for reading each kind. From advertisements to soaps, films to posters, the value of each gender is pre-determined by media which then is accepted by the content consumers or audience of the media which then creates an image of each gender in the minds of them and creates a social norm which is widely accepted. Thus, fair gender portrayal in the media should be a professional and ethical aspiration, similar to respect for accuracy fairness and honesty (White,2009). Yet, unbalanced gender portrayal is widespread.

What is masculinity?

Masculinity is a set of attributes, behaviour and roles mainly associated with men and boys. It is a socially constructed set of traits which are supposedly present inside a man which makes a male manly or be identified as a masculine. Biologically masculinity has no meaning as character or behavioural traits are not part of gender and are rather sociological.

Traits which are viewed as masculine in Western Society ranges from strength, courage, independence, leadership and assertiveness to dominance, machoism, patriarchy and heroism.

The problem with masculinity is that it tries to incorporate behaviour in gender which in reality has no connection. A boy may not be courageous and may not assert dominance, while a female may be dominant and courageous, this doesn't change the biological traits of the two sexes.

Even colours are given feminine and masculine group, like the colour blue is for boys and pink for girls. This difference has nothing to do with the preference of boys and girls as sexes and are rather socially constructed which later got accepted as a norm and is widely accepted now.

Reinforcement of The Idea of Masculinity Through Advertisement –

Advertisements are a major part of the mass media. It allows products to be marketed and people to accept ideas and concepts. However, marketing and advertising theories and concepts deal with the various segments of the society like class, demographical, psychological, etc., it has given little importance to sociological categories like gender, caste, community, religion etc. Here in this context one has to find out the gender justice in advertisements.

If we consider advertisement in India, we can easily understand how gender is perceived by the audience in India. Gender itself has been taken as an advertisement factor where it is clear that the mass media uses “Divide and Rule” policy to boost sales and make products appeal to different gender sectors using subtle and bold indicators.

Example –

In an Ad of a soft drink called Mountain Dew, the famous Indian Star Hrithik Roshan is seen to climb mountains and drink a green coloured drink called Mountain Dew which has a tag line

“Darr ke Aage Jeet hai” where we see that the advertisement is rather focusing on adventure and thrill which are all masculine traits as so a male actor is used while on the contrary in an Ad of another soft drink called Slice in 2011, the famous actress Katrina Kaif is seen to be with a mango wearing an orange dress and her lips, clavicles and her shoulders are used to sensationalise the entire scene which is not only unnecessary but has no connection with the soft drink itself, in this manner not only the girl is being objectified but the drink itself is marked as feminine which in turn strengthens the tone of masculinity and femininity in mass media content.

Reinforcement of The Idea of Masculinity Through Films –

A film heavily influences and cyclically impacts society's culture and is known to set trends among the masses. The influential power of Cinema was used back in the days of Second World War by the Nazis to inculcate and invoke fascism among the Germans which was successful so it is clear that Films have power to influence mass audience.

Masculinity is depicted in multiple forms, through both “healthy and productive behaviours, and destructive and harmful traits.”(Gürkan, Hasan, 2017) Hypermasculinity lies on the extreme end of the spectrum as it is characterized by the manifestation of domination, aggression, physical strength, and violence. It proves to be a perilous representation of masculinity in terms of its social ramifications; however, it is being frequently utilized in the film industry.

Masculinity is portrayed in films as describing the “traditional” man to objectify women, to be driven by sex, emotionally repressed, self-reliant, as well as avoid all facets pertaining to femininity (Scharrer, Erica and Blackburn, Greg, 2017). Rather than seeing a man cry on film, instead, you see them “turn violent or present an extremely stoic exterior.” (Lotterhos, Forrest Hamrick, 2015).

Example -

In Kabir Singh (2019), Kabir played by Shahid Kapoor is a surgeon who is highly talented and has anger management issue and a drug addiction which he picks up after his love Priti played by Kiara Advani leaves her. The portrayal of the male character in the film was well praised by a lot of people but in reality, the character Kabir established acute masculinity and provokes the males to picture being a man as someone who is arrogant, an addict, always angry and a hero like figure while a girl on the other hand is shown to be an object of pleasure and softness.

On contrary films like Mardaani and Mary Kom invokes new ideas and way to perceive the position of a female and her capabilities.

Overall though, the assertiveness of masculinity still prevails in Indian Cinema and is well used to reinforce masculinity. Not only that, Indian Cinema also establishes a kind of objectification of the gender overall and tries to sell each gender using the traits of that particular gender rather than being unbiased in its representation.

Reinforcement of The Idea of Masculinity Through Tv Shows –

Apart from advertisements and films, another way of asserting the idea of masculinity in the minds of the audience is by TV shows. TV shows are an important source of sending message

to mass audience in India, the early soaps were packaged in a way that it had a social message which was catered to the mass audience using means of entertainment.

In today's terms, where TV shows are important part of mass media it is important to take a look at the content of them to assess if the idea of masculinity is embedded in them or not.

Short and Simple answer to it is YES, the idea of masculinity is well established in today's TV shows. Shows like – 'Tarak Mehta ka Ooltah Chasma', 'Kyunki Saas Bhi Kabhi Bhau Thi', 'Sasural Genda Phool' are all shows which reinforces the idea of masculinity boldly and openly while also establishing an image of girls which is not only unacceptable but primitive. Showing a girl is unknown to technology and should only be restricted to kitchen is not helping position of women in today's world.

This is restricted to soap operas and not other shows like reality TV shows and competition.

Reinforcement of The Idea of Masculinity Through OTT Platform –

A new wave of content is seen to gain popularity with its contemporary content and lack of censorship, the OTT platforms.

The content in these platforms are relatively new and is packaged in a way that suits today's audience but due to lack of censorship it too fails to eliminate the need of reinforcement of the idea of masculinity.

Shows like Sacred Games objectifies women bluntly and use of sexual content is found almost everywhere. Alt Balaji is a known platform which objectifies women as a tool of lust and sexual pleasure to gain audience which also give rise to masculinity as it shows that men are supposed to be this figure who are supposed to consume pleasure of all kind.

The problem of OTT is censorship and quality of content, though it does also provide us with good content such as 'Family Man' and 'Delhi Crimes' which are very contemporary.

In short, OTT not only reinforces idea of masculinity but has also turned gender as an object of content, which in turn creates more biasedness.

CONCLUSION –

By now it is well established that the content of media in India reinforces the idea of masculinity and without a doubt uses the idea of 'Divide and Rule' to sell not only products but gender focused products. It is also essential to look at the way audience perceives gender. In history, rarely do we see any females being very revolutionary and being prominent except few countable instances, though to be precise, people tend to not focus on the work of the females.

It can be a topic of debate when we talk about the role of women in the society and few may look into the term 'feminism' while talking about masculinity, but the fact is, if we need feminism and feminist, it already establishes the fact that there is masculinity and a sense of patriarchy. The fact that the last century needed feminism to include women in the voting procedure also establishes that the women were excluded from important decision-making scenarios which in turn establishes masculinity where a man is expected to make tough and important decision and the woman is supposed to cook and support the man's home. The

problem of masculinity is not how we perceive man, rather it is how we perceive women and man in a society.

The media though has established a firm ground for supporting objectification of women and masculinity, it would be a stretch to say that media isn't trying to change that mistake, new advertisements are rolled out as of writing this article and we see a new era of ads catered towards gender equality, example – advertisement of Cadbury chocolate where in place of the man cricket team, the women cricket team is used and a man eats the chocolate. Films like 'MOM' and 'PINK' is changing the mentality of people.

To be short and concise, it is the time of change, the era of gender equality and decline of masculinity but this should not be denoted as the era of feminism and new world feminism which will again establish a bias in the genders.

Even the third gender is given prominence and films like – 'Shubh Mangal Zada Savdhaan' are produced and law accepts the bondage of man and man.

To be cynic is a crime in this century of limitless possibilities, so with a positive note it can be said that a change is near and Audience and Content Creators both look forward to create a media free of genderism and objectification.

REFERENCE

Web Resources:

- www.researchgate.net
- <https://gsdrc.org/topic-guides/gender/gender-and-media/>
- <https://muse.jhu.edu/article/648423/>
- <https://muse.jhu.edu/article/202979>
- <https://mediasmarts.ca/gender-representation/men-and-masculinity/how-media-define-masculinity>
- www.academia.edu

Research Papers:

- Gender as an Advertisement Factor: A Study on the 'Divide and Rule' Policy in the Indian Advertising Scenario by Soumik Chatterjee.
- Gendered Media: The influence of Media on View of Gender.
- "The Representation of Masculinity in Cinema and on Television: An Analysis of Fictional Male Characters" by Hasan Gurkan.
- Cultivating Conceptions of Masculinity: Television and Perceptions of Masculine Gender Role Norms by Scharrer, Erica and Blackburn, Greg.
- Men Cry: Embodiments of Masculinity in Western Cinema circa 1999 by Lotterhos, Forrest Hamrick.