

## **RESULTS**

The results of this study are presented in four sections :

- Section I - Television viewing patterns
- Section II - Perception of female portrayals on Doordarshan
- Section III - Women's issues on Doordarshan
- Section IV - Content description of female portrayals on Doordarshan.

### **Section - I**

#### **Television viewing pattern**

Television came to Baroda city, like most other cities in India, during the beginning on 1980's. Most people of the city bought the television sets during the telecast of Asiad in 1982. The mean years of television viewing for the respondents of this sample was 7 years with a standard deviation of 4 years. That is, television viewing ranged from 3 to 11 years among the respondents of this study.

By the time data collection started for this study in December 1991, television viewing had been a regular activity for the respondents. The older respondents and those in high socio economic group, understandably, had been viewing television for longer duration when compared to younger and low socio economic group.

To derive the television viewing patterns both duration of

television viewing as well as content viewed were studied. Duration of television viewing subsumed Doordarshan viewing as well as cable viewing. For respondents who watched both Doordarshan and cable transmissions, overall television viewing details have been presented.

Doordarshan viewing : Transmission of Doordarshan programmes have shown a progressive increase from the time of its inception. During 1991, Doordarshan telecast about 10 hours of programmes during the 5 week days, 12 to 13 hours on Saturdays and about 16 hours of programmes on Sundays.

A brief description of the pattern of transmission of Doordarshan programmes is called for in order to understand the Doordarshan viewing pattern of the viewers who participated in this study. Table 3. indicates the patterns of Doordarshan transmission at the time of the investigation.

Table 3.

Time and duration of Doordarshan transmission (in hours)

Day	Morning (7 am onwards)	Afternoon (1 pm onwards)	Early evening 5.30 pm onwards)	Prime time (8.30 pm on- wards)	Late night (10.00 pm on- wards)	Total
Monday- Thursday	2.00	2.10	2.30	2.00	2.00	10.40
Friday	2.00	2.10	2.30	2.00	3.30	12.10
Saturday	2.00	3.00	2.30	2.00	3.30	13.00
Sunday	5.30	4.30	2.30	2.00	2.00	16.30

\* Close approximation of time are presented.

\* This pattern of transmission pertains to the period of investigation (Dec. 1991 - April 1992).

A wide variety of programmes were transmitted during a day. Morning transmission consisted of News bulletins, situation comedies, fitness programmes and interviews with various types of experts. Afternoon programmes included UGC country wide class room programme, domestic and children's programme, and once a week, film songs. Early evening programmes consisted of children's programmes, agricultural programmes, plays and talks and discussions and 2 feature films on Saturday and Sunday. Prime time programmes contained news bulletins, tele-serials and film songs on three days. Late night programmes consisted of talk shows, documentaries, panel discussions and feature films on 2 nights and classical music and dance programmes on one day each.

Table 4.

Mean hours of Doordarshan Viewing

Viewing Category	N	%	Weekly (Hours)	Daily (Hrs. & Minutes)
Mean hours	240	100	12.6 $\pm$ 5.43	
Heavy viewers	39	16.25	18	2.36
Moderate viewing	165	68.75	18	1.48
Light viewing	36	15.00	< 7	0.54

One hour of daily Doordarshan viewing was normal for even the light viewers, while the heavy viewers invested about two and a half hours for Doordarshan viewing daily. The average viewers invested about one hour and 48 minutes for Doordarshan viewing.

Analysis of variance results indicating differences in hours of Doordarshan viewing are presented in Table 5.

Table 5.

Mean hours of weekly Doordarshan viewing of respondents with different characteristics.

Variable	N	M $\pm$ SD	F
Age			
21-30	83	12.68 $\pm$ 5.67	0.125
31-40	81	12.76 $\pm$ 5.63	
41-50	76	12.35 $\pm$ 4.98	

### Education

No Education	26	14.96 $\pm$ 5.66	7.95**
Primary	90	13.80 $\pm$ 5.30	
High School	36	12.93 $\pm$ 5.07	
College	88	10.55 $\pm$ 5.04	

### Occupation

No occupation	105	14.15 $\pm$ 4.96	14.37**
Semi skilled	65	13.20 $\pm$ 5.81	
Clerical	15	12.20 $\pm$ 4.91	
Professional	55	8.75 $\pm$ 4.15	

### Number of children

None	57	11.33 $\pm$ 5.09	3.09*
1 Child	36	11.86 $\pm$ 4.80	
2 Children	76	12.27 $\pm$ 5.46	
3 and above	71	14.35 $\pm$ 5.62	

### Family size

3 and less	66	11.45 $\pm$ 5.43	2.45
4 to 6	146	12.88 $\pm$ 5.43	
7 and above	28	13.84 $\pm$ 5.15	

### Gender Stereotype

Feminine	2	10.00 $\pm$ 2.12	4.7287*
Masculine	30	12.15 $\pm$ 6.32	
Androgynous	15	6.67 $\pm$ 2.90	
Undifferentiated	13	13.96 $\pm$ 6.08	

Income			t-value
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Low	120	14.29 $\pm$ 5.58	5.13**
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High	120	10.88 $\pm$ 4.70	
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Marital status

Single	37	11.16 $\pm$ 5.41	1.17
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Married	203	12.86 $\pm$ 5.41	
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 \* Gender stereotype characteristics of male respondents only  
 (N = 60).

\* p < .01      \*\* p < .001.

Education, occupation, income levels, number of children the respondents had made a significant difference to their weekly duration of Doordarshan viewing, while age, family size and marital status differences were not significant. Respondents with no formal education, no occupation outside the home, low levels of income, more number of children and masculine and undifferentiated gender stereotype, viewed Doordarshan for longer hours during a week.

These findings are supported by Pearson Product Moment Correlation Coefficient values. Education (r, -.2728 p < .001) occupation (r, -.3875 p < .001) Income (r, -.3075 p < .001) total SES scores (r, -.3803 p < .001) were negatively and significantly, while gender stereotype male scores (r, .2014 p < .01) were positively and significantly related to weekly duration of Doordarshan viewing. The low SES respondents and male oriented respondents watched Doordarshan for longer hours.

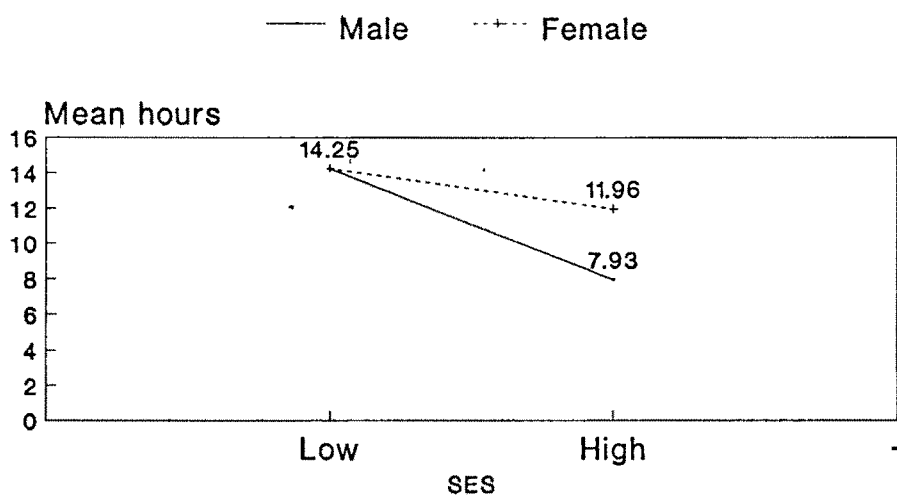


Figure 3  
Mean hours of DD viewing  
by SES and Gender

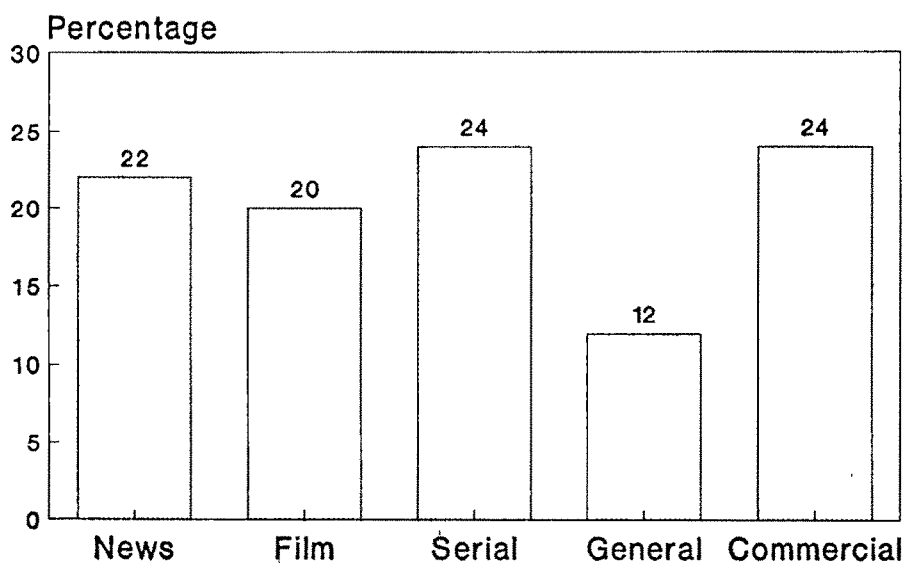


Figure 4  
Overall programme viewership

The two-way analysis of variance results computed to study the interaction effects of SES and gender with regard to duration of Doordarshan viewing are presented in Figure 3. The main effects for SES ( $F$ , 25.52  $p < .01$ ), gender ( $F$ , 7.067  $p < .01$ ) as well as their interaction effects ( $F$ , 7.224  $p < .01$ ) were found to be significant. The low SES respondents and female respondents viewed Doordarshan for longer hours when compared to the High SES and male respondents.

Self esteem ( $F$ , 2.83  $p < .480$ ) Gender stereotype ( $F$ , 1.19  $p < .05$ ) as well as their interaction effects ( $F$ , 0.922  $p < .480$ ) were not found to be significant for weekly hours of Doordarshan viewing, calculated for the 180 sample of female respondents. However, correlation analysis indicated that Self Esteem ( $r$ , 0.1541  $p < .05$ ) was significantly but negatively related to weekly duration of Doordarshan viewing. Respondents high on Self Esteem scores, viewed less amount of Doordarshan in a week. Gender stereotype correlations for female respondents with hours of Doordarshan viewing were not found to be significant.

Content of Doordarshan viewing : The respondents of this study did not have an access to regional Gujarati language transmission. They viewed the national Channel I programmes apart from the National Network programmes.

A wide range of programmes were viewed by the respondents albeit, to varying frequencies. The overall programme viewing



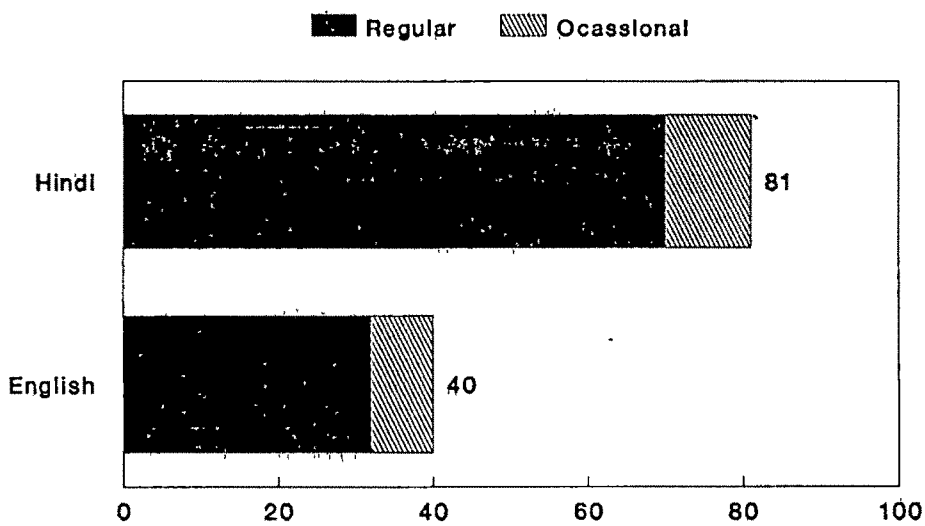


Figure 5  
News viewership

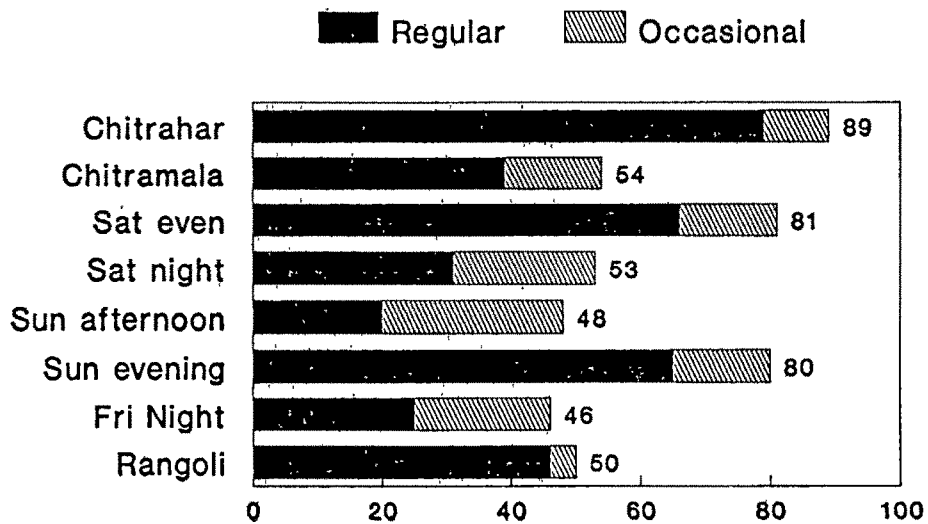


Figure 6  
Viewership of film related programmes

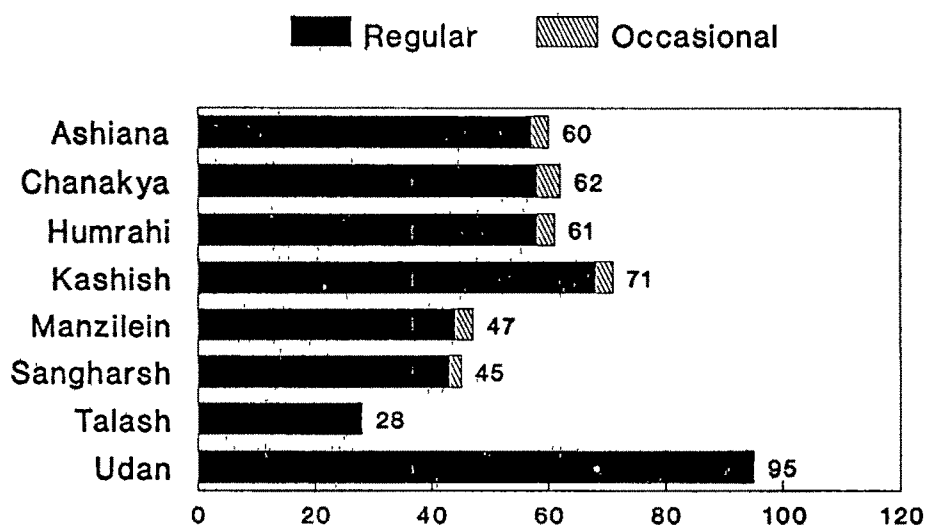


Figure 7  
Viewership of tele serials

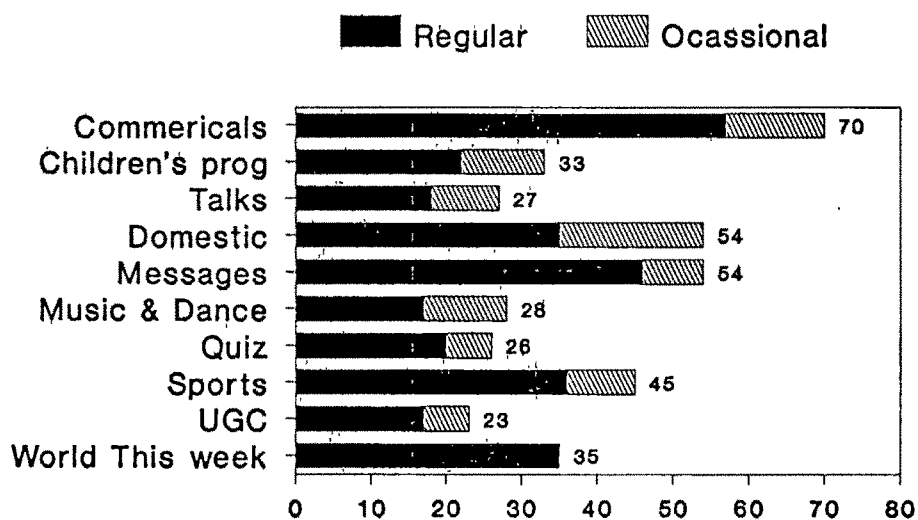


Figure 8  
Viewership of general programmes

percentages are indicated in Figure 4. Serials and commercials had the highest viewership, closely followed by news and film related programmes. General programmes had much lesser viewership than others. Figure 5 through 8 indicate the percentage of viewership of different programmes. Attempts have been made to highlight regular viewing as well as occasional viewing of each programme.

The regular viewership of tele serials and film related programmes was very high, with 7 tele serials and 3 film related programmes accounting for above 50 percent viewership. The five most popular programmes were **Udaan, Chitrahaar, Mrignayani, Hindi news and Kashish**. Feature films, though popular, do not rank among the top five of the favourite programmes.

An interesting feature about the tele serials is that, most of them were watched regularly or not at all. Occasional viewership was minimum for tele-serials, whereas Sunday afternoon regional language feature films, Saturday late night films, Friday late night films and week day afternoon domestic programmes had reasonably high number of occasional viewers; the percentages were around 20.

The general programmes accounted for much less viewership among all categories of programmes, Commercials, **The World This Week**, messages and public service announcements, sports and games and afternoon domestic programmes were popular to a certain extent, while music and dance and UGC programmes had the least

viewership.

In order to find out if there were any age, gender or SES differences in the content viewed, chi-square analysis was employed. Table 6 indicates that age and SES differences were significant while there were no gender differences in the content viewed.

Table 6.

Content of Doordarshan viewed by Age, Gender and SES (N = 240).

	N	F	S	G	C	df	X <sup>2</sup>
<hr/>							
Age							
21-30	48(19)	53(22)	46(19)	26(11)	72(30)	6	17.15*
31-40	41(23)	27(15)	49(27)	22(12)	43(24)		
41-50	33(24)	32(22)	39(27)	17(12)	22(15)		
Gender							
Female	87(17)	94(19)	117(23)	46(9)	150(30)	5	8.71
Male	35(28)	18(23)	17(14)	19(15)	32(25)		
SES							
High	77(27)	39(14)	56(20)	38(14)	72(26)	5	23.56*
Low	45(16)	73(25)	78(27)	27(9)	65(23)		

\* N = News, F = Film related, S = Serials, G = General, C = Commercials.

\* Percentages in parentheses.

\* Percentages rounded off to the next number.

\*  $p < .05$

Significantly more younger respondents viewed all categories of programmes than older group. The High SES group watched News and Commercials more frequently, while the low SES group more often watched film related programmes, tele-serials as well as commercials.

Cable viewing : This study involved perceptions of Doordarshan content by the respondents. However, there was the possibility that the viewers who participated in this study may have had access to and regularly viewed other channels, through cable services. This was found to be true in the case of some respondents. This information was therefore analysed.

At the time of this investigation, close circuit cable services were very popular in Baroda city, and International channels too were gaining audience among the high SES groups of people. Ninety four respondents of this study had access to close circuit cable services. Among these, 69 respondents belonged to the High SES group with 22 among them having access to international channels and 26 having a VCR at home. In all, there were 25 respondents from low SES, who had access to close circuit cable channel. None of the low SES respondents had either access to international channels or VCR facilities.

The data of these 94 respondents was subjected to further analysis to check for contribution of cable viewing to weekly and daily television viewing.

Table 7.

Mean duration of cable viewing.

Viewing Category	N	%	Weekly (Hours)	Daily (Hrs. & Minutes)
Mean	94	100	7.60 ± 5.37	
Heavy viewers	11	11.4	13	1.54
Moderate viewing	74	78.7	3 - 13	1.00
Light viewing	9	9.6	< 3	0.18

Most of the respondents who viewed cable regularly invested at least one hour a day for this purpose. Heavy viewers among them watched nearly 2 hours of cable while light viewers did not even invest half an hour for this purpose.

The mean duration of cable viewing based on the characteristics of respondents are indicated in Table 8.

Table 8.

Mean weekly cable viewing hours of respondents with different characteristics.

Variable	N	M ± SD	F
Age			
21-30	34	9.43 ± 6.47	3.98*
31-40	33	7.23 ± 4.58	
41-50	27	5.72 ± 3.98	

#### Education

No Education	5	6.70 $\pm$ 3.38	1.00
Primary	24	6.85 $\pm$ 2.98	
High School	23	6.61 $\pm$ 5.17	
College	42	8.65 $\pm$ 6.43	

#### Occupation

No occupation	45	6.41 $\pm$ 4.20	4.81**
Semi skilled	14	6.43 $\pm$ 3.2	
Clerical	6	5.20 $\pm$ 2.36	
Professional	29	10.58 $\pm$ 6.80	

#### Number of children

None	27	10.1 $\pm$ 6.92	3.87**
1 Child	18	8.22 $\pm$ 4.92	
2 Children	32	5.79 $\pm$ 4.39	
3 and above	17	6.32 $\pm$ 2.75	

#### Family size

3 and less	32	9.41 $\pm$ 5.84	4.74**
4 to 6	52	6.12 $\pm$ 4.25	
7 and above	10	9.45 $\pm$ 7.03	

#### Gender Stereotype

Masculine	13	8.71 $\pm$ 4.89	.081
Androgynous	7	8.71 $\pm$ 4.89	
Undifferentiated	3	9.67 $\pm$ 10.0	

Income		t-value	
Low	25	6.7 $\pm$ 3.33	0.97
High	69	9.71 $\pm$ 5.93	
Marital status			
Single	14	10.0 $\pm$ 7.11	1.84
Married	80	7.17 $\pm$ 4.94	

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\* Gender stereotype of male respondents (N = 23).

\* p < .05      \*\* p < .01.

The younger respondents, those in professional occupations with no children or just one child, living in either very small families or large families with more than 7 members, viewed cable television for longer hours during a week. The correlation analysis too supports the above findings. Age (r,  $-.2881$  p < .01) and number of children (r,  $-.2970$  p < .01) were significantly and negatively related, while occupation (r,  $.2876$  p < .01) was positively related to duration of cable viewing in a week.

Two way analysis of variance indicated that for mean hours of cable viewing per week SES ( $F$  .665 p < .41), gender ( $F$  1.050 p < .307) main effects as well as interactions effects ( $F$  1.189 p < .278) were not significant. Similarly self esteem ( $F$  .867 p < .425) and gender stereotype ( $F$  1.307 p < .262) main effects as well as interaction effects ( $F$  0.594 p < .734) calculated for the 180 female respondents, too were not significant.



Correlation analysis, however indicate that self esteem ( $r, .3049$   $p < .01$ ) was significantly and positively correlated with hours of cable viewing. The respondents with high scores on self esteem watched longer hours of cable television.

Overall television viewing : The 94 respondents who watched cable, were also regular viewers of Doordarshan programmes. Therefore, their mean duration of television viewing was very high,  $17.9 \pm 6.0$  hours per week. This accounted for three and a half hours of overall television viewing per day for heavy viewers, two and half hours for moderate viewers and about one a half hours for light viewers.

Doordarshan viewing time ( $r, .5619$   $p < .01$ ) as well as cable viewing time ( $r, .6785$   $p < .01$ ) contributed almost equally to the overall television viewing time of the 94 respondents.

Respondents generally watched television (Figure 9) for entertainment, information and to spend leisure time. Significantly higher percentage of male respondents from High SES group watched television for information, while significantly high percentage of female respondents from Low SES group watched television to spend leisure time. Interestingly very few respondents perceived television viewing to be a compulsion inspite of the fact that most of them, one hundred and forty six respondents, had access to only one channel of the Doordarshan.

### Summary

- \* Age differences : No age related differences were found for duration of Doordarshan viewing, but younger respondents watched significantly greater number of hours of cable television. With regard to the content of Doordarshan viewed, age differences indicated that significantly greater number of younger respondents watched all categories of programmes when compared to older respondents.
- \* Gender differences : Female respondents watched Doordarshan for significantly longer duration than male respondents, while no gender differences were perceived for cable viewing or for programmes watched on Doordarshan.
- \* SES differences : Low SES respondents viewed Doordarshan for significantly longer hours than high SES respondents. In fact, all three SES variables, education, occupation and income were independently related to Doordarshan viewing, whereas only occupation was related to cable viewing. It is interesting to note that while respondents with low levels of education, occupation and income watched Doordarshan for longer duration, it was professionals, the highest among the occupation categories who watched cable television for longer hours. There were significant SES differences in programmes viewed. While film based programmes and tele serials were more popular with low SES respondents, News, both Hindi and English, and programmes like **The World This Week** were viewed mostly by the High SES respondents. Commercials were more or less popular with all respondents.
- \* Number of children : Children's presence appears to have had

opposite effects for both Doordarshan and cable viewing. Respondents with 3 or more children watched significantly longer hours of Doordarshan and spent significantly less time in cable viewing. The reverse was true for cable viewing, those with no children or only one child watched more of cable television.

- \* Self esteem had an interesting relationship with television viewing. Those women with higher scores on self esteem viewed lesser hours of Doordarshan and greater hours of cable television. Gender stereotype, the other personality variable in this study, did not show consistent relationship with television viewing.
- \* Entertainment information and spending leisure time were the most important reasons, the respondents attributed to regular television viewing.

## **Section - II**

### **Perception of Female Portrayals on Doordarshan**

The respondents perception of female portrayals on Doordarshan have been studied in terms of :

- \* Perception of positive and negative traits of female portrayals.
- \* Perceived reality of female portrayals.
- \* Perception of social expectations role played by female portrayals.
- \* Identification with female portrayals and
- \* Women's issues problems and their solutions.

I. Perception of positive and negative traits of female portrayals. : An open ended questioning format was used to elicit responses to positive and negative trait perceptions of female portrayals. The questioning was limited to perception of traits of female portrayals on tele-serials, which would give the respondents an opportunity to watch the character evolve over a period of time.

The responses yielded in all 249 trait descriptions, 172 positive traits and 77 negative traits. Synonymous traits were further subsumed under three major categories each for positive traits and negative traits. The method followed for this purpose has been described in the method chapter.

Table 9 shows the trait attribution frequencies. Among the positive traits, there were 28 traits that indicated strength, compassion and those that were attractive; negative traits were 17 in number which indicated, traits of cruelty, traits that repel and weaknesses. The total frequencies of all traits and percentages are presented in the table.

Table 9.

Traits attribution of female portrayals

Traits	No. of	Frequency	Percentage
Positive Traits			
Traits of strength	16	438	47.0
Traits of compassion	5	151	16.0
Traits that attract	7	159	17.0
Sub Total	28	748	80.0
Negative traits			
Traits of cruelty	5	84	9.0
Traits that repel	6	87	9.03
Traits of weakness	6	15	2.0
Sub Total	17	186	20.0
Grand Total	45	934	100.3

\* Percentages rounded off to the nearest next number.

Respondents perceived positive traits four times as often as negative traits among the female portrayals, as indicated by both Table 9 and Figure 10.

Following is the presentation of results related to positive traits attributions.

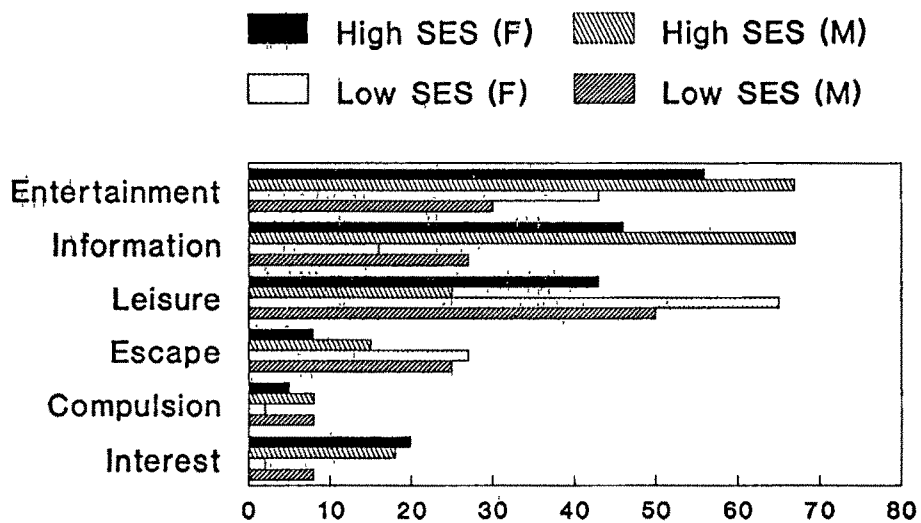


Figure 9  
Reasons for viewing television

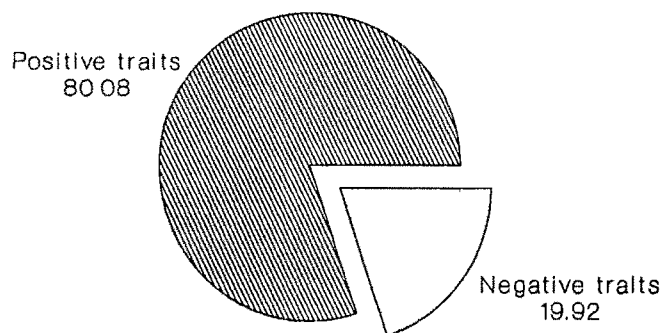


Figure 10  
Trait attributions of female portrayals  
(percent)

Table 10.

Frequencies of positive traits of female portrayals

Traits	Frequency	Percentage
Positive traits		
Traits of strength		
Courage	110	25.0
Determination	75	17.0
Self confidence	42	10.0
Hard work	37	8.5
Principles	36	8.0
Independence	28	6.5
Intelligence	23	5.3
Honesty	22	5.0
Efficiency	15	3.4
Commanding	14	3.2
Ambition	10	2.3
Outspokenness	9	2.0
Success	7	1.6
Education	4	1.0
Revolutionary	3	0.7
Realistic	3	0.7
Sub Total	438	100.2
Traits of compassion		
Altruism	78	52.0
Affection	25	17.0
Devotion	24	16.0

Motherly	14	9.0
Patience	10	7.0
Sub Total	151	101.0

Traits that attract

Beauty	79	50.0
Sensitivity	24	15.0
Expressiveness	17	11.0
Well mannered	17	11.0
Inspiring	13	8.2
Natural	6	4.0
Modern	3	2.0
Sub Total	159	101.0
Positive traits total	748	80.0

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\* Percentages rounded of to the next nearest number.

Traits that indicated strength of character consisted of 16 specific traits and these received the highest frequency of attribution, followed by attractive traits, and traits of compassion respectively. However, when percentages of individual traits are considered as indicated in Figure 11, an interesting pattern emerges. For presenting the Figure 11, percentages of the 7 traits were calculated using the overall frequency of 748 of positive traits.

Among all positive traits, courage, beauty and altruism received the highest attributions. The seven traits highlighted



in the figure, also indicate that though traits of strength were most popular, beauty and altruistic behaviour received very high attributions, indicating that, female portrayals may be strong personalities but still need to be both beautiful as well as show compassionate behaviour towards others, two important traditional stereotypical feminine traits.

Positive trait attribution of specific Doordarshan female characters. : There were six major female characters who were attributed positive traits. A brief status description of these six characters is presented below :

- \* Kalyani Singh - The heroine of **Udaan** was clearly the most prominent character in the serial. She was present in most of the scenes of the serial, and where she was not present, the scene still revolved round her. Kalyani Singh, in the episodes telecast during the period of data collection, was a police superintendent. The story involved her exploits with criminals of a wide variety, her professional as well as romantic involvement with the District Magistrate and her relationship with her parents.
- \* Mohana - The heroine of **Kashish**, was a young aspirant of television acting career, who succeeds in acquiring a good acting assignment and acquits herself very well. The story involved her romantic attachment with the director of the television serial in which she acts as the heroine.
- \* Mrignayani - The Heroine of **Mrignayani** is a tribal girl with whom king Mansingh of Gwalior is enamoured and gets married to. The story involves Mrignayani's adjustment to the palace

and its customs and practices and the conflicts that arise during this process.

- \* **Prema** - One of the heroines of **Humrahi**, Prema is a lecturer of the local college of a small town Subhanpura. Her role extends to her involvement with the lives of her elder sister's family in all its trials and tribulations.
- \* **Rukmini** - The heroine of **Sanghursh** was a customs officer. The tele-serial depicted her as the only female officer among the male customs officers. The story involves her performing her official duty and adjusting her professional life with her personal life.
- \* **Sunitha** - As one of the important characters of the serial **Ashiana** Sunitha has as much role as the other characters, since the story dealt with the entire family. Sunitha was the wife of a retired Army officer and the mother of three sons. The story revolved round her sons' lives and the parents' concern for their sons' future.

The traits attributed to the six female characters can be understood by the Figure 12 at a glance.

Three prominent female characters, Kalyani Singh, Mrignayani and Mohana were attributed all three categories of positive traits, strength, compassion and attractive traits, while Sunitha and Prema were attributed only traits of compassion and Rukmini only traits of strength.

Kalyani Singh was perceived to be a courageous person with strong determination, high principles and possessed career related ambition. She was hardworking and therefore successful in her career.

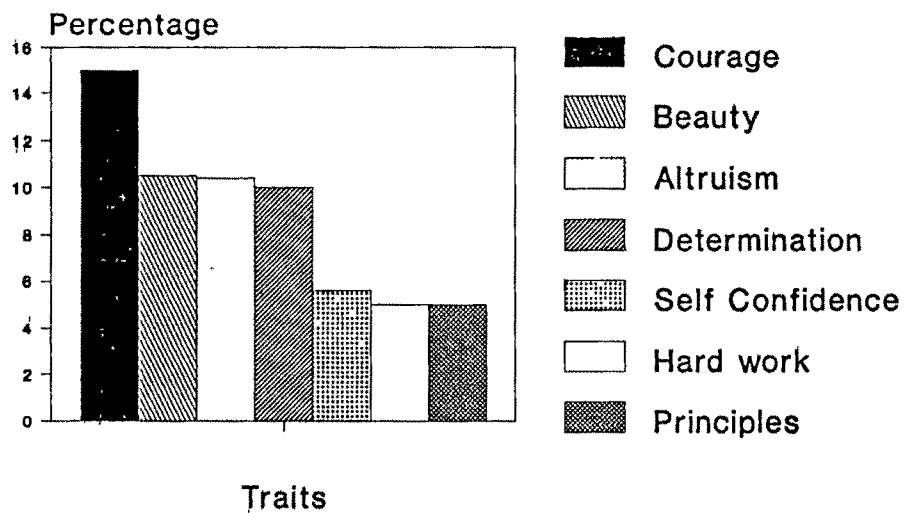


Figure 11  
Attributions of individual +ve traits

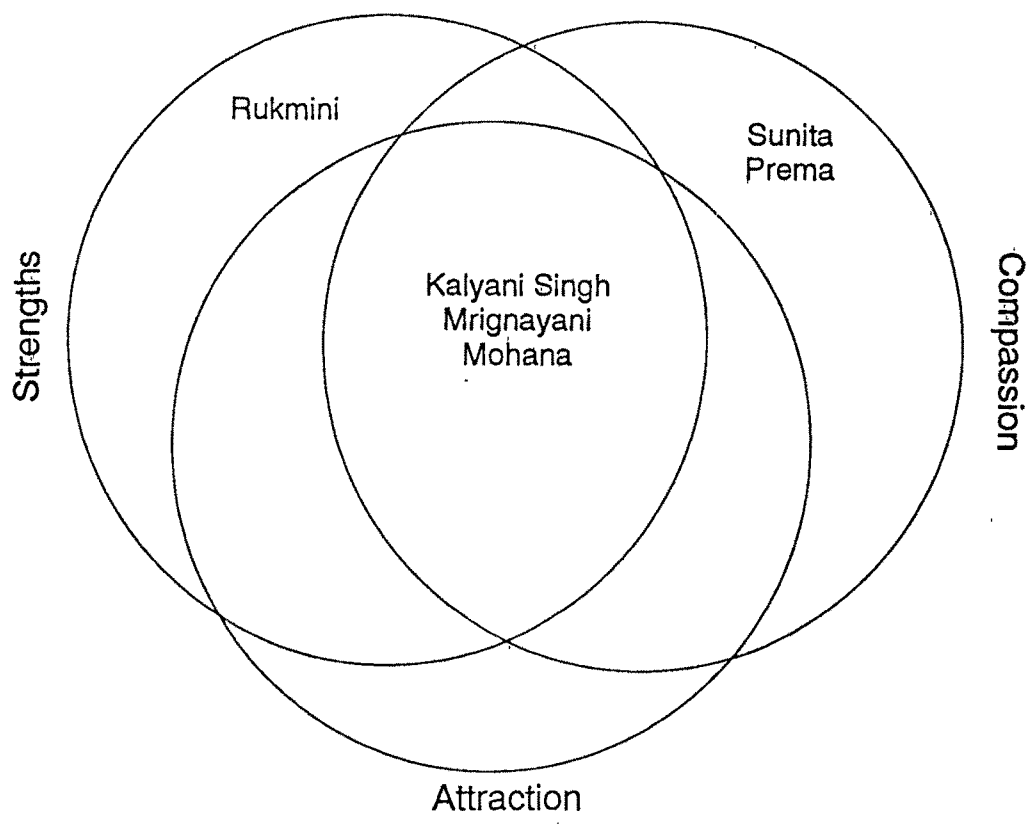


Figure 12  
Characters' positive traits

Mrignayani was associated with beauty, independence, courage, consideration for others, high principles and an affectionate nature.

Mohana was perceived to be a beautiful young lady who possessed talent for acting, was hard working and possessed high levels of determination. Above all, she was a highly self respecting person who did not tolerate attacks on her self respect. She an excellent friend and sister and sacrificed her own interests in order to help others.

Rukmini was described as a career oriented, intelligent hardworking person, whose priority lied with her profession rather than her family or personal relationships.

Sunitha was described as a warm, affectionate woman, who was devoted to her family. She was patient, understanding and motherly and tended to compromise for the sake of her sons' interests.

Prema was perceived to be a simple, straight forward, person, who had others' interests at heart. She was considered to be extremely helpful and understanding and thoroughly involved in the lives of her relatives and people of Subhanpura.

Differences in the perceptions of positive traits by respondents with different characteristics were analysed using chi-square analysis and the details are provided in Table 11.

Table 11.

Frequencies of positive traits attributions by respondents with different characteristics.

Variables	T.S.	T.C.	T.A.	df	$\chi^2$
SES					
High	214(61.3)	55(15.7)	80(23.0)	3	8.06*
Low	224(56.1)	96(24.1)	79(19.8)		
Age					
21 - 30	145(58)	47(18.8)	58(23.2)		
31 - 40	135(59.2)	44(19.3)	49(21.5)	4	1.87
41 - 50	158(58.5)	60(22.2)	52(19.3)		
Gender					
Female	376(57.6)	135(20.6)	142(21.8)	3	2.02
Male	62(66.0)	16(17.0)	16(17.0)		
Self Esteem					
High	68(70.9)	15(15.6)	13(13.5)		
Moderate	271(55.8)	103(21.2)	112(23.0)	4	7.86
Low	99(60.0)	33(20.0)	33(20.0)		
Gender stereotype					
UD	85(70.8)	16(13.4)	19(15.8)		
A	124(56.4)	45(20.4)	51(23.2)	5	13.48*
M	57(62.0)	22(24.0)	13(14.0)		
F	172(54.4)	68(21.5)	76(24.1)		
DD viewing					
Heavy	20(58.1)	68(19.6)	77(22.3)	4	8.06
Moderate	161(64.2)	47(18.7)	43(17.1)		
Light	76(50.4)	36(23.8)	39(25.8)		

Perceived reality

High	155(64.8)	41(17.2)	43(18.0)		
Moderate	87(55.4)	34(21.6)	36(23.0)	4	5.74
Low	196(55.8)	76(21.5)	80(22.7)		

Social expectation

High	378(62.2)	110(18.1)	120(19.7)		
Moderate	21(26.6)	30(38.0)	28(35.4)	4	37.73 *
Low	39(64.0)	11(18.0)	11(18.0)		

Identification

III	87(70.7)	22(17.9)	14(11.4)		
II	63(57.8)	24(22.0)	22(20.2)	5	12.82 *
I	255(55.7)	96(21.0)	107(23.3)		
No	33(56.9)	9(15.5)	16(27.6)		

---

\*  $p < .05$

\* UD = Undifferentiated A = Androgyny M = Masculine F = Feminine

\* TS = Traits of Strength TC = Traits of Compassion TA = Traits that Attract

\* Percentages in parenthesis

\* Self Esteem = N = 180, For all other N = 240.

Table 11 indicates that the Low SES respondents attributed significantly more positive traits to female portrayals than high SES respondents. Traits of strength were more often attributed than other traits by both groups. While high SES group perceived traits of compassion more often than traits that attract.

Respondents with high perceived social expectations role scores attributed significantly more traits of strength than other traits and overall more of all three categories than the other two groups of respondents with low and moderate Perceived Social Expectations Role.

Respondents with Identification level I (those who "would like to be like") attributed more positive traits, among them significantly more of traits of strength, followed by traits that attract, and then the traits of compassion. Even high identification group level III attributed traits of strength to female portrayals more frequently than other traits.

With reference to gender stereotype, feminine and androgynous respondents attributed more positive traits and among them, traits of strength, followed by traits of Compassion.

Age, gender, self esteem, reality Perceptions and hours of Doordarshan viewing did not seem to affect positive trait attributions.

To sum up, positive traits were significantly more often attributed by low SES respondents, feminine and androgynous respondents, those with high social expectations role perceptions and those who would like to identify with the portrayals.

### Negative trait attributions

There were five traits under this category; traits of cruelty, six each under those that repel and weaknesses. The frequencies of these traits attributions are presented in Table 12.

Table 12.

### Frequencies of negative traits of female portrayals.

-----		
Traits of cruelty	Frequency	Percentage
-----		
Cruel	36	43.0
Shrewd/cunning	19	23.0
Meddlesome	15	18.0
Backbiting	9	11.0
Quarrelsome	5	6.0
Sub Total	84	101.0
Traits that repel		
Jealousy	24	28.0
Selfish	21	24.0
Unrealistic/unnatural	19	22.0
Arrogance	12	14.0
Too glamorous	10	11.5
Hatred	1	1.2
Sub Total	87	100.7
Traits of weakness		
Sentimental	6	40.0
Shifts in personality	3	20.0
Confused	2	13.0
Talkative	2	13.0



Misled	1	7.0
Boring	1	7.0
	15	100.0
Negative traits total	186	20.0

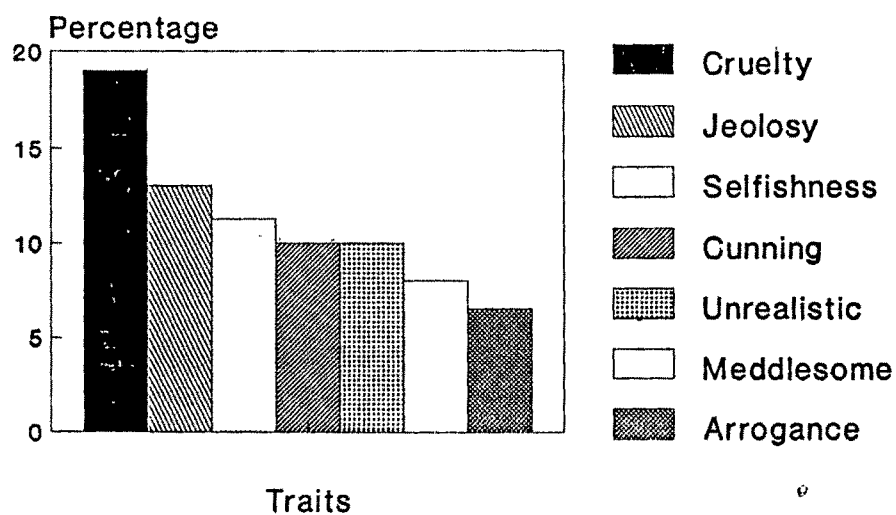
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Traits of Cruelty and Traits that Repel were more or less equally attributed as negative traits to female portrayals. In all, negative traits were not as frequently perceived as positive traits. The frequencies of attribution of negative traits was less than half when compared to positive traits. Among the negative traits, the traits that were most frequently attributed are highlighted through Figure 13.

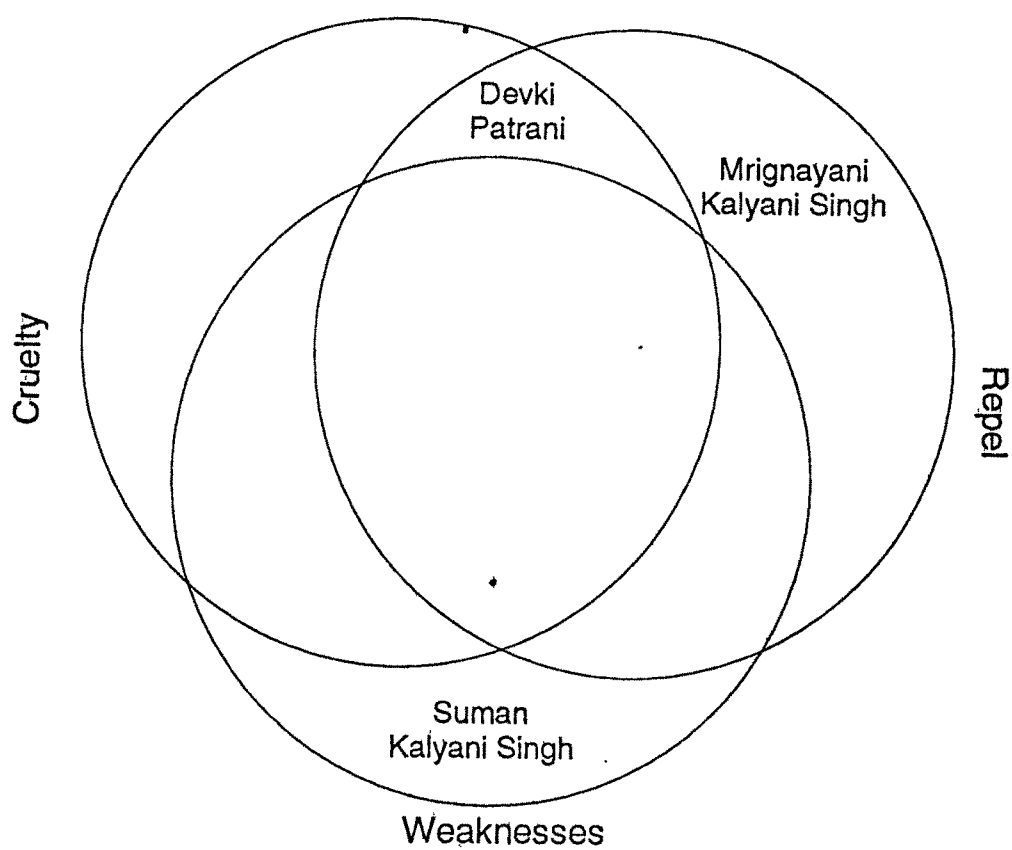
Cruelty, jealousy and selfishness were the most frequently attributed negative traits.

Negative trait attributions of specific Doordarshan female characters : There were three female characters, who were attributed negative traits.

- \* Devki - She was one of the most prominent characters of **Humrahi** serial. Related to Babu Shiv Prasad's family, she had access to and involved actively in the lives of all his family members. She also had access to prominent people of the town and could wield influence in manipulating other's lives.
- \* Patrani - She was the first queen of king Mansingh and mother of the heir to the kingdom of Gwalior. She had to share the king's affection and attention with others queen's including Mrignayani.
- \* Suman - As the second daughter of Bhairav Prasad, elder son of



**Figure 13**  
**Attributions of individual -ve traits**



**Figure 14**  
**Characters' negative traits**

Babu Shiv Prasad in the serial **Humrahi**, she had to face many problems, inspite of being still very young and in college.

\* Kalyani Singh and Mrignayani too received some negative trait attributions.

Figure 14 indicate the positions occupied by the female characters in terms of negative traits they possess. Devki and Patrani were attributed both traits of cruelty and traits that repel but were not considered to possess many weaknesses, while Suman was perceived to be a weak person. Both Kalyani and Mrignayani were perceived to possess some traits that repel and Kalyani was also seen to have a weakness or two.

Devki was considered too glamorous a personality who was cunning, quarrelsome, backbiting, meddlesome, selfish and generally a cruel person, who interfered in the lives of others and most often managed to create problems for others and played with their emotions. The respondents agreed that she was a handsome lady with intelligence, but she tended to use these two traits to advantage to create unpleasantness in others' lives. The only weakness they found in her was her talkativeness.

Patrani was perceived to be a jealous and cruel person, who took pleasure in harassing Mrignayani and king Mansingh. She too was quarrelsome and cunning and thoroughly selfish according to the respondents.

Suman was perceived to be a weak, sentimental and confused

personality. She could not raise her voice to express her views and was forced to fall into the trap set by Devki. She was perceived to have no strength of character to fight for her rights.

Mrignayani was perceived to be too glamorous and arrogant by a few respondents, while most often being considered a positive character, and Kalyani Singh was perceived to possess certain traits of weakness. She was boring, confused and exhibited shifts in personality some times. However, very few respondents perceived her in this light. Kalyani was also found to possess some traits that repel. She was arrogant and quite unrealistic according to some respondents.

The frequency difference in negative trait attributions by respondents with different characteristics are presented in Table 13.

Table 13  
Frequencies of negative trait attributions by respondents with different characteristics

Variables	T.S.	T.C.	T.A.	df	$\chi^2$
SES					
High	13(23.2)	38(67.8)	5(9.0)	3	16.23*
Low	71(54.6)	49(37.7)	10(7.7)		
Age					
20 - 30	29(49.0)	23(39.1)	7(11.9)		

31 -40	30(42.9)	36(51.4)	4(5.7)	4	3.08
41 - 50	25(43.9)	28(49.1)	4(7.0)		
Gender					
Female	78(51.7)	66(43.7)	7(4.6)	3	20.8 *
Male	6(17)	21(60)	8(23)		
Self Esteem					
High	4(20.0)	14(70)	2(10.0)		
Moderate	56(44.8)	59(47.2)	10(8.0)	4	8.26
Low	24(58.5)	14(34.2)	3(7.3)		
Gender stereotype					
UD	7(31.8)	13(59.1)	2(9.1)		
A	31(50.0)	27(43.5)	4(6.5)	5	3.21
M	4(45.3)	7(58.3)	1(8.4)		
F	42(46.7)	40(44.4)	8(8.9)		
DD viewing					
Heavy	30(46.2)	29(44.6)	6(9.2)		
Moderate	41(44.6)	43(46.7)	8(8.7)	4	1.16
Light	13(44.8)	15(51.7)	1(3.5)		
Perceived reality					
High	18(40.0)	23(51.1)	4(8.9)		
Moderate	16(40.0)	21(52.5)	3(7.5)	4	1.82
Low	50(49.5)	43(42.5)	8(8.0)		
Social expectation					
High	54(46.5)	56(48.3)	6(5.2)		
Moderate	28(53.9)	18(34.6)	6(11.5)	4	13.36 *
Low	2(11.1)	13(72.2)	3(16.7)		
Identification					
III	23(54.7)	17(40.5)	2(4.8)		

II	4(22.2)	9(50.0)	5(27.8)	5	21.19 <sup>*</sup>
I	53(50.5)	45(42.8)	7(6.7)		
N	4(19.0)	16(76.2)	1(4.8)		

---

\* TCr = Traits of Cruelty TR = Traits that Repel TW = Traits of weakness

Table 13 indicates that Low SES respondents in general attributed more negative traits than High SES respondents. High SES respondents attributed considerably more Traits that Repel than other two set of negative traits. Gender differences were significant with females attributing traits of cruelty and the traits that repel more frequently than male respondents.

Respondents with the high social expectations role perceptions, the attributed more frequently traits of cruelty and traits that repel.

Respondents at Identification level I (would like to be) followed by respondents with Identification III (I would like to be and I am like) level attributed more negative traits to female portrayals.

Age, Self esteem, Gender Stereotype and Hours of Doordarshan viewing and reality perceptions were not found to affect negative trait attributions.

That is, negative traits were significantly more often

attributed by low SES respondents, female respondents, those with high perceptions on social expectations role and those who would like to identify with female portrayals.

### Summary

- \* A total of 249 traits were elicited with regard to female portrayals through the use of open ended question format.
- \* Positive traits were significantly more often attributed when compared to negative traits.
- \* Among the positive traits, traits indicating strength of character were more often perceived than the others such as compassionate and attractive traits. Courage, beauty and altruism were the three most prominently perceived positive traits. Kalyani Singh, Mrignayani, Mohana, Rukmini, Sunitha and Prema were the characters who were considered to be predominantly positive portrayals. Positive trait attributions were more often made by Low SES, Feminine, Androgynous respondents, those who had high social expectations beliefs and those who would like to identify with female portrayals.
- \* Negative traits that were most frequently attributed were traits that repel and cruelty related traits, cruelty, jealousy and selfishness were the three most frequently attributed negative traits. Devki and Patrani were found to be playing predominantly negative roles while Suman, Kalyani Singh and Mrignayani too were found to possess some negative traits. Negative trait attributions were more frequently made by Low SES respondents, female respondents, those with high

perception on social expectations role and those who would like to identify with female portrayals.

To sum up, it can be said that Doordarshan, at the time of this investigation, portrayed more positive female characters and among them more characters with strength related traits according to the perceptions of the respondents. The comparison of the respondents perceptions with those of the content analyst will be presented in the section related to content description of female portrayals.

II. Perceived Reality of Television Female Portrayals : The respondents' perceived reality of female portrayals on Doordarshan was studied using a 4 items, 3-point rating scale (Appendix 1). The Table 14 indicates the frequency distribution of respondents based on their reality perceptions.

Table 14.

Frequency distribution of respondents based on their reality perception of female portrayals.

Category	N	%
High Reality Perceptions	63	26.25
Moderate Reality Perceptions	71	29.59
Low Reality Perceptions	106	44.16
Total	240	100.00



Marginally less than half of the respondents perceived Doordarshan female portrayals to be less realistic. In all 55.84 percent did believe, though to varying degrees, in the realism of Doordarshan female portrayals indicating that Doordarshan tele-serials were not considered to be far from real life or just catering to fantasy needs of the viewers.

Table 15.

Mean scores of respondents on perceived reality of Doordarshan female portrayals.

Variable	N	M $\pm$ S.D.	F
Age			
21 - 30	83	7.41 $\pm$ 2.4	0.199
31 - 40	81	7.54 $\pm$ 2.6	
41 - 50	76	7.66 $\pm$ 2.6	
Education			
None	26	6.81 $\pm$ 1.5	1.243
Primary	90	7.41 $\pm$ 2.3	
High School	36	7.86 $\pm$ 2.6	
College	88	7.8 $\pm$ 2.9	
Occupation			
None	105	7.88 $\pm$ 2.6	6.375***
Semi Skilled	65	6.8 $\pm$ 1.9	
Clerical	15	9.6 $\pm$ 2.1	
Professional	55	7.2 $\pm$ 2.7	

#### N. of Children

None	57	7.82 $\pm$ 2.4	0.815
1 Child	36	7.44 $\pm$ 2.7	
2 Children	76	7.21 $\pm$ 2.7	
3 Children	71	7.71 $\pm$ 2.3	

#### Family size

3 and less	66	7.5 $\pm$ 2.62	1.485
4 - 6	146	7.71 $\pm$ 2.51	
7 and above	28	6.82 $\pm$ 2.2	

#### Gender Stereotype

Feminine	2	6.00 $\pm$ 0.0	0.944
Masculine	30	6.6 $\pm$ 2.33	
Androgynous	15	7.67 $\pm$ 2.2	
Undifferentiated	13	6.62 $\pm$ 2.1	

#### Income

t-value

Low Income	120	7.33 $\pm$ 2.03	1.31
High Income	120	7.76 $\pm$ 2.92	

#### Marital Status

Single	37	7.65 $\pm$ 2.36	0.28
Married	203	7.52 $\pm$ 2.54	

-----  
 \* Gender Stereotype calculated only for male respondents (N = 60)

\*\*\* p < .001.

Occupation of the respondents was the only variable that showed differences in mean score on perceived reality. Respondents with clerical level occupation and those with no occupation expressed higher levels of reality perceptions.

Differences in none of the other variables were found to lead to differences in reality perceptions.

The two-way analysis of variance results (Figure 15) for SES-Gender variables, indicated that, while gender main effects ( $F = 6.419$   $p < .01$ ) and interaction effects of SES-Gender ( $F = 8.233$   $p < .004$ ) were significant, SES main effects ( $F = 2.191$   $p < .141$ ) were not significant. Females in the high SES group had the highest mean scores on perceived reality whereas high SES male respondents showed the least perceived reality beliefs. The low SES male and female respondents did not differ much in mean perceived reality scores.

The other two-way analysis of variance results between Gender stereotype and Self Esteem for female respondents ( $N = 180$ ) were not found to be significant; Gender stereotype ( $F = 1.95$   $p < .123$ ). Self Esteem ( $F = 0.517$   $p < .597$ ) and interaction effects ( $F = 1.276$   $p < .271$ ) were the calculated F ratios.

III. Perceived Social Expectations Role of Doordarshan Female Portrayals : The extent to which Doordarshan is perceived to be providing role models and thereby fulfilling the social expectations role was studied using a 3 item, 3 point rating scale (Appendix 1).

Table 16

Frequency distribution of respondents based on their perceived Social Expectations Role of female portrayals.

Category	N	%
High SER Perception	160	66.67
Moderate SER Perception	29	12.08
Low SER Perception	51	21.25
Total	240	100.00

Nearly two thirds of the respondents believed that Doordarshan female portrayals did provide role models and fulfilled social expectations role. However, a fifth of the respondents did not perceive Doordarshan female portrayals to be of any such utility.

The mean score differences among respondents' perceived Social Expectations Role are presented in Table 17.

Table 17

Mean Scores on Perceived Social Expectation Role of Doordarshan female portrayals.

Variable	N	M $\pm$ S.D.	F
Age			
21 - 30	83	7.77 $\pm$ 1.75	1.172
31 - 40	81	7.31 $\pm$ 1.89	
41 - 50	76	7.57 $\pm$ 2.02	

#### Education

None	26	6.81 $\pm$ 1.5	1.591
Primary	90	7.67 $\pm$ 1.6	
High School	36	8.03 $\pm$ 1.7	
College	88	7.26 $\pm$ 2.33	

#### Occupation

None	105	7.87 $\pm$ 1.58	4.149**
Semi Skilled	65	7.52 $\pm$ 1.53	
Clerical	15	8.20 $\pm$ 1.70	
Professional	55	6.87 $\pm$ 2.5	

#### N. of Children

None	57	7.63 $\pm$ 1.89	0.113
1 Child	36	7.53 $\pm$ 2.08	
2 Children	76	7.46 $\pm$ 2.05	
3 Children	71	7.61 $\pm$ 1.61	

#### Family size

3 and less	66	7.29 $\pm$ 2.06	0.95
4 - 6	146	7.64 $\pm$ 1.85	
7 and above	28	7.75 $\pm$ 1.58	

#### Gender Stereotype

Feminine	2	3.00 $\pm$ .00	2.68
Masculine	30	7.4 $\pm$ 1.96	
Androgynous	15	7.20 $\pm$ 2.27	
Undifferentiated	13	6.85 $\pm$ 2.5	

#### Income

Low Income	120	7.51 $\pm$ 1.6	0.35
High Income	120	7.60 $\pm$ 2.15	

# Marital Status

Single	37	7.73 $\pm$ 1.73	0.62
Married	203	7.52 $\pm$ 1.92	

-----  
 \* Gender Stereotype calculated only for male respondents (N = 60)

\*\*p < .01.

Occupation was the only variable that was found to be significant for differences in mean score on perceived social expectations role, respondents with clerical level occupation, those with no occupation and semi skilled workers, respectively had higher mean scores on perceived social expectations role, while professionals tended to believe less in the social utility of female portrayals.

Two-way interaction effects of SES-Gender ( $F$ , 3.167  $p$  < .076), SES main effects ( $F$ , 0.203  $p$  < .02) were not found to be significant for mean scores on perceived social expectations role, while Gender main effects ( $f$ , 5.105  $p$  < .02) were found to be significant (Figure 16).

As indicated in figure 17, gender stereotype main effects ( $F$ , 3.219  $p$  < .02) were found to be significant, but self esteem main effects ( $F$ , 0.406,  $p$  < .667) as well as interaction effects ( $F$  1.63  $p$  < .142) were not significant. Feminine respondents showed higher mean scores on perceived social expectations role, followed by androgynous respondents. The mean scores for masculine and undifferentiated respondents were scattered and showed lesser consistency.

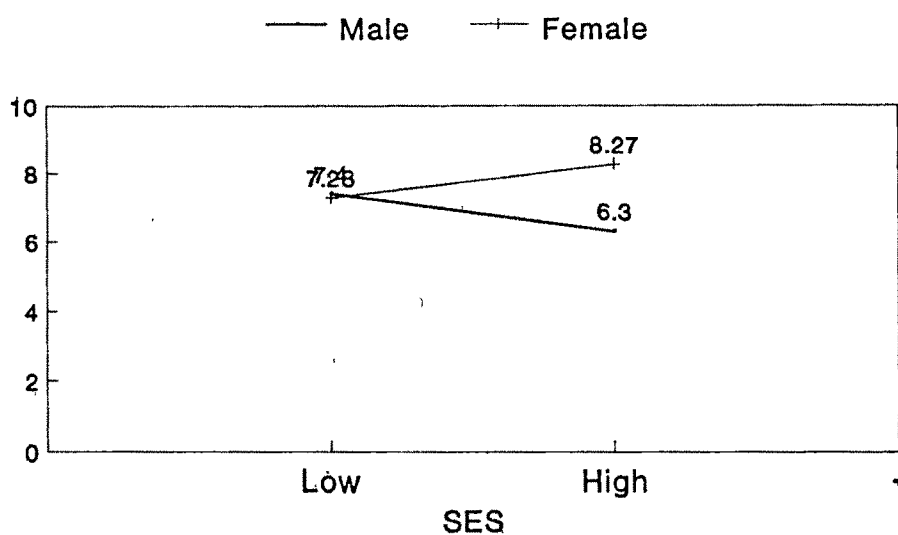


Figure 15  
Perceived reality by SES and gender

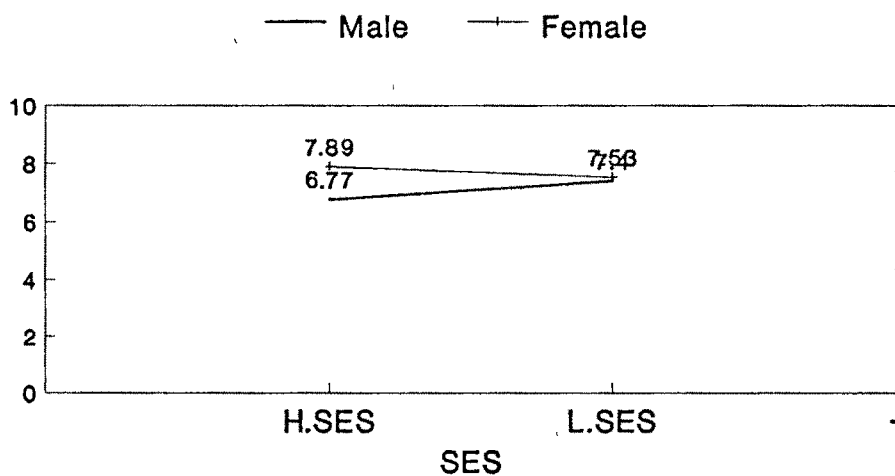


Figure 16  
Perceived social expectations role  
by SES and gender

IV. Identification : Identification with female portrayals was measured at 4 levels. The following table shows the distribution of the respondents based on their Identification levels.

Table 18

Frequency distribution of respondents based on their identification levels.

identification Categories	Level	N	%
Would like to be + I am like	ID-III	64	26.67
I am like	ID-III	34	14.16
Would like to be	ID-I	106	44.17
No identification	No ID	36	15.00
		240	100.00

In general, identification with female portrayals was considerable since only 36 respondents (15%) did not identify at all, while 85 percent of the respondents identified with female portrayals at one of the three levels of Identification. Many respondents wanted to be like some of the female portrayals while a few said that they did, in some respects, resemble some of the female portrayals. A combination of "I am like" and "would like to be like" were found also to be present.

A great majority of respondents identified with Kalyani Singh of **Udaan** serial, accounting for 50 percent of the sample (figure 18). The other female portrayals received just about a fifth or



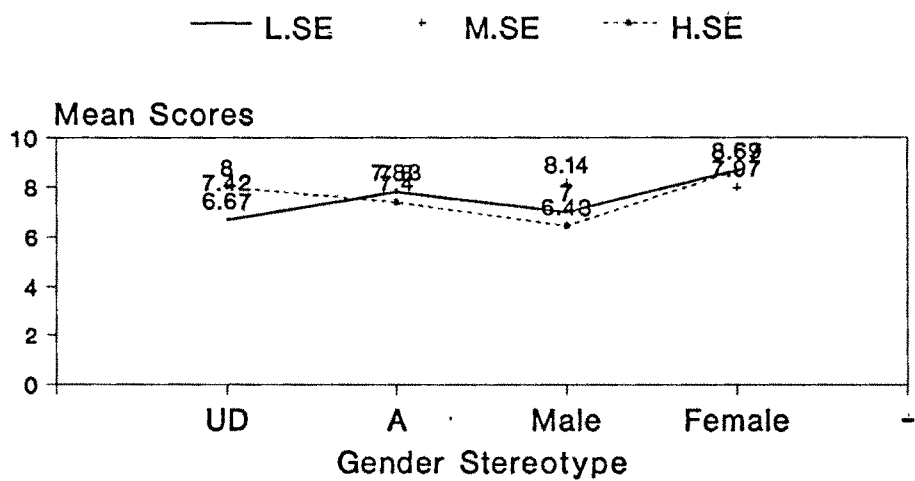


Figure 17  
 Percieved social expectations role  
 by self esteem & gender stereotype

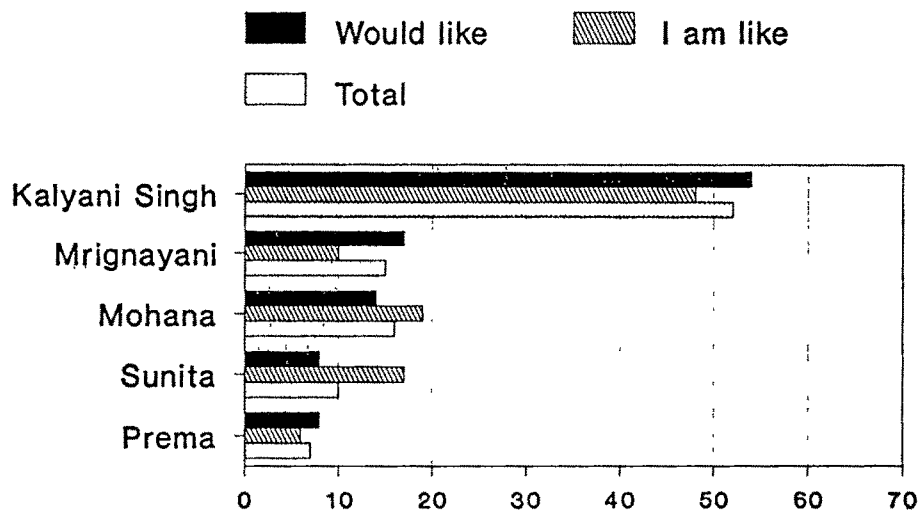


Figure 18  
 Identification with portrayals

lesser than that percentage of preference as models worthy of identification.

Table 19.

Frequency of portrayal identification by SES/Gender/Age.(N = 240)

Variables	K.S.	M	Mo	Su	Pr	df	$\chi^2$ X
SES							
High	28 (54.9)	12 (23.6)	5 (9.8)	4 (7.8)	2 (3.9)	5	4.90
Low	46. (52.8)	11 (12.7)	14 (16.1)	7 (8.1)	9 (10.3)		
Gender							
Female	61 (49.6)	22 (17.9)	19 (15.5)	10 (8.1)	11 (8.9)	5	8.13
Male	13 (86.6)	1 (6.7)	0 (0)	1 (6.7)	0 (0)		
Age							
21 - 30	32 (54.6)	12 (19.4)	11 (17.7)	1 (1.6)	6 (9.7)		
31 - 40	21 (43.8)	10 (20.8)	8 (16.7)	4 (8.3)	5 (10.4)	6	24.15*
41 - 50	21 (75.0)	1 (3.6)	0 (21.4)	6 (0)	0		

\* Percentages in parenthesis.

\*P < .05

Table 19 indicates the significance of differences based on SES, gender and age with regard to portrayals identified with.

Chi-square values indicate that there were no SES differences

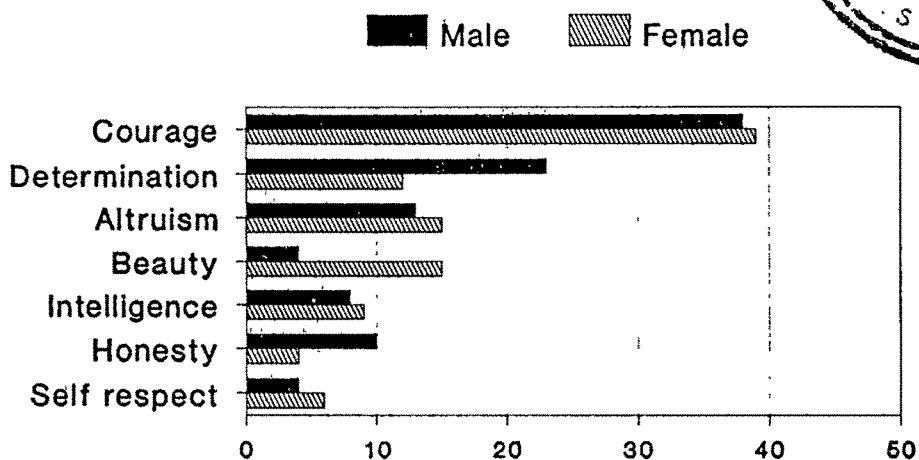


Figure 19  
Gender differences in traits  
would like to have

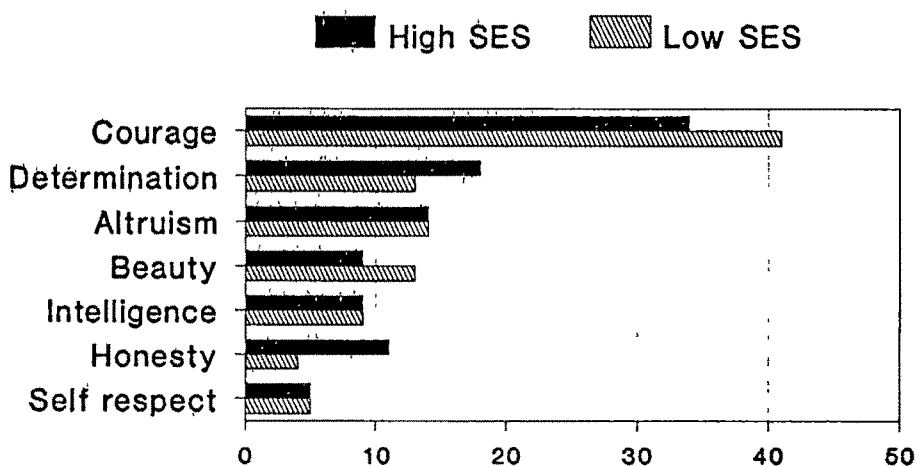


Figure 20  
SES differences in traits  
would like to have

2

and surprisingly no gender differences but age differences  $\chi^2 = 24.15$  ( $p < .05$ ) were significant. 21 to 30 year olds as well as 31-40 year olds identified significantly more frequently with Mrignayani, Mohana and Prema than older age group of 41-50 years. While Kalyani Singh, was popular with all age groups, more number of older respondents identified with Sunitha from **Ashiana**.

With reference to the traits that respondents would like to identify with, courage was the most popular trait that respondents would like to imitate (figure 19). The next trait, determination, was 16 percentage points lower than the trait courage, in preference. The other traits were even lesser frequently mentioned. Interestingly, gender differences could be seen. While courage was preferred by both men and woman, beauty was much more often mentioned by women rather than men. Men rather than women, more often, mentioned determination and honesty as desirable traits for identification.

Figure 20. indicates SES differences in traits perceived as worthy of identification. Low socio economic group respondents often preferred to identify with traits such as courage and beauty, while high SES respondents preferred to identify with traits such as determination and honesty. The percentage preferences were similar for traits of altruism, intelligence and self respect.

With regard to traits that respondents found were similar to their own traits (I am like), most of the above traits were

mentioned. However, the frequencies for male/female and high and low SES separately were too small to merit separate diagrammatic depictions since only 46 responses were made (19%). Therefore total frequency, percentages were used in Figure 21.

Courage and determination again figure as important traits that respondents felt they possessed like their favourite female portrayals (figure 21). However, the traits, self confidence and outspokenness appear in the list whereas, beauty and altruism do not figure. Respondents did not feel that they either possessed beauty or altruism.

One-way analysis of variance results of mean differences in identification scores are presented in Table 20.

Table 20

Mean scores on Identification with Doordarshan female portrayals.

Variable	N	M $\pm$ S.D.	F
Age			
21 - 30	83	1.43 $\pm$ 0.97	0.545
31 - 40	81	1.53 $\pm$ 1.12	
41 - 50	76	1.61 $\pm$ 1.05	
Education			
None	26	1.54 $\pm$ 1.07	3.04
Primary	90	1.77 $\pm$ 1.03	
High School	36	1.31 $\pm$ 0.95	
College	88	1.35 $\pm$ 1.04	

# Occupation

None	105	1.41 $\pm$ 0.97	4.837**
Semi Skilled	65	1.85 $\pm$ 1.01	
Clerical	15	1.93 $\pm$ 0.70	
Professional	55	1.24 $\pm$ 1.17	

# N. of Children

None	57	1.51 $\pm$ 1.04	2.106
1 Child	36	1.44 $\pm$ 1.08	
2 Children	76	1.34 $\pm$ 0.97	
3 Children	71	1.76 $\pm$ 1.06	

# Family size

3 and less	66	1.45 $\pm$ 1.13	0.216
4 - 6	146	1.55 $\pm$ 1.01	
7 and more	28	1.50 $\pm$ 1.00	

# Gender Stereotype

Feminine	2	1.50 $\pm$ 2.12	0.076
Masculine	30	1.50 $\pm$ 1.13	
Androgynous	15	1.60 $\pm$ 1.24	
Undifferentiated	13	1.38 $\pm$ 1.22	

# Income

t-value

Low Income	120	1.74 $\pm$ 1.05	3.29**
High Income	120	1.30 $\pm$ 0.98	

# Marital Status

Single	37	1.48 $\pm$ 1.02	0.22
Married	203	1.53 $\pm$ 1.05	

---

\* Gender Stereotype calculated for male sample only (N=60)

\*\*p < .01.

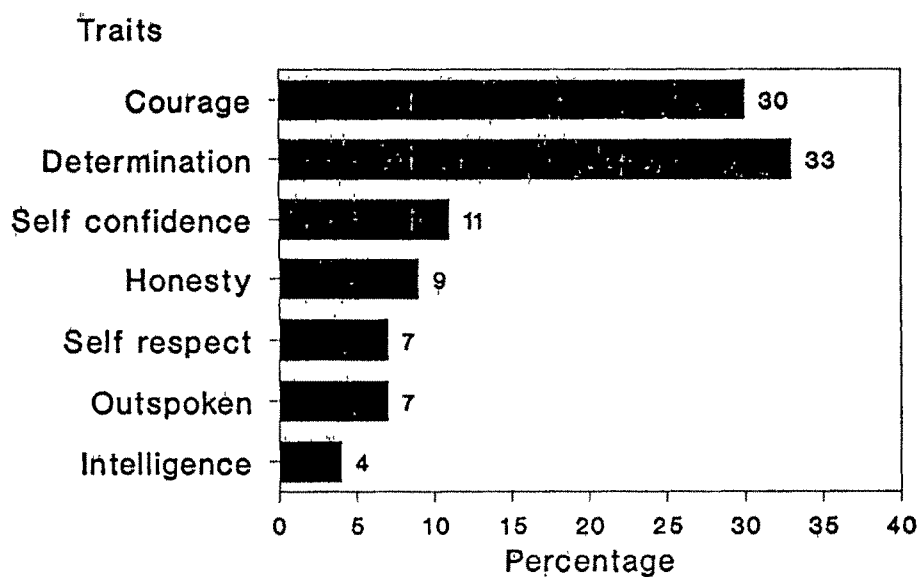


Figure 21  
 Traits percieved to be similar to self

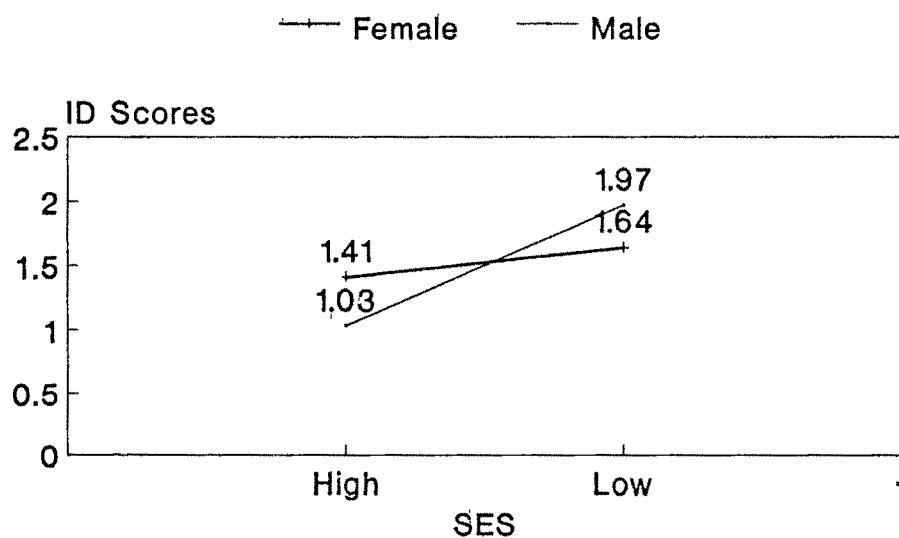


Figure 22  
 Identification by SES and Gender

Occupation and Income were the two variables that tended to lead to significant differences in mean scores on Identification. Respondents at clerical level occupations and those in semi skilled work, had higher mean scores on Identification when compared to those with no occupation outside the home and those at professional level.

Two-way interaction effects for SES and gender ( $F$ , 5.368  $p < .02$ ), SES main effects ( $F$ , 9.742  $p < .002$ ) were found to be significant for Identification mean scores, while gender main effects ( $F$ , .034  $p < .854$ ) was not found to be significant (figure 22). Low SES respondents exhibited significantly higher mean Identification scores compared to High SES respondents. Interaction effects of SES and gender were found to be significant indicating that, male respondents in low SES had highest scores followed by female respondents in low SES and high SES and lastly male respondents in high SES group. Gender differences were, however, not significant. Two-way interaction effects of gender stereotype and self esteem calculated for female respondents ( $N = 180$ ) show that gender stereotype main effects ( $F$ , 3.219  $p < .02$ ) were significant, while self esteem main effects ( $F$ , 0.406,  $p < .667$ ) as well as interaction effects ( $F$ , 1.63  $p < .142$ ) were not found to be significant (figure 23). Androgynous group had the highest mean identification scores, followed by the undifferentiated, feminine and lastly the masculine groups.



Correlates of perceived reality, perceived social expectations role and identification. : Theoretical literature indicates that the three perception variables perceived reality, perceived social expectations role as well as Identification could have a conceptual relationship with each other (Potter, 1988), That is, they may be measuring different but conceptually related perceptions of mass media content.

This study incorporated perception variables in order to find out if these kinds of perceptions operated with the Indian audiences but did not aim at exploring the interrelationship among them. However, the data lends itself to some analysis in studying their interrelationships. Two levels of relationships were looked at based on the following arguments. (a) If perceived reality, perceived social expectations role and identification were interrelated concepts, their relationship with other independent variables such as demographic, personality and television viewing, can be assumed to follow similar patterns. (b) It can be expected that there will be inter correlations amongst the these perception variables which can be expected to be stable even when other confounding variables are partialled out. These two above issues are addressed by the following analysis.

Table 21 indicates the correlations of the three perception variables with demographic, personality and television viewing variables. It is apparent from the table that the three variables follow a different pattern of relationships. Perceived

reality was not related to demographic or personality variables, but was significantly related to weekly hours of Doordarshan viewing. Respondents who viewed Doordarshan for longer hours had higher scores on perceived reality.

Perceived social expectation role was found to be significantly related to occupation among demographic, Gender Stereotype-Female, among personality and weekly hours of Doordarshan viewing among, television viewing variables. The relationship with occupation was in the negative direction. That is, respondents with lower levels of occupation, higher scores on gender stereotype, Female and longer hour of Doordarshan viewing and higher score on perceived social expectations role.

Identification was found to be related to all SES variables namely, education, occupation, income and total SES scores, but in the negative direction, but was unrelated to other demographic variables, personality variables as well as television viewing variables. Respondents low on education, occupation, income and overall SES, possessed higher scores on Identification.

Table 21

Correlates of Perceived Reality, Perceived SE Role and Identification (N = 240).

Variables	Perceived Reality	Perceived SE Role	Identification
Age	.0686	- .0560	.0532
Education	.0919	- .0596	- .1481*
Occupation	- .0978	- .2299***	- .1256*
Income	.0740	.0286	- .2237**
SES total	.0315	.0772	- .2092**
Number of children	- .0157	- .0097	.1029
Family size	- .0233	.0734	.0193
Gender Stereotype Male	.1161	- .0297	.0843
Gender Stereotype Female	.0341	.1485*	.0998
Self esteem	.0142	- .0516	.0085
Years of TV viewing	.0274	.0110	.0299
Weekly hours of DD viewing	.1256*	.1420*	.0989
Weekly hours of cable viewing	- .0445	- .1153	- .0629
Overall television viewing	- .0143	.1460	.1452

\* Self Esteem of only Female respondents (N = 180).

\* Cable viewing and overall television viewing N = 94.

\* -  $p < .05$       \*\* -  $p < .01$       \*\*\* -  $p < .001$

These correlations, thus indicate that the three perception variables did not exhibit similarities in their relationships to

demographic, personality and television viewing variables. Thus, the first argument does not find much support from these results.

Table 22 indicates the inter correlation between the three perception variables, Product-Moment as well as Partial correlations were computed in order to understand the magnitude of relationship between the perception variables

Table 22

Product-Moment and Partial correlations among perception variables (N = 240).

	Product-Moment correlations	Partial correlations	Variables controlled
Perceived Reality with perceived social Expectations Role	.2324	.2185	Hours of Doordarshan viewing
Perceived Social Expectations Role with Perceived Reality		.2023	Occupation Gender stereotype Female, Hours of Doordarshan viewing.
Perceived Social Expectations Role with Identification.	.2131	.1694	"
Identification with Perceived Social Expectation Role.		.2312	Education, Occupation Income.

\* p < .05      \*\* p < .01

Perceived reality was significantly related to perceived

social expectations role and still continued to be related when effects of the only other significantly related variable, weekly hours of Doordarshan viewing, was partialled out.

Perceived social expectations role was found to be significantly related to Identification as well as perceived reality, and continued to be significantly related to both the variables when the effects of occupation, gender stereotype female, and weekly hours of Doordarshan viewing were partialled out.

Identification was found to be related to perceived social expectations role, but was not significantly related to perceived reality. The correlation between Identification and perceived social expectations role remained significant even when the effects of other related variables, that is all SES variables were partialled out.

James Potter's (1988) argument that perceptions of reality of television should be related to the perceived utility or fulfillment of social expectations by portrayals and Identification with portrayals, is partially supported by these findings. While perceived reality was related to perceived social expectations role played by portrayals, even through partial correlation analysis, perceived reality was not found to be related to Identification. On the other hand, interestingly, Identification was significantly related to perceived social expectations role even after the computations of partial

correlations. These findings do indicate some support in favour of a conceptual relationship between the three perception variables. However, lack of consistency in their individual relationships with demographic, personality and television viewing variables which would be expected if they were conceptually related, as well as, lack of a significant relationship between perceived reality and identification, indicate that, caution should be exercised in interpreting the interrelationship between the three perception variables.

#### Summary

- \* Reality beliefs about Doordarshan female portrayals were divided with 55 percent attributing moderate to high reality and 45 percent attributing low reality to them.
- \* Perceived social expectations role of female portrayals was very high with 67 percent expressing moderate to high beliefs.
- \* Identification with female portrayals too was very high with 85 percent identifying with portrayals at one of the three levels.
- \* The interrelationships among perception variables were found to be significant even when intervening variables' effects were controlled for with the exception of perceived reality and identification.
- \* Respondent's SES traits were related to identification but not to perceived reality or perceived social expectations role.
- \* Gender stereotype was related only to perceived social expectations role but not to other two perception variables.

### Section - III

#### Women's Issues on Doordarshan

Women's issues on Doordarshan as perceived by the respondents were studied in terms of :

- \* Importance for Gender on Doordarshan.
- \* Women's problems as depicted on Doordarshan.
- \* Solutions for women's problems on Doordarshan.

The table 23 indicates that SES differences in perception of gender on Doordarshan were significant with significantly more number of Low SES respondents feeling that females were more often seen than males on Doordarshan, while among the High SES group, almost equal number of respondents felt that females were more often seen as well as there was equal representation of both male and female characters on Doordarshan. Gender and age difference in gender perception on Doordarshan were not found to be significant.

Table 23.

Frequency of Perception of Gender on Doordarshan/SES, Gender and Age.

Variable	Female more	Male more	Equal	df	$\chi^2$
SES					
High	50 (41.5)	27 (22.5)	43 (36)	3	9.69*
Low	74 (61.5)	19 (16)	27 (22.5)		
Gender					
Female	94 (52)	31 (17)	55 (31)	3	1.94
Male	30 (50)	15 (25)	15 (25)		
Age					
21 - 30	36 (43)	23 (28)	24 (29)	4	5.73
31 - 40	42 (52)	13 (16)	26 (32)		
41 - 50	45 (59)	12 (16)	19 (25)		

\* (Percentages in parenthesis)

\*  $p < .05$ 

Age differences were significant in perceiving importance for each gender in Doordarshan programmes. Respondents of all three age groups felt that more often, females were accorded importance. A considerable number of respondents felt that there was equal importance for both male and female characters, (Table 24).



Table. 24.

Frequency of Perception of importance for gender on  
Doordarshan/SES/Gender/Age.

Variable	Female more	Male more	Equal	df	$\chi^2$
SES					
High	55(46)	29(24)	36(30)	3	3.61
Low	69(57.5)	20(16.5)	31(26)		
Gender					
Female	96(53)	32(18)	52(29)	3	3.09
Male	28(47)	17(28)	15(25)		
Age					
21 - 30	39(47)	10(12)	34(21)	4	19.24**
31 - 40	49(60)	21(26)	11(14)		
41 - 50	35(46)	18(24)	23(30)		

\* (Percentages in parenthesis)

\*\*  $p < .01$

With reference to whether women's issues and problems were discussed on Doordarshan, a great majority of the respondents ( $n = 207$ ; 86.25%) felt that there was clear references to women's issues and problems on the Doordarshan while few ( $n = 33$ ; 13.75%) did not feel that women's issues were adequately represented on Doordarshan. Gender, Age and SES differences were not found to be significant for these perceptions.

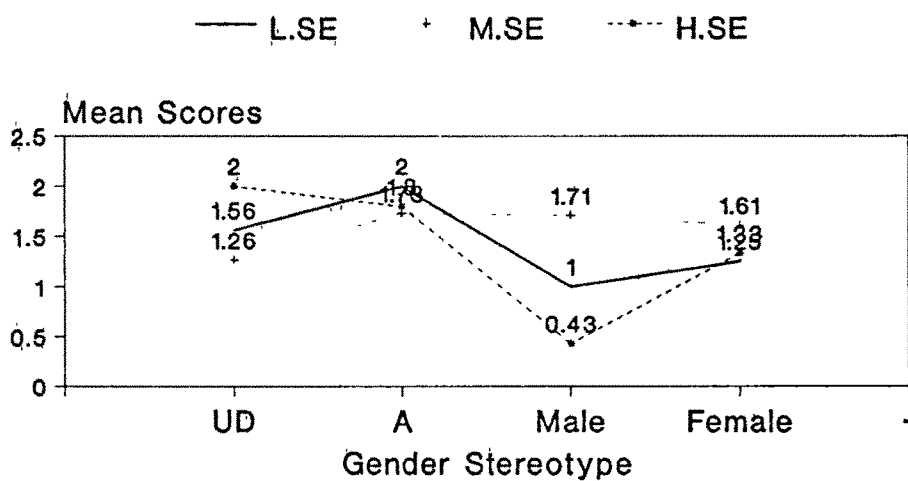


Figure 23  
Identification by self esteem  
and gender stereotype

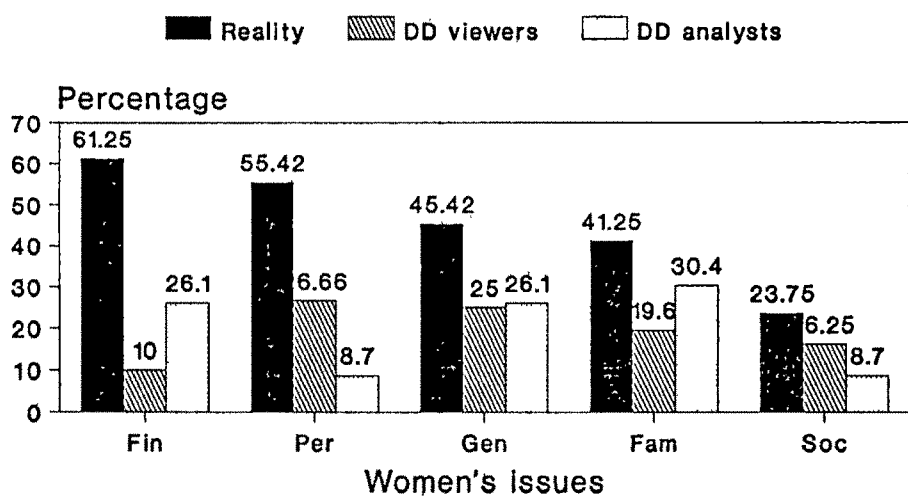


Figure 24  
Women's issues percieved "in reality"  
and "on DD" by viewers and by analysts

Significantly more number of female respondents ( $n = 145$ , 80.5%) found that there were solutions presented on Doordarshan for women's issues and problems than male respondents (63.33%) and the chi-square was found to be significant  $\chi^2 = (2) \cdot 7.37$   $p < .05$ , while age difference  $\chi^2 = (3) 4.97$   $p < .05$  as well as SES difference  $\chi^2 = (2) 2.78$ ,  $p < .05$  were not found to be significant. One hundred and sixteen respondents (48.3%) perceived Doordarshan to be providing viable solutions for women's issues while One hundred and twenty four (51.67%) respondents did not think so. There were no SES  $\chi^2 = (2) 1.67$   $p < .05$ , Gender  $\chi^2 = (2) 0.09$   $p < .05$  or age  $\chi^2 = (3) 5.64$ ,  $p < .05$  differences for this finding.

Figure 24 indicates perceived women's issues and problems "in reality" and "on Doordarshan by viewers" indicate the percentage respondents who mentioned a particular type of problem. The last column women's issues "on Doordarshan by analysts" indicates the percentage of a particular women's issue or problem as seen in the content analysis of 34 hours of Doordarshan programmes.

It is clear that the three perceptions do not coincide as indicated by the figure. While a great number of respondents found financial problems to be very serious for women, they perceived it to be least frequently presented on Doordarshan. Whereas, the content analysts found that in the sample 34 hours programmes analysed, financial problems were found to be present in six instances in a total of 23 instances of women's problems and issues, accounting for 26 percent of the total presentation

of Women's Issues, which to a certain extent contradicts the viewers' perception. For gender related issues and problems, perceptions of viewers and analysts coincided, while for none of the other issues did the three different perceptions coincide.

Table 25 shows that there were significant SES, gender and age differences in the perception of different types of problems as presented on Doordarshan. The High SES group perceived financial and social problems significantly more often while the low SES perceived gender related and personality problems significantly more often on Doordarshan.

Table 25.

Frequencies of Perceptions of women's issues on Doordarshan/SES/Gender/Age.

Variable	FM	F	Gr	So	Pr	df	$\chi^2$
SES							
High	26(13)	39(33)	12(10)	38(32)	14(12)	5	100.03**
Low	8(7)	8(7)	48(42)	1(1)	50(43)		
Gender							
Female	24(12)	43(21)	45(72)	39(19)	50(25)	5	20.63*
Male	0(0)	4(12.0)	15(45.51)	0	14(47.5)		
Age							
21-30	7(8.3)	11(13.1)	37(44.1)	8(9.5)	21(25.0)		
31-40	10(11.0)	27(29.7)	15(16.5)	11(12.1)	28(30.7)	6	39.69*
41-50	7(12.0)	9(15.0)	8(14.0)	20(34.0)	15(25.0)		

\*  $P < .05$     \*\*  $P < .01$

\* Percentages in parenthesis

In general, female respondents perceived all problems more frequently than the male respondents. With regard to age differences, considerable number of lowest age group perceived gender related problems on Doordarshan while the middle age group, perceived more number of financial and well as personality problems on the Doordarshan. The older group in general, perceived less women's issues and problems on Doordarshan. When they did perceive, they perceived more of social problems than other types of problems.

## Section IV

### Content description of Doordarshan female portrayals

Ten of the most popular tele serials at the period of date collection Dec. 1991 - April 1992 were content described in terms of significance given to female portrayals. The summary of the themes of the ten serials are presented below :

- \* **Udaan** : has a contemporary social theme. Kalyani Singh, born and brought up in a middle class family, imbibes the values of hard work, perseverance and integrity from her parents. She sees her parents suffer injustice all their life, but never surrender their high values in the face of adversity. She takes a path to fight injustice, works hard and becomes a police officer. She continues to live by the values and standards that she imbibed during her upbringing and at times fails and gets disheartened. Finally with the emotional support of her parents as well as an honest, hardworking District Magistrate Harish Menon, she decides to fight injustice, through her voluntary efforts and not by being in the police force. There were two major female portrayals Kalyani Singh and her mother in this serial.
- \* **Kashish** : again a contemporary social setting. The theme deals with the attraction that develops between an arrogant, rich, spoilt but successful, hardworking television play director and the new heroine he selects for his new teleplay. The antagonism between the two that gradually blossoms into love and final union of the two with active assistance from her friends and his mother form the basis of the story. There

were three main female characters - Mohana, Priya, her friend and Mrs. Kumar, Rahul's mother.

- \* **Talaash** : A story whose period is difficult to place. A middle aged gentleman goes in search of his friend who disappears suddenly without any trace. The trial leads him to the complicated lives of a rural Zamindar, his wife and his two daughters and the role his own friend played in their lives. He finally traces his friend and helps the zamindar's elder daughter, Urmila (Behenji) to reconcile with his friend who are both estranged lovers. The story involves a wide range of characters and their complex relationships, while the protagonist, most often plays the onlooker role. Three female characters, Urmila, Pramila, Rani Maa were important in this serial.
- \* **Ashiana** : again a contemporary social theme, depicting the lives of a retired army colonel and his family of his wife and three sons. The story deals with the love lives of his elder sons and the conflict suffered by his youngest son who unlike his elder brothers, is discouraged by his mother to join the armed forces. There are two main female characters, Sunitha and Sushma.
- \* **Sanghursh** : episodes deal with the exploits of the customs officers apprehending culprits. Rukmini, a female customs officer is the main character in all the episodes. The conflict she suffers due to the different demands made by her family life and professional life and her constant struggle to do justice to her profession at the expense of personal life and obligations, form the under-current of every episode,

while her exploits in trying to do her duty form the main theme. She is the only major female character.

- \* **Manjilein** : a contemporary social theme depicting an honest, hardworking, cheerful district magistrate, Amit Saxena trying to solve problems he faces during his discharge of professional duties. Equal importance is given to his personal life and the lives of his close associates, where he tries to solve their problems. Two female characters, Amit's wife and his associate were important characters.
- \* **Humrahi** : a story of a joint family with a wide range of other relatives living nearby in the same small town of Subhanpura. It contains a variety of characters and sub plots dealing with women's oppression, child marriage, widow's trials, female foetocide and other contemporary problems. There were typical bad characters, like Bhairav Prasad and Devki, perpetrating the atrocities and good characters, Prema and Dr. Kumar trying to prevent the gullible from the clutches of the powerful bad characters. Prema, Manorama, Kusum and Suman as good characters and Devki as a negative character were prominent female character in this serial.
- \* **Mashaal** : It is pre independence period, freedom struggle story. It dealt with the conflicts between a British government employed police officer and his revolutionary sons, Ajay an intellectual, non-violent freedom fighter, and Sunil a militant fighter. It contains a variety of other characters who play a significant role in their lives. The story ends with independence celebration and readjustment of the family to the changed circumstances. Female characters are not very



prominent.

- \* **Mrignayani** : It is a period story and a costume drama. Deals with King Man Singh of Gwalior and his love for a tribal girl and subsequent marriage to her. The story develops showing, Mrignayani, the tribal bride of King Man Singh, adjusting to the Palace life, her conflicts with the King, her subsequent reconciliation with him and her final sacrifice of the throne for her two sons and departure to the tribe from the palace. Ninni (Mrignayani) is the prominent positive female character, Kalavathi and Patrani are the negative characters and Lovki and Priyamvada the less prominent female portrayals.
- \* **Chanakya** : a period costume drama dealing with Chanakya's struggle to unite the various kingdoms in North India, dethrone the Nanda kings and establish, his favourite disciple Chandragupta as the king of Magadha. It shows a wide variety of characters dancing to the tunes of Chanakya and falling in line with his complicated political strategies. Female characters are not prominent.

Significance accorded to female portrayals were studied in terms of presence of male and female characters, role significance, locations in which seen, social class, family role portrayals, social role portrayals, occupations held, age ranges and marital status of the portrayals.

For male-female presence in the various categories, only the frequency of presence was calculated, and not actual number of men and women present.

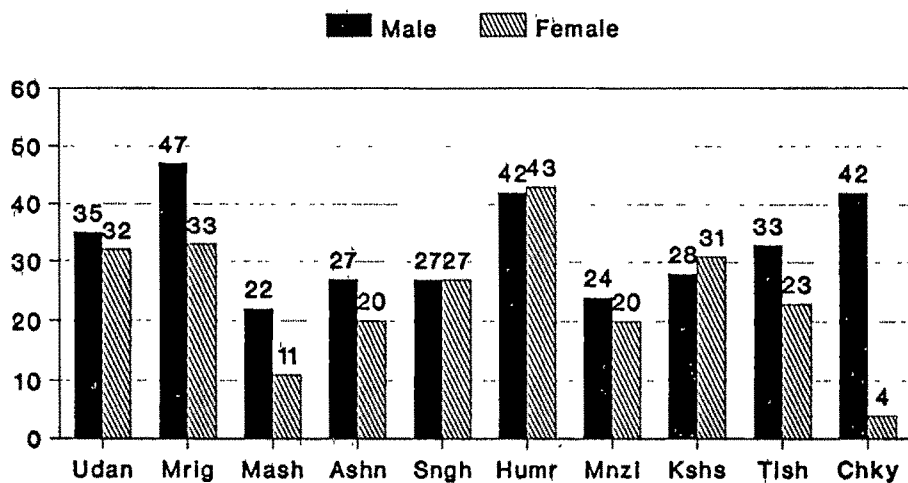


Figure 25  
Presence of Male and Female  
characters in tele serials

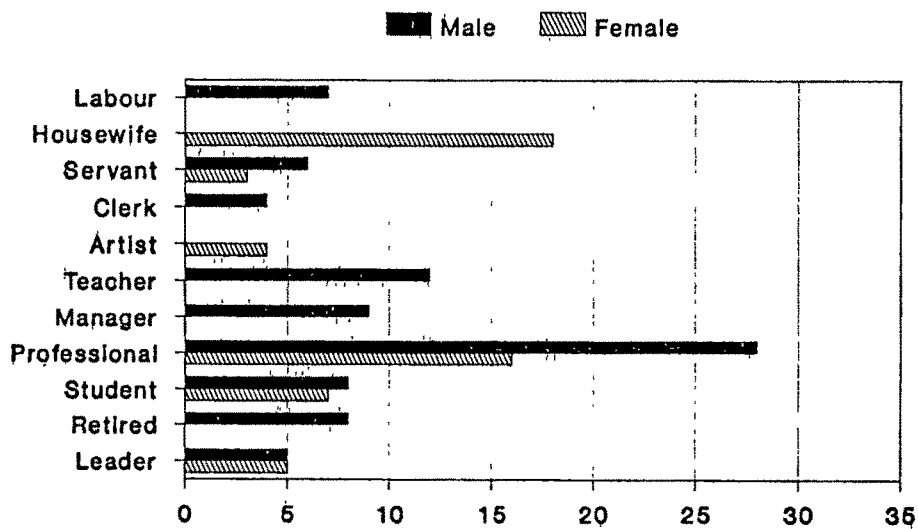


Figure 26  
Occupations held by portrayals

Chi-square analysis for male-female presence in different criteria indicated that in the case of frequency of presence of male-female characters in the 10 tele serials  $\chi^2 = (10) 29.56$   $p < .05$  and the occupations held  $\chi^2 = (11) 61.72$   $p < .05$  by male and female characters, there was significant differences. Male characters out-numbered female characters in frequency of presence (Figure 25) in all serials except in Kashish.

With regard to occupations (figure 26) held by the male and female characters, male characters were found to hold a wider variety of occupations than female characters. Most of the female characters were found to be house-wives, followed by professionals. Middle level occupations such as clerical, teaching and managerial occupations and retired group did not have any female characters among them.

Role significance of portrayals (figure 27) did not show any significant difference among male and female characters  $\chi^2 = (4) 1.52$ ,  $p$  NS though male characters out-numbered female characters in all four role categories.

Locations in which female and male characters were present (figure 28) indicate that male characters out number female in all four locations observed. However, the chi-square value was not found to be significant  $\chi^2 = (5) 0.70$ ,  $p$  NS.

Social class of characters indicate (figure 29) that, the urban rich, urban middle class followed by rural middle class

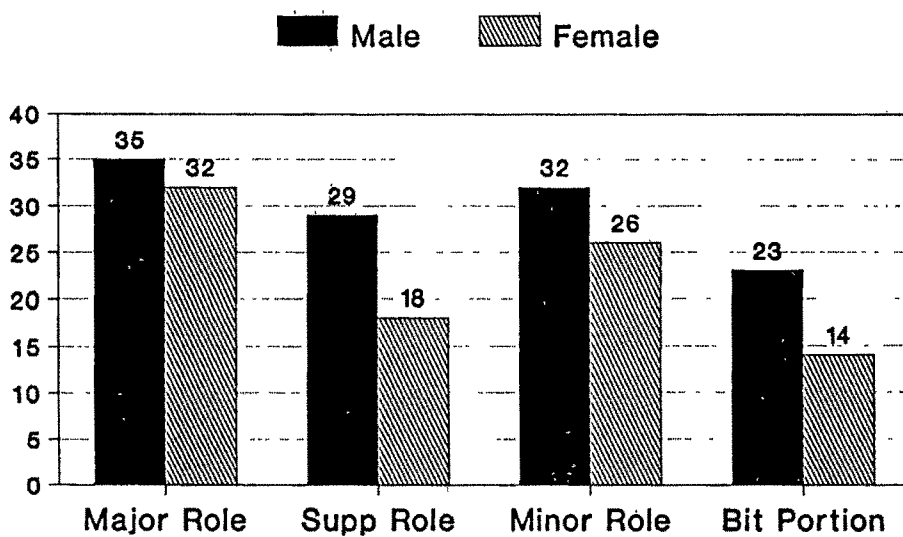


Figure 27  
Role significance of portrayals

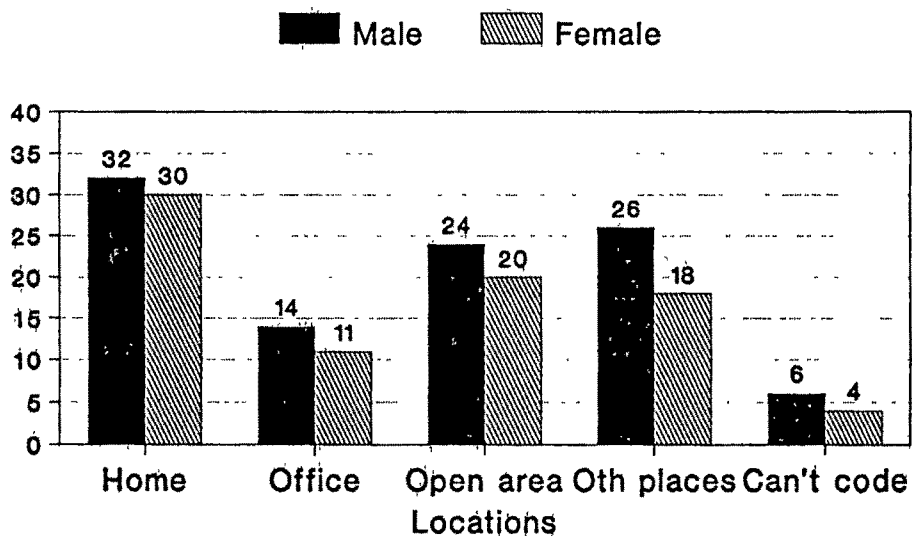


Figure 28  
Locations in which portrayals appear

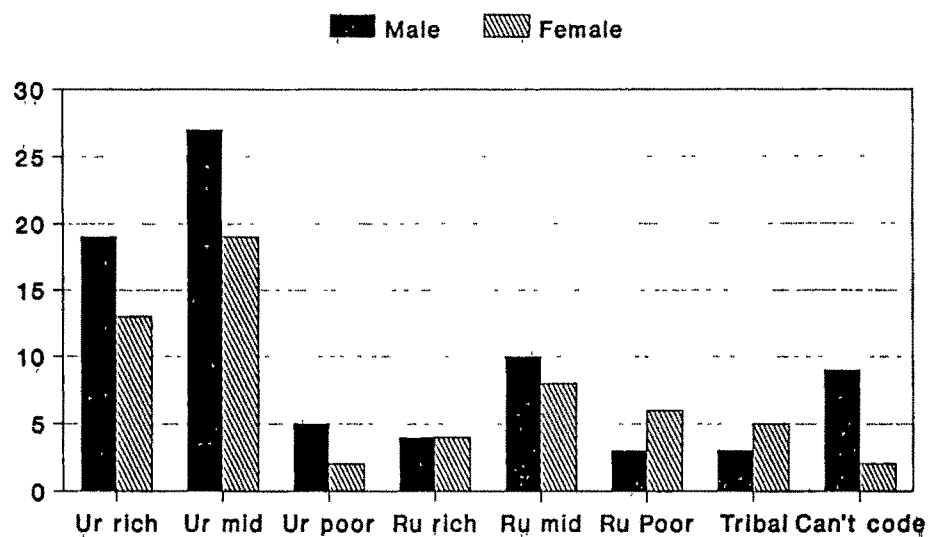


Figure 29  
Social class of portrayals

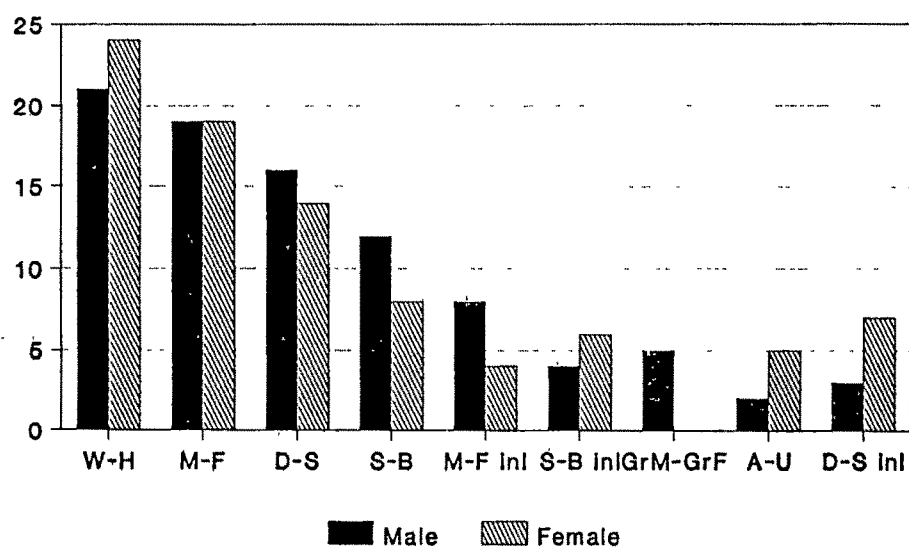


Figure 30  
Family role portrayals

were most frequently portrayed on Doordarshan serials. Again in most categories, male characters outnumbered females but the difference was not statistically significant  $\chi^2 = (8) 6.97, p$  NS.

Family role portrayals (figure 30) indicate that male female character differences were not statistically significant  $\chi^2 = (9) 10.70, p$  NS. However, frequencies indicate that female characters were slightly more often seen in the role of spouse, sister-in-law, aunt, and daughter-in-law, than male characters in corresponding roles. Male characters were more often perceived in the roles of a son, sibling, parent-in-law and grand parent. As parents male and female characters appeared in equal frequency.

Figure 31 indicates social role portrayals. Again, the gender differences were not significant  $\chi^2 = (6) 4.52, p$  NS but frequencies show that in all categories male characters outnumber female characters. Male characters were more often seen in the role of an acquaintance, friend, associate in work, subordinate in work and superior in work when compared to female characters.

Gender differences in age range of portrayals (figure 32) were not found to be significant  $\chi^2 = (6) 8.29, p$  NS. However, there were considerably more number of male and female characters between the age ranges of 20-34 years, followed by 35-49 year age ranges. In the other age ranges, girls were more often seen

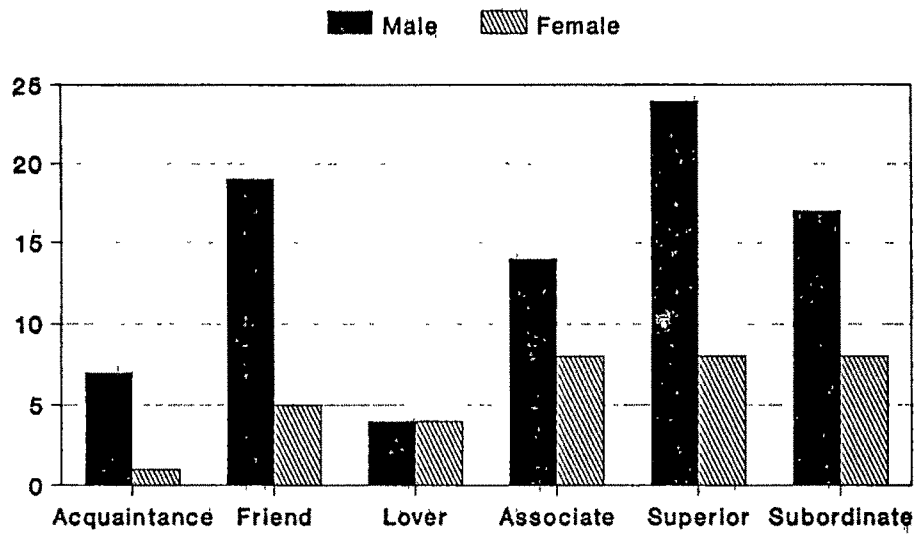


Figure 31  
Social role portrayals

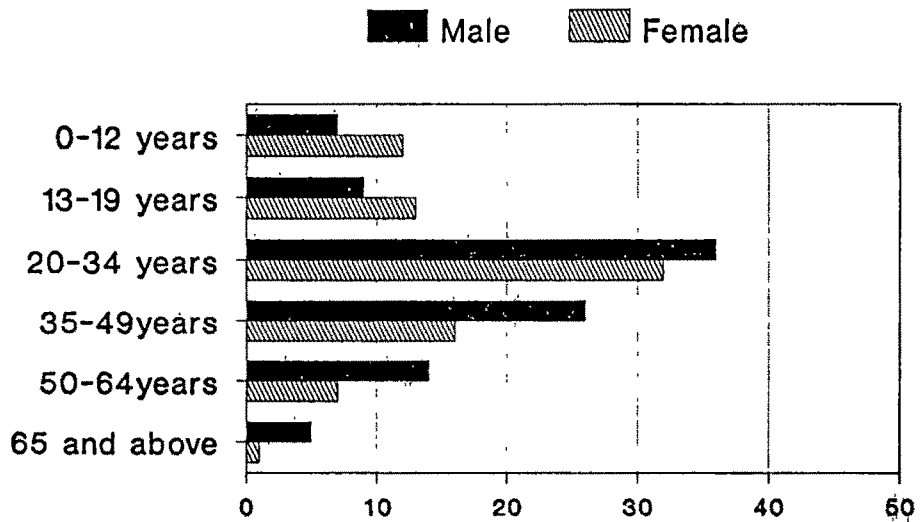


Figure 32  
Age ranges of portrayals

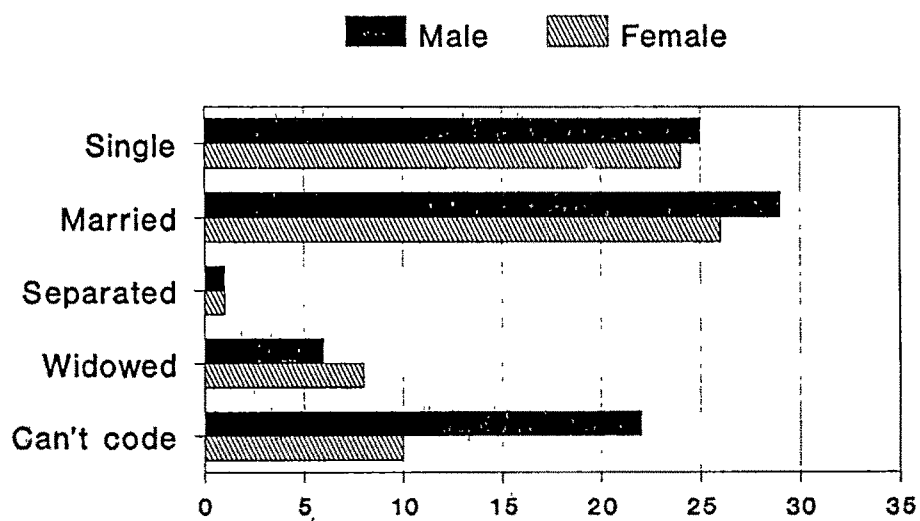


Figure 33  
Marital status of portrayals



among children (0-12 year age group) whereas among elderly (50-65 years) male characters were more often seen than female characters.

Figure 33 shows that considerable number of times both male and female characters were seen to be either single or married, while a few were widowed. However, it is interesting to note that 22 instances in which, male character's marital status could not be determined, whereas only 10 instances where female characters did not indicate their marital status.

Table 26 shows the distribution of men and women in different capacities in general programmes as perceived by the content analysis. This includes Saturday, Sunday and a composite week day's programmes.

Table 26.

Gender differences in weekday programmes.

Categories	Male	Female
Compere/Anchor person	7	2
News Castes	1	6
Artist	1	1
Announcer	-	2
Interviewer	2	-
Expert in Discussions	2	-
Lead role in fillers	1	1
Guest in a Guest Show	1	1
Character in a Serial/Play	6	5
	21	18

Here too it is obvious that there are hardly any gender differences when considering the total frequency. However, women were more often seen as News casters and Announcers than men while men appeared more often as Comperes, Anchor persons, Interviewers and Experts. Gender distribution was more or less equal in serials and plays, lead roles in fillers and as Guests. Men were not seen as Announcers while women were not seen in the roles of Interviewer and Experts.