

**REPRESENTATION OF WOMEN IN MEDIA AND CITIZENS PERCEPTION:
BANGLADESH PERSPECTIVE**

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ABSTRACT

Whether deliberately or unintentionally, the way Bangladeshi media present women as virago, petulant, subversive, subordinate, housemaker, servant etc. role is hyperbolized form of real-life circumstances. This study examines the image of women as presented in Bangladeshi print and broadcast media as well as in advertising regarding the partiality, biasness, depiction and unfair form and will try to seek opinion and response of the viewers about the portrayal of women. Content analysis, case study and survey research method has been used for the analysis. The respondents for the survey were categorized on the basis of registered citizens of eight divisions in Bangladesh. The results argue that, Bangladeshi society is totally male dominated and this dominance are seen everywhere. Unfortunately, media is not exceptional to that. Media delineate sexual appeal of female to catch the attention of viewers and represent women in such a stereotypical manner which doesn't maintain our social and cultural values and changes the concept of respects about the women among the mind of viewers.

Keywords: Portrayal of women, Bangladeshi media, Hyperbolized form, Stereotypical, social and cultural values

Introduction

Mass media play an important role as it works like a mirror which reflects the real condition of a society. The primary concern of mass media is to uphold the social values and set up new agenda that can play role in developing people's perception as well as attitudes towards society. So, portrayal of female and male character should be given same priority and importance in order to achieving equality and harmony in society. Media can act as messiah and improve the condition by providing secular perception that accredit female through brazing scenario of gender discrimination or media can create gender biasness through delineating female stereotypical images. Sorry to say that in Bangladesh media choose the second method. Mass Media in Bangladesh comprised of Print media and broadcast media which are composed of the Television, the Film, the Press, Publication Radio, and Advertising. As far as showing, in most of the drama, movies, advertisements of tv, radio, magazine of recent times a woman is either virago, simple character who serving food to family members or trying to make her husband feel better who's at that time reading a newspaper or suffering from cold or washing clothes and cooking. But it's easy to realize that this characters never remains ever. Women of 21st century is achieving so many achievements and they are becoming source of inspiration for so many people. The insight research paper will look over the standpoint and manifestation of women in the broadcast and print media as well as advertisement and will try to delineate the attitude and perception of portraying women in Bangladeshi media.

Statement of the Problem

Media are created for the development of society as well as for the improvement of human being. In case of developed countries, most of them having effective media system where media work as a voice of voiceless. In Bangladesh, for various reason, media cannot perform just like developed countries. In fact, media create inequality and distinction. The capitalists use media to represent the women in a stereotypical manner and as sex objects. Images of women portrayed in media have restricted woman's body, mind and soul to serve male goals. Stereotypes both old & new that have done immense harm to the image of women in society. The older stereotype is that of submissive, house-bound woman interested in nothing beyond her daily toils and foibles. The updated stereotype is that of attractive object. There is increasing use of chauvinist commercials which advertise the female anatomy to sell products that bear no relation either to their physique or needs. The present research article will try to find out how women are represented and will look forward to knowing about the perception of the general citizens about the depiction manner of female in Bangladeshi media.

Objectives of the Study

This research includes the presentation style of women and opinion of people belonged to certain aspects of life regarding the portrayal of women in presented in Bangladeshi print and broadcast media as well as in advertising.

The objectives of this research can be specified as under which spotlights on finding the answers of following questions:

*To find out women are objectified or not in televisions, movies, advertisements, newspapers and radio of Bangladesh and what are citizens thinking about it.

*To find out whether the images of women portrayed in Bangladeshi media are close to our traditional and cultural values and understand the citizens perception about it.

*To find out whether all genders are represented equally or not when appearing in televisions, movies, advertisements, newspapers and radio of Bangladesh and people thinking about it.

*To find out relationship with real life considering how women are represented in televisions, movies, advertisements and others media.

METHODOLOGY

This research has been conducted by maintaining following research method:

1. Qualitative approach
2. Case study.
3. Reports, documents and news articles.
4. Secondary information etc.
5. Survey Research Method

The literatures in the paper cover journal article, pamphlet, books. Content which are collected from Primary and secondary sources are analyzed to enrich the discussion of this paper. This paper has used the news and article published 2014 to 2020. Content of various Bangla movies and ads are also analyzed. By considering the need, nature and objectives of this research project, survey research method has also been used to verify the attitude of general public about the portrayal of women in the Bangladeshi print and broadcast media as well as in advertising. Survey research methodology is adopted to get the information about the point of view and thinking of general public and citizens about the image of women presenting in the media and what type of impacts these media are creating over the minds of viewers.

Review of Related Literature

A literature review is a published information based on discussion of a specific topic or subject area within a certain time of period. It's a survey of scholarly knowledge on a subject which is used to identify debates, trends and gaps of the research as well as analyzes, synthesizes, evaluates to depict the crystal-clear pictures of the state of knowledge on the subject. So many scholars discuss and publish their research related to portrayal of women in Mass Media. Summary of some of the most significant researches are highlighted below:

Sharmeen, Sadia; Representation of Women in Contemporary Bangladeshi Print Media, April 4, 2011

In her research, researcher finds that the capitalists' use the print media to represent women in a stereotypical manner and as sex objects. Female are not only turned into things, but are broken down into parts. In effect, she is dismembered by delineating numerous images of lips, legs, breasts, butts, torsos, in short, female body parts. In such images the head is frequently missing, emphasizing that females are not valued for their intellect, but for their external features, especially their curves. People reading newspapers and fashion magazines are often influenced by representation of models in such a heinous manner and this has an adverse effect on young women. Women are often presented in a dehumanized way in the print media and such representations are distasteful. She argued that media is a powerful agent for transmitting attitudes, perceptions, images and beliefs. But while media plays such a vital role in making people think the way they do and changing the way they think, the people in the media must accept the responsibility of transmitting the right message. Above all researcher tries to show how women are often victimized by the people working in the media and to raise awareness in people, obsessed with magazines and newspapers ads, about how they manipulate them.

Rahman, Aliur, Portrayal of Women in the Media of Bangladesh, Jointly edited book with Professor Giti Ara Nasrin et.al, Published by the Press Institute of Bangladesh (PIB), 2009.

In his research, researcher tries to find out gender stereotyping based on Women's involvement, participation and representation in media. The writer delineates that, women are given less importance than the male both in print and broadcast media. In movies, drama, advertisement women are represented as a commodity rather than human being. The female character is portrayed in such a way that she is the main culprit and all the blames are imposed on her. Moreover, they represent women as weak, destitute being who sometimes become quarrelsome, and bound to stay in home always. They are not fit to make decisions of external world outside of home. Researcher found that Wages discrimination are also seen and male actor get more salary than the female actress. Number of female producer or female owner of media house are so less and rarely seen. Researcher found that newspapers of Bangladesh don't focus to the news related to female's primary need. Subjects related to women success are often overlooked. Then he stated the present situation of women's participation both in case of print and broadcast media. Where the number of males is so large in number than the female. The wordsmiths of the newspapers are rarely females. Female producers of movies or Owners of media house are rarely seen.

Othondrila, Orchi ; Representation of Women in Electronic Visual Media: Bangladeshi Context; December , 2014

In his research, researcher tried to depict the representation style of women in electronic visual media of Bangladesh. In cinema, most of the cases women are portrayed a being who is not free and must obey the order of man. They are presented as object of consume who only exist for man's eye pleasure. Researcher found that the way women are presented in drama is totally opposite perception of reality because in drama women means short-tempered, loud, manipulative, unkind and housemaker who always quarreling and dominated by male character. In tv ads women are sometimes in character of cook, cleaner. Most of the time as sex product and object of eye pleasure. On internet, social media, online games women are portrayed as a product for the mental and physical satisfaction of male who wear skimpy clothing, conform to an idealized body type and are visions of beauty. Above all, in all kinds of electronic visual media researcher found the dominance of male ideology to view women as male-pleaser.

Jowel, Gender Perspectives of the Mass Media People in Bangladesh: A Sociological Study; January 11, 2014

In this research, researcher tries to interprets and analyzes the gender perception and condition of the mass media people in Bangladesh. He finds that, the percentage of women number in the news room

is far lower than male. Women journalists need security and same facilities like male journalists. Professional women in mass media are harassed in various ways. Most of the times they are embarrassed and harassed by their own co-worker. Most of the respondents of this research opined that women are represented in mass media as commodity. They are used in media for the business purpose. That's why media represent female in a heinous and negative way with stereotypical approach. Overall researcher found that, situation of women in these issues is not going smoothly. So, the situations need to be changed as early as possible. Otherwise, women will not feel secure to work in mass media. Then number will reduce more than the recent times. To ensure safety of mass media of women law should be enacted and strictly followed.

Reflection from Literature Review:

Today globalization has caused deep impact upon the Bangladeshi capitalist economic system. Western concept is followed by Various products companies. They use female body to attract the consumer. Most of the newspapers overlook the success story of women. They focus on that news where women's blame can be found. The wordsmiths of the newspapers are rarely females. In cinema male actors are given more importance than the female actress. Women are presented in advertisements in such a way as they are only living for domination. They are focused based on their attractive appeal and from beautification perception. Women participation in media are so less that they are rarely seen to produce movies or become owner of media house. Women who are working in mass media are harassed by their colleagues. Wage discrimination are also a great factor. Female producers of movies or owners of media house are rarely seen.

Portrayal of women based on content analysis of media:

Based on various up-to-date research, related to news column, presentation or stories reveals that commodification through attractive perception is the main objective to represent the women behind the coverage. There remains contradiction in presenting the women in various product advertisements like beauty products, cloths, cigarettes, alcohol or articles because discussion and depiction style of them degrade our cultural values. Moreover, this commodification trend of women as sex object has been relentlessly portrayed in audiovisual media too. The overtones of sexual subjects are much more explicit these days in our media. The orthodox delineation seems to overpower the orientations of media planners. Scandals, sports, discussions as well as scandals news are given room to newspaper but articles related to women basic need are overlooked. The wordsmiths of the newspapers are rarely females. In press the depiction of women gets a share only in colorful pages.

Portrayal of women in Advertisements:

Women are presented in advertisements in such a way as they are only living for domination. They are focused based on their attractive appeal and from beautification perception. Following matters are found while analyzing how women are presented in the advertisements of Bangladesh:

The Presentation of Gender in the Advertisements of Newspaper:

The way gender perception is presented in the advertisements of newspaper, it seems particular gender are fit for doing particular works and same work cannot be done by both of them. The following advertisements are such types of advertisements which are analyzed

Soap advertisement or presenting women as a symbol of sex

The popular lux soap of unilever brand is used both male and female. Because of its excessive use ad of this soap are seen almost every paper but the way the picture of this soap advertisement is presented are extremely gender insensitive as well as disrespectful to women.

Lux soap is not only used by male but also a large number of males also used this soap but we see all the models of this soap advertisement are female. The question is why only female model not male model are presented in this ad. The inherent reason is very simple the viewers will be attracted easily by female model. That is why they are exposed openly so that viewers feel sexual tickle too. which represent the advertiser distorted and gender insensitivity perception.

Does lip break out only for female:

It's natural to break out lips in winter. To sell their product companies of lip gel make advertisements. Meril lip gel ad is one of them in which "taking care of lips for 12 month "message is served. In this advertisement one female model are presented with six different shots. Question arise lips break out for both male and female, taking care of lips should be given same emphasized for men just like women too. Then why only female model. Instead one male and female model can be introduced here.

Doesn't female ride cycle

In our society there remains a false perception that adventurous and blustery works are not for women. Advertisement of Allan prime Duroto cycle supports that bizarre perception.

If we look at the tagline of this AD "life is an adventure enjoy the ride", with picture of three boys who are riding cycle for search of adventure. Question arise is adventure not for female? Are they unable to ride cycle? Presenting ad with such heinous ideology represents extreme gender insensitivity.

Portrayal of gender in the advertisements of television channels:

Some gender insensitivity ads of television channels are discussed below:

Objectification of women in soft drinks advertisement

In the soft drinks' advertisement named Oscar, it is seen that before an important match of Bangladesh cricket team, key player sabbir Rahman is missing. To find him police officer Naila Naim is appointed. At last sabbir is found in the drink bar of his house. while seeing sabbir police officer naila forgets his duty, become attract to sabbir and gives sexual signal. The dialogue of sabbir then is when the matter is about Oscar, there is need of urgent privacy.

Similarly, in the ads of body spray it is often seen when a man uses body spray so many brazen girls become attracted to that man and females give sign of sexual tickle. By presenting such type of ads it can be easily understood that women focused based on their attractive appeal and from beautification perception.

Robi, Cricket craziness, marriage of girl

To support Bangladesh cricket team, mobile company robi makes two advertisements. In the first advertisement a matchmaker said that, MasshaALLah the girl is very polite and calm as like as water. Just on that, that particular girl entered wearing Bangladesh National cricket team Jersey with playing dhol . she was also shouting by calling name of Bangladesh, Bangladesh. This incident created an embarrassing feeling among the bridegroom relatives.

In the second advertisement, it is seen that because of having a tattoo of Bangladeshi cricket players in her hand, a girl was admonished by her mother saying "does a girl of a polite family doing such kind of bizarre activity, how can I get you married?"

If we analyzed these two ads, we find the inherent message is: marriage is the ultimate goal of a girl life and to get married a girl must be polite, calm, silent. She doesn't need to speak too much, having tattoo in her body is prohibited. If they do these activities, they will be rejected from bridegroom party. Which is clear indication of opposing gender equality and parity.

Advertisement of Breast Cancer

To promote a facebook page an ad was made based on breast cancer with aiming awareness on breast cancer. Instead of giving Information of disease sign, prevention, cure process here we see the ad was started with a sexual tickle dialogue, Naila naim never give blouse. In the whole advertisement the dialogues which are used mostly is to identify the breast cancer, check breast size, touch it, and see it". This is not the end, moreover a person will be selected from the mentioned facebook page in the ad who will be breast cancer checkmate of naila naim . That means he or she will touch, see and check

the Naila Naim's breast which is exemplary incidents of gender insensitivity indicating how a woman is portrayed as a symbol of sexual object by tickling sexual sense of viewers.

Women in Television

Television is one of the most important part of media having enormous effectivity with vast opportunities to develop the society but capitalist use it for profit because female is depicted in multiple ways in television screen. The character they possess mostly in the tv are glamour, beauty, sexuality. To talk about their voice, we see in most cases either they have no voice, belligerent or they are chaotic. In Bangladesh the programs which are telecasted mainly based on foreign tv serial movies, cinema where a super human exist and the total story continues and circling based on that character and women are just puppet who follow order of men which is totally hyperbolized form of real-life circumstances. Though the way these scenes are presented viewers may not think that they are unreal. Problem is that, the viewers start to believe, these serials present real situation of women and they also start to see women as ordinate being who born just to follow orders. In recent times analyzing various paper of July to August (2014) seven died and four separation happened for a dress which was famous in our sub-continent specially Bangladesh. The name of the dress is pakhi. It was seen in an Indian Bengali serial named *Bojhe Na Shey Bojhey Na*. The dress was named based on the main character pakhi and before Eid, there was a heavy hype to buy that expensive dress. So, it is easily understood how strongly tv could influence the audience perception and attitude that those people prefer death to not having that Pakhi dress.

Women in Movies:

Producer plays vital role in Bangladeshi cinema culture. From that perspective hero and heroine become cat's paw of the producer. In Bengali films where rape scenes are used as a material of distorted entertainment for the audiences. Close up shots of actress are taken viewing her lips and various parts of her body so that male audiences have distorted sexual entertainment. In that case it is easy to understand how helpless an actress is. The prominent actress Anju Ghosh has accepted this hard-true word. She said when I acted Infront of camera, I feel I was helpless because I did not know which part of my body are being shot by cameraman who is directed by director.

In contemporary situation Shakib Khan is the most popular commercial hero of Bangladeshi movies. Recently popular film of him *Bir* (directed by Kaji hayat) is released. Shakib Khan is the hero of the movie. He is a leader of poor people, suddenly he falls in love with bubbly who is shown in sexy pose with multiple shot. The exhibition is such a typical way that it seems Sakib has fallen in love by only her body expression. The story continues with the raising action of taking revenge on the villains Misha. It seems the sexual presence of actress bubbly on screen, are main attraction part of the movie, to make crowd going crazy. Though the actresses of Bangladesh have no famous name but one the hand actor like Shakib Khan has many titles like Boss, King Khan, King of Kings, Superstar Sakib Khan, Top Hero, Number One Sakib etc. another popular actor of Bangladesh is Ananta jalil who presented himself like the marvel comic

super hero such Batman, Superman or like James Bond sequel 007 in fact all alone combined on screen. These appellations give clear indication that the story of movies in our country is mainly written based on hero or actor centered and women or actresses don't have chance to express their latent talent without but following the men order.

Portrayal of Women in Radio:

Negligence perception about women continues in the radio medium too. In a survey conducted by Aliur Rahman, it was found that Radio Bangla present their programs 119 hours. Only 7.56% of that time are spend in family planning time, where women are given priority. On the other programs of that radio, women are presented only as seductive appealing object. They present those programs where women are presented virago, petulant, submissive and only born to dominate. Giving priority only on the family programming remember us that popular slung slogan "Giving birth is the principle role of women, other works and roles are minor and subsidiary".

Case Study of Movie

Nishwartha Bhalobasa (English: Selfless Love) is Bangladeshi romantic-action-comedy film directed by Ananta Jalil, starring Ananta and Barsha in the lead roles. The film is produced by Ananta Jalil under the banner of Monsoon Films. The film was released on Eid AL Fitar 2013 in Bangladesh.

Story: The story is about a businessman, who wants to make a village girl (MEGHLA), super model as he selflessly loves the girl. 'Meghla' falls in love with business magnate 'Ananta' too. But soon Ananta finds out that Meghla was using him and to become successful in her modeling career, she is keeping very close contact with some other persons too. Meghla continuously betrays Ananta. She went to the bar night after night without informing Ananta, dance with unknown business magnet, insults Ananta and his family. On the other hand, Ananta always forgives Meghla, gives her money, flat even his whole property. Meghla wants to be a model but the presentation of the actress is such a typical way that audience will hate the girl because of his cheating nature. Whereas the actor gets all the love for his benevolent and forgiveness nature. At the ending, with a very broken heart Ananta asks Meghla "What is Love?" then takes bullet to save Borsha from the villain though he gets cured and forgives Borsha once again.

Portrayal of Female Character in this movie and analysis of inherent Meaning

Not only a model girl but sex product too: In this movie, Meghla (Borsha) plays a wannabe model. She aspires to the top but it appears that all those who promote models are highly-sexed men trying to replicate Caligula style hedonistic orgies in their offices. When Meghla entered in the producer office to meet him, instantly he offers "If you want something, you have to give something" which indicates clear sexual tickle. Moreover, in various segments of this movie, delineation of Meghla (Borsha) is such a way that her backside, legs, hip are more focused instead of focusing her face. It seems women are presented as a sex product more than a model girl character in this cinema.

Beauty is the main criteria of women: Seeing Meghla, Mr. Shafakat owner of T'Cola company says "Wow, Fantastic nice figure, beautiful girl like you will be my International brand model". It seems, this movie serves a bizarre message that if you don't have nice figure, glamour, lustrous face you are not fit to introduce yourself as a woman. Moreover, you must possess beautiful and sexy figure otherwise you cannot be a brand ambassador of a popular company.

Women is weak, disable and always need a man to protect them:

Meghla is found cavorting with the dubious and drinking whisky like water. To get to the top, people tell her, you have to walk with Johnnie Walker and Meghla is so thrilled she literally runs. Glasses are filled and the party goes on and on, with even the bartenders also joining in. However, her model agency patrons clearly plan to get her drunk and make her engage in intimate acts. But don't worry for AJ arrives on time, looking the part of the savior in buckles, boots and his funky jacket. The inherent message served from this scene is women are always in danger because they are weak and to protect them a man is obvious for their security.

Women are treacherous:

In Ananta Meghla finds a gentle person devoid of any vices, willing to go the extra mile to help her. She gets the car, the apartment and all the love one can wish for, but alas, like they say, the allure of the wicked is always overpowering. Meghla cannot stay within a conventional life for long and starts a cyber-relationship. Once more AJ is deceived but is soon forgiving and they return to traditional living. Unfortunately, a business tycoon involved in human trafficking and drug smuggling lures Meghla into his web with promises of Bollywood. Yet again AJ is not part of her reverie. Heartbroken, Ananta is engulfed by rage. He walks a path strewn with burning coal, stops a large truck with a punch, to seek the meaning of love. No one can give an answer and hence, after leaving all his property to "heartless and avaricious" Meghla, he decides to commit suicide. Here we see women are highlighted as a treacherous being.

Man can be a ruler, women cannot: The presentation of female character in this cinema is so harsh that viewers would not like such a woman who continuously represents parochial mentality. Whereas Ananta gets all the love for his benevolent and forgiveness nature. Meghla is contrite and after a

'please forgive me' session, our man AJ relents. To err is of course human and to forgive superhuman, so his forgiveness is expected. But It soon transpires of course that Meghla has been taken for a ride again and just before AJ takes the leap to end his life, the phone rings. Can he come and save Meghla and sign a document giving away his property to the bad guy? He duly jumps, beats the hell out of a dozen guys, saves the girl, stopping a bullet with his chest along the way to end up in intensive care. Does he die? Naturally not, for AJ is our super hero. Meghla, settles on AJ's chest and promises never to leave. Overall, the movie, indicates that man can be ruler and super hero, women cannot be.

Professional Discrimination in case of women: In this cinema some hospital scenes are presented where nurses are women and doctors are men, moreover in some scenes it is indicated that if you don't have nice figure, glamour, lustrous face, you are not fit to introduce yourself as a woman. Moreover, you must possess beautiful and sexy figure otherwise you cannot be a brand ambassador of a popular company. Which represents Professional Discrimination in case of women.

Case Study of TV Advertisement:

Case Study 1

Product Name - Surf EXCEL: Duration- 30 second

In starting, singer who is a RJ ends his song with shouting and 'one more, one more' words chanting from the audience. Two children who are brothers and sisters, are looking forward to take an autograph of the RJ. The girl says with an expression of lamenting that 'I will never get an autograph'. Hearing the sister's lamenting the brother runs towards the singer to take his autograph for his sister. He overcomes a large crowd and climbs up on a wall, as a result his t-shirt becomes dirty with black spot. At last he appears to singer and says 'Autograph please'. The RJ gives autograph with a marker pen on the boy's undervest. At that stage, a male voice comes from the background saying 'New Surf Excel has brought the power of Nim , Soap bar and Lemon that removes even the hardest stains like chocolate sauce very easily'. After getting autograph the brother comes back to his sister and shows her the autograph on his undervest. The girl's eyes become widened and says 'Via you are a hero, please give me autograph'. Sound comes from the background saying 'New surf excel, something special from the spot'

Gender insensitivity in advertising

Someone has a desire to get an autograph. The seemingly wonderful brother-sister relationship is beautifully portrayed. The sister wants to get an autograph from RJ. But so many people, so many obstacles. The sister felt that it was not possible for her to get an autograph. And so, the sister's voice echoed 'I'll never get an autograph.' Sad look filths on her face. The brother looked at his sister's face. He then ran for the autograph himself. Clearly the lack of 'confidence' of the girl child is shown here. But desperate for his brother and sister, he overcame all obstacles and got a 'spot' on his face, but he did not frown and appeared before RJ. The brother took the autograph on the undervest by pulling the stained t-shirt up.

Gender Stereotyping in this advertising

Some bizarre perception of the society is focused in this advertisement, they are highlighted below in brief:

Girls are not brave: The sister becomes afraid to see a huge crowd, whereas brother is not afraid of any obstacle. The brothers seem very confident and the girl is portrayed as timid in this advertisement.

Boys successful, not girls: Can you succeed without courage? The ad shows that the girl is not brave, so she could not achieve success. But the boys do. But the boy has courage and confidence which is the key to success.

Boys take the risk, girls not: In this ad, the message is served that the girl is not brave, so success does not come to her, whereas the boy is audacious, intelligent and brave that's why he touches the line of success.

Boys are fast whereas girls are slow: The brother is seen very intelligent and have first thinking power to adapt with the situation, he works very fast too. But the girl is portrayed as a slow poker.

Boys are happy with their own success, girls are happy with the success of others: In reality, the wife is very happy with the success of the husband. He failed to act on his own and was imprisoned in chains. As a result, she has to be happy with the success of her husband's work. The advertisement shows that the boy is very happy to get an autograph. And the sister is happy with her brother's success

Case Study -2: Caption – Banglalink Reactivation October
Duration- 50 SEC: Agency- Carrotcom

In one Banglalink ad is shown that a person had been stuck in an isle for eight years. At last he and his buddy made a boat and sailed for home. He was expecting that her wife would break into tears to see him. But when his wife opened the door and saw her husband coming home alive, she started shouting loudly. The wife said with anger “Am Saiful, your beloved husband, hush, why don't you keep any trace on what we eat. Then wife threw a bag to husband and said “go to market and bring food. The husband got embarrassed Infront of his companion.

Gender Stereotyping in this Banglalink ad:

Women are virago: After returning of his husband from being stuck in an island for 8 years, it is as usual the wife will accept his husband cordially. Instead in this ad, she starts terribly shouting that why he has come after so long time. She says with anger “did not keep any trace on what we eat and throws a bag towards him saying “go bring some groceries. Which is a very unusual and indicates gender stereotype.

Women are cruel: In this ad we see the wife behaves very cruelly with her husband. It seems wife is not happy and she doesn't want the presence of his husband though her husband expects that her wife will break into tears seeing him but that doesn't happen instead she shows her rudeness and cruelty. which represents women are cruel.

Women torture male: The presentation style of women in this ad is they are torturous being, which is totally opposite from our social perception.

Wives are careless to their husband: 8 years later, after coming home, wife treats husband in such a cruel way; it seems wives doesn't care their husband at all, which is totally wrong perception because in our country wives are always loyal to their husband.

Overall analysis and findings on the portrayal of women in Bangladeshi mass media based on content analysis

Based on the facts, information, analysis and evaluation, the following matters are crystal clear that:

1. Women are portrayed as biased, distorted and fragmented in Bangladeshi media.
2. Media give priority to that news where women are considered weak, destitute.
3. women are used as information product based on symbol of beauty and sex appeal.
4. Media unite women involving in conspiracy, premarital, extramarital affairs, wearing costly, heavy golden and diamond jewelry, little care about anything and various crime.
5. The struggle of a women to make sure his own identity and finding out the pinnacle of success, most often are over looked by media.
6. Women are presented as subordinate, male dominated, and submissive role in media.

7. Successful work or achievement of women are focused by media.
8. Women are underrepresented, which suggest that men are of cultural standard and women are unnecessary beings.
9. women issues generally do not get a chance to come up on the front page, which is very important for agenda setting for proper representation of women unless they are rape cases, crime, sexual harassment, abuse of women or other atrocities.
10. The news regarding women is mostly about their hardships and atrocities imposed upon them.
11. The portrayal of women becomes just a representation reflecting male psyche.
12. Television serials are manipulating women by creating urges to follow the trend of the characters' outlook and lifestyle that are not natural or healthy.
13. In cinema, the portrayal of women is gorgeous but pitiable so that it satisfies male pride. They present women in such a way that it always complements the chivalrous men and a heroin is just a symbol of beauty who is dependent on her hero.
14. The inundate of television serials are disbalancing the cultural diversity of Bangladesh" by systematically feeding "obscurity, nudity, arousal of sexual instincts, or premarital sexual relations."

Analyzing citizens perception about portrayal of women in media based on survey method:
Research Questions

The research questions are given as under:

- **Do you think that all genders are represented equally when appearing in televisions, movies, advertisements and radio?**
- **Do you believe that women are objectified in Bangladeshi media based on glamour, beauty and sexuality?**
- **How does the portrayal of women in Bangladeshi media make you Feel?**
- **Is there any relationship with real life, considering how women are represented in Bangladeshi media?**
- **From your point of view, the way women are portrayed in Bangladeshi Media, is it a threat to gender justice?**
- **From your point of view, the way women are portrayed in Bangladeshi Media, has translated the human relations into commodity relations that degrade women?**
- **Whether the delineation of women in Bangladeshi media are close to our cultural or traditional values?**
- **Are male actors given priority then the female actors in televisions, movies, advertisements and radio?**

Research Hypotheses

"A hypothesis is an assumption not proved by experiment or observation that is made for the sake of testing its soundness". It can also be explained as a "statement of the expected relationship between or among the things being studied" (Wimmer & Dominik, 1997). In this respect a number of statements would be considered as hypothesis which would be tested to be proved; these hypotheses are given as under:

- H1.** All genders are not represented equally when appearing in televisions, movies, advertisements and radio.
- H2.** Women are objectified in Bangladeshi media based on glamour, beauty and sexuality.
- H3.** The way women are portrayed in Bangladeshi Media, is exaggerated form of real-life circumstances.
- H4.** Portrayal of women in media is creating frustration and uncomfortable among citizens.
- H5.** Women are being used as decorative and entertaining element.
- H6.** Female character is given less importance in media.
- H7.** The way women are portrayed in Bangladeshi Media, is a threat to gender justice

Universe/Population

Population is the citizens of Bangladesh who are the viewers of various Bangladeshi media and for this a sample of 400 media viewers were selected from 8 divisions of Bangladesh which are Dhaka, Chittagong, Sylhet, Barisal, Rangpur, Mymensingh, Rajshahi, Khulna.

Sample Size

The sample comprised of 400 adult male and female members who are registered citizens of Bangladesh. 200 of them are female and 200 are male including workers, working at the offices or the shop keepers and other people belonging to certain different occupations. Some of the samples are the students of various Universities different departments e.g. Mass Communication, International Relations, MBA, Commerce, English etc.

Sampling Techniques

The basic population is selected with the help of convenient sampling (as the viewers of media were selected by the method of simple random sampling technique.) Survey was conducted on the sample which was in easy access and was easily available.

Data Collection and Data Collection Mean

To get the basic data for testing the hypothesis and the research questions, the method of survey questionnaire from the viewers of the print and broadcast media as well as advertising has been used. The structured questionnaire comprises of mostly close-ended and a few open-ended questions have been used to get the basic information and the opinion of the target sample as a tool of data collection.

Data Analysis

Both the quantitative and the qualitative techniques have been used for the analysis of the information gathered in the method of survey. For the close-ended questions the quantitative technique was used and for the open-ended questions the qualitative technique is used.

Data Presentation

The quantitative analysis of the results of close-ended questions of the survey research is presented in numerical, percentages, tables, graphs and descriptive forms.

The qualitative analysis of results of open-ended questions of the survey is illustrated in descriptive form.

Questions

Do you think that all genders are represented equally when appearing in televisions, movies, advertisements and radio?

Option	Male (200)	Female (200)	Overall Percentage
Yes	10	2	3%
No	190	198	97%

The responses regarding the question, whether all genders are represented equally or not when appearing in televisions, movies, advertisements and radio, most of the responses are negative. Only 3% respondents think genders are represented equally. So, we can say after analyzing the answers of general public that all genders are not represented equally when appearing in print and broadcast media. The results also prove the 1st hypothesis that all genders are not represented equally when appearing in televisions, movies, advertisements and radio.

Do you believe that women are objectified in Bangladeshi media based on glamour, beauty and sexuality?

Option	Male (200)	Female (200)	Overall Percentage
Yes	178	184	91.85%
No	22	16	8.15%

The accumulative opinion of the citizens shows that 91.85 percent people think that women are objectified in Bangladeshi media based on glamour, beauty and sexuality. 8.15% respondents have selected the option no. Which also proves the second hypothesis.

- **How does the portrayal of women in Bangladeshi media make you Feel?**

Option	Male (200)	Female (200)	Overall Percentage
Comfortable	160	50	52.5%
Uncomfortable	40	150	47.5%

This table indicates the point of view regarding the question that whether the portrayal of women in Bangladeshi media make you Feel comfortable or uncomfortable. According to the data collected with the help of survey research 52.5% viewers answered yes comfortable, 47.5% viewers chosen the option uncomfortable. Which also proves hypothesis number 4.

- **Is there any relationship with real life, considering how women are represented in Bangladeshi media?**

Option	Male (200)	Female (200)	Overall Percentage
Yes	6	4	10%
No	194	196	90%

The comparative analysis of the findings reveals a significant difference among the views of certain age groups and genders as well. 10% respondents were of the view that media are portraying the female model according to their original image and status in our society, 90% of the respondents chosen the option No. they think that there is no relationship with real life, considering how women are represented in Bangladeshi media.

- **From your point of view, the way women are portrayed in Bangladeshi Media, is it a threat to gender justice?**

Option	Male (200)	Female (200)	Overall percentage
Yes	162	186	87%
No	38	14	13%

The general public opinion regarding the way women are portrayed in Bangladeshi Media, is it a threat to gender justice question, 87% answers were in favor of this view point while 13% are against this, which proves the hypothesis No. 7.

- **Whether the delineation of women in Bangladeshi media are close to our cultural or traditional values?**

Option	Male (200)	Female (200)	Overall Percentage
Yes	3	6	2.25%
No	197	194	98.75%

The accumulative opinion of the people shows that the portrayal of the female in the media is not according to our cultural values. 98.75% respondents have selected the option no 2 i.e. No and only 2.25% are in favor that the media are following the cultural values.

- **Are male actors given priority then the female actors in televisions, movies, advertisements and radio?**

Option	Male (200)	Female (200)	Overall Percentage
Yes	200	199	99.75%
No	00	1	.25%

The collective analysis of the responses regarding the question. Are male actors given priority then the female actors in televisions, movies, advertisements and radio? 99.75% citizens think that male actor always play central role and given more importance than actress . Only .25% people doesn't agree with that.

- **From your point of view, the way women are portrayed in Bangladeshi Media, has translated the human relations into commodity relations that degrade women?**

Option	Male (200)	Female (200)	Overall Percentage
Yes	175	190	91.25%
No	25	10	8.75%

Comparative analysis of responses of the viewers shows a significant difference regarding the question that whether the way women are portrayed in Bangladeshi Media, has translated the human relations into commodity relations that degrade women or not as 91.25% responses are in favor of this point of view and while 8.75% responses are against this point . The overall analysis shows that the portrayal of females in the media is decreasing the respect of female in the society.

Qualitative Analysis

The qualitative analysis was used for understanding the opinions of the citizens regarding two open ended questions. First one is why females are being used in the media from sexual appeal approach or subordinate objectification manner in most of the cases? In reply to this question most of the citizens were of the view that the aim of portraying the women in the media is to capture the concentration of the audience towards their product and to grab the attention means to increase the potential consumer's market.

The other question was about getting opinion of the people that how the representation of women in media can make better or up to the mark. In response to this open-ended expression the collective view of the people was almost same. Most of the citizens said that the advertisements should be according to our social and cultural values. The dressings of the models and the presentation of the programs should maintain the way it is described in Holy Quran and Hadith. Actress should be given same

importance as actor finds the importance. Nudity or sexual tickle should be given up. Language or message which can cause the frustration in the minds of the viewers should be prohibited. The struggle of a women to make sure his own identity and finding out the pinnacle of success, most often are over looked by media.

Conclusion and Suggestions

The continued projection of negative and degrading images of women in media communications - electronic, print, visual and audio - must be changed. Print and electronic media in most countries do not provide a balanced picture of women's diverse lives and contributions to society in a changing world. In addition, violent and degrading or pornographic media products are also negatively affecting women and their participation in society. Programming that reinforces women's traditional roles can be equally limiting. The world- wide trend towards consumerism has created a climate in which advertisements and commercial messages often portray women primarily as consumers and target girls and women of all ages inappropriately. For ensuring women proper presentation and representation the following matters should be followed;

- * Delineate women with positive flavor attitude and appearance in media.
- * Media have to be portrayed gender carefully and sensitively.
- *Women should not be depicted as object of only sex, crime, belligerent and from capitalist attitude.
- *To prevent women media personal harassment law and regulations should be enacted and strictly followed.
- *Media environment should be friendly for women.
- *Inequality should be eradicated in the working hierarchy.
- *Various stereotypes issues have to be eradicated to empower women.

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