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IMPACT OF WOMEN PORTAYAL IN BOLLYWOOD CINEMA AMONG YOUTH OF JHARKHAND

Dissertation submitted to the department of Journalism and Mass Communication in
Arka Jain University for the partial fulfilment of the Bachelor Degree in JMC (H)

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DECLARATION BY THE STUDENT

I, **ANKUR DAS** hereby declare that the dissertation title, “**Impact of Women Portrayal in Bollywood cinema among youth of Jharkhand**” has been carried out by me during my **Final Semester** and is hereby submitted to the partial fulfillment of the requirement for the award of bachelor degree of **Journalism and Mass Communication (H)**. To the best of my knowledge, the project undertaken, has been carried out by me, and is my own work. The contents of this report are original and this report has been submitted to the department of Journalism and Mass Communication at “**ARKA JAIN UNIVERSITY**” and it has not been submitted elsewhere, for the award of any Certificate/Degree/Diploma, etc.

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CONTENT

| | |
|---|--------------|
| ABSTRACT | 5 |
| INTRODUCTION | 6-15 |
| LITERATURE REVIEW | 16-19 |
| GENERAL AIM OF STUDY | 20 |
| SPECIFIC OBJECTIVE OF THE STUDY | 21 |
| RESEARCH METHADODOLOGY | 22-26 |
| DATA REPRESENTATION AND ANALYSIS | 27-37 |
| CONCLUSION AND FINDINGGS | 38-39 |
| REFERENCE | 40-41 |
| ANNEXURE | 42-44 |

ABSTRACT

Cinema in India is not only for the entertainment but also it is the source of demining the cultural value in society. The cinema is believed to be that means of communication that can start a trend and also can stop any misbeliefs from a particular society. It is that kind of mass communication which molds the opinion and beliefs of the peoples.

Bollywood cinema is the largest cinema industry of India in which the women portrayal has been crucial part since its inception. And how they are often represented in cinema is also an important aspect. In this research I have discussed about the impact on youths of Jharkhand on the portrayal of women.

This study is mainly focuses on the thinking and reactions of youth on women portrayal which is also an essential part because India is considered as the land where there are more youths than anywhere else and taking their impression is like to studying the thinking of the future though this youth will run the country in future.

Women portrayal in Hindi cinema has been significant since 1930s and how they are represented in the society. Though in India women is believed to be as a goddess but in films mostly the reality is different or sometimes it can be true and my study reflect that on the youths of the state in India named Jharkhand. And this study signifies whether the current situation in Bollywood cinema pin the subject of women portrayal is positive or negative.

INTRODUCTION

ABOUT CINEMA AND ITS HISTORY

Cinema is derived from the French word cinématographe which signifies the phenomena of moving pictures.

It's all started when kinetoscope was demonstrated in 1839. And by 1894 the kinetoscope was a commercial success in the public parlors. It was invented by the Edison company in which enables one person at a time to view the moving pictures.

In the 19th Century, the word film got its meaning as an artistic approach through a visual art form. It all started when 10 short films of Lumiere brothers was screened in Paris on 28 assemble 1895 a disregard of projector cinematography motion picture Lumineers brothers was first who introduced films to the world. Before Lumiere brothers, there was another brothers Skladanowsky Brothers who tried to show their film in

Paris on 1st November 1895 but because of their lack of picture quality, financial, bad luck propelled a huge chance to Lumiere Brothers a World Wide Success for introducing Cinema to the World.

After the huge success of the Lumiere Brothers' films, and commercial cinematography, In 1896 Lumiere Brothers and Robert Paul came to Bombay to show their films in Indian Society. And, after getting influenced by their filmmaking techniques.. In India, the 1890s was the year when cinema started a new era as the making of Silent Films. When in 1897, Professor Stevenson represented a stage show in Calcutta's Star Theatre; there was a man who started getting encouragement from Stevenson. And that man was 'Hiralal Sen', an Indian Photographer who made a film which includes the scenes from Stevenson's Show and named it 'Flower of Persia' (1898).

CINEMA IN INDIA

The history of Indian cinema was created by Harish Chandra sakharam bhatavdekar also known as save dada was himself a photographer and heavily inspired by the works of lumiere brothers. He ordered a camera from England to produce his own Indian film and shot his first film at hanging garden in Mumbai, named "The Wrestlers" it was nothing but a simple wrestling match which was screened in the year 1899 and it is considered as the first motion picture of the India cinema Industry. But it cannot be considered as the fully indigenous Indian made feature film because it was considered as Documentary film.

After that in the year of 1912 Shri Pundalik was made by NG Chitre and R.G Torne of Bombay which was based on life of a Holy man in Maharashtra. But it is also cannot be considered as the fully indigenous first film of India because it was edited by the British.

In the year 1913 the first Indigenous Indian film was made by Dhundiraj Govind Phalke popularly known as Dada sahib phalke named Raja Harishchandra on May 3. And

Thus DG Phalke became the father of Indian cinema. He laid the foundation stone of Indian cinema. He also used to trained several new filmmakers in his studio in Nasik. After his name Phalke award has been introduced after name to give a tremendous tribute to his legacy of film making. It is awarded to those film makers who enrich the Indian cinema with their contributions to it. Dada Saheb will always remember for his contribution in the development of the film industry.

After the success of Raja Harishchandra, film makers from other parts of India also started making films. First Tamil Silent film; Keechaka Vadham by R. Nataraja Mudaliar in 1916. Raghupathi Venkaiah Naidu was credited as the father of Telugu Cinema.

Now, that era comes, where film started taking place, where we started listening to the voice of the characters. The first Indian talkie film Alam Ara was released on 14 March 1931 made by Ardeshir Irani. Then, the next second talkie film was made in South by H.M Reddy, the film name was Kalidas which was also produced by Ardeshir Irani. The first Bengali talkie film was Jumai Shasthi. Indian Cinema became so much popular that in 1933, East India Film Company had produced a film in Telugu Cinema, and the name of film was Savitri.

The films made during the talkies era (1930s – mid 1940s) Indra Sabha and Devi Devyani (which also gives a rise to music and dance in Indian. Films), Dev Das, Kisan Kanhaiya (1937) [First Colour Film of India], Vishwa Mohini (1940).

Likewise, there were so many films which were released between 1930 – Mid 1940s. In between 1940s and 1950s, The Indian People's Theatre Association was made for films. As IPTA, emphasis more on Realism, that's why they started to produce more films like Mother India and Pyaasa, which were later recognised by all over the cinematic world.

After that comes the most loving era of every cinema lover. This era is called the Golden Age of Indian Cinema. This period consists from the late 1940s and early 1960s. This golden age of Indian Cinema saw the birth of Parallel Cinema, which is mainly led by Bengali Film Makers. Parallel Cinema means the art films whose main motive is to showcase social Realism to their audience. Pioneer of Parallel Cinema Satyajit Ray, gives us many films which always teaches something to their audience.

AGE OF SOUND IN INDIAN CINEMA

The films before 1932 used dialogue less means the actors or the characters in the film used to be silent there was message written of slides in the intervals between the scenes which were often in English or two or three other Indian languages. Background score was there in almost every film at that time. Which used to run through the length of film for helping in story and narrative of the film the score was used to play live. Sometimes there was only piano used to play. But there were several films in which the harmonium, table, violin, and etc could play.

The first Indian talkie film came out in March 14, 1931, it was Adershir Irani's 'Alam Ara'. It was made in Hindustani language a mix of Hindi and Urdu languages it is also called as the language of the bazaar. It was chosen among fourteen official languages from India. And has made or shot in Bombay, IT is Based on Joseph David's Urdu Parsee play, Alam Ara is a costume drama telling the story of the rivalry of two queens and involving many characters, plots and subplots. The songs of the film is also considered as the massive success and hit one of the most popular song from that film is by actor / singer W.M.Khan in the role of a fakir, 'De de Khuda ke naam par pyare' (Give alms in the name of Allah).

After that the song and dances become a crucial part of the Indian cinema. And till now the trend is going in the cinemas of our country.

INTRODUCTION TO THE BOLLYWOOD CINEMA

The Bollywood is the name of or popular name of the Hindi film industry. Which is came from the name of the city Bombay all the Bollywood films are been produced in Mumbai (formerly known as Bombay). It is the mainstream film making industry in which all most the more number of films have been produce than Hollywood every year.it is also being argue that Bollywood produce the largest number of feature films in the world.

It was probably invented in Bombay-based film trade journals in the 1960s or 1970s, though the exact inventor varies by account. Film journalist Bevinda Collaco claims she coined the term for the title of her column in Screen magazine. Other sources state that lyricist, filmmaker and scholar Amit Khanna was its creator. It's unknown if it was derived from "Hollywood" through "Tollywood", or was inspired directly by "Hollywood".

HISTORY OF BOLLYWOOD CINEMA

Bollywood also called the Bombay cinema was started functioning with the film of Dada Saheb Phalkes Raja Harishchandra and by the end of year 1930 the Hindi film industry started making more than 200 films per year.

The great depression , World war II , the Indian independence movement and the violence of the partition during 1930s and 1940s the India was shaking by these things as well as the early film makers who has to tackle with this social issues. And have to struggle in these as a backdrop of their films. In those times Irani made his film Kisan kanya the first colour Hindi film in 1937. After that he also made a colour version of Mother India in the year 1938. But the colour films gain its popularity in feature films around 1950s. In that time lavish musical melodramas were the main things.

In many articles of that time suggested that the decade of 1940s has seen the great expansion of the Bollywood cinema or the Bombay cinema. This was the time when the national market has opened its door for the Hindi cinema. Kismet in 1943 became the first blockbuster film of India. The film was made on the contemporary issues, especially those arising from the Indian Independence movement, and went on to become "the longest running hit of Indian cinema", a title it held till the 1970s.

In this era many prominent personalities have introduced themselves like:-

- Bimal Roy
- Sahil ludhianvi

- Prithvi Raj Kapoor

They all participated in creation of this national movement of expanding the Bollywood cinema. And worked in most of the films in which the common people's problem has been shown.

The Lahore film industry and the Bombay film industry were working closely before the partition both used to produce films in Hindustani (mix language of Urdu and Hindi). Another center of Hindustani-language film production was the Bengal film industry in Calcutta, Bengal Presidency (now Kolkata, West Bengal), which produced Hindustani-language films and local Bengali language films.

At that time many actors, filmmakers and musicians from the Lahore industry migrated to the Bombay industry during the 1940s

- K. L. Saigal
- Dilip kumar
- Dev Anand
- Mohammed Rafi
- Noor Jahan
- Shamsad Begum

And around the same time artist like film makers, playback singers, actors from Bengali film industry are started migrating to Bombay, as a result it is became the center of Hindustani language film production.

WOMEN IN BOLLYWOOD CINEMA

At first act in cinema for women is signifies as a taboo and beliefs to be a bad for females to act in cinema with male actors. Even female actors are considered or had to face comparison with prostitute. So in early stages the female characters are also played by male actors only. And it continues till early 1900s when the first lady actors started working in films

Many prominent female actors who started working in Bollywood cinema:-

Kamala Bai Gokhale- After the success of the Raja Harishchandra many women encouraged to work in films. And all started when phalke casted mother and daughter in his next film named Mohini Bhasmasur (1913). But this ladies payed a huge amount by facing the outrage and negligence from the Bramhin Samaj at that time they both treated like they were achuts(Untouchables).

- Ruby Myres- Was famous by her stage name Sulochana and was working as a telephone operator and then she got offer by the Mohan Bhavani of Kohinoor Film Company. She started with the film like Telephone Ni Taruni (1926) and typist girl (1926) both films has a biographical reference and soon

she became a superstar under imperial film company and it is believed that she earn more than the Governor of the Bombay at that time. Sulochana also believed to have owned the latest model of cars. And also there was rumors about be in relationship with Dinshaw bilimoria who was the biggest Male actor of the silent era of Hindi cinema .Sulochana played eight roles can be catogorised from Hyderabadi Gentlemen to a European blonde.

- Esther Vicotoria Abraham- Esther Victoria Abraham was an famous actor who was famously known as ‘Pramila’ before actor she was a teacher at Jewish School in Calcutta and then gets notice by Director Rama Shankar Chaudhary during one of her visit to the sets of a film in Bombay .Pramila acted in many films like Ulti Ganga (1942). She was also the part of the first version of mother India. She also loved to design her own costumes and jewelries. During my research I also get to know that she was a first Miss India Pageant in 1947.
- Mary Ann Evans- The most famous masked girl with cloak in her back from the film named Hunterwali (1935). She debuted by the film of Jamshed Wadia she was also famous by the name Fearless Nadia. She was an Actor with a different kind edge , she swung from chandeliers, jumped of cliffs, fought on top speeding trains and befriend with lions She married with Homi wadia in 1961 and thus became Nadia Wadia.

WOMEN IN PHASES OF BOLLYWOOD CINEMA AND THEIR PORTRAYAL IN IT

From 1940s to early 1960s is considered as a golden age which Period has seen many significant changes and also has introduced many things to many new things to it. The most prominent introduction was Parallel cinema and also many independent Film makers like

Satyajit Ray,

Guru Dutt,

Shyam Benegal

In this time Women Portrayal in cinemas has also changes the new thing in commercial Bollywood cinema were introduced called Heroine and Wamp. This divides the women characters in good and bad. But also it was the time where Parallel cinema was portraying women in very raw and in real way. Both type of cinemas started a competition with each other where in one side the women was been kind of stereotyping and in other women was portraying real and raw in artistic way.

The prominent cinemas of that time

- Pather Panchali (1955)
- Aparajito (1956)
- The World of Apu (1959)
- Mother India (1957)

- Mughal-E-Azam (1960)
- Pyaasa (1957)
- The Music Room (1958)
- Awaara (1951)

The second phase was started from the late 1960s to early 1980s. This era was mostly about the action and romantic genre of films. In this era, the cinema lovers were blessed with films like Aradhana (1969), Bobby (1973), Sholay (1975). Sholay was considered one of the most successful films in Indian Cinema.

The third and fourth phase from late 1980s, 2000s to late 2000s shows the diverse shift in the film making Procedure. In this era of filmmaking, Some advanced technology was introduced in the Country. There was time was films like Mr. India which considered as first Sci-Fi Film of India breaks records in the business of films. Its verdict was hit at that time. Afterwards films like Dilwale Dulhania Le Jaayenge, Hum Aapke Hain Kaun, Maine Pyaar Kiya, Koi Mil Gaya and others romantic film, sci-fi films, action films have a greater impact on Filmmaking.

All this shows how the film pattern changes from time to time, but from a few years, If I specially talk about Bollywood film Industry, then it is getting lots of backlash from Film audiences. There are many reasons which justify this statement to some extent. It can be repetitive content, illogical content, more and more remakes of other films, not giving stress on fresh content etc.

Impact women portrayal in cinema on society especially on youths

By and after the golden era of Bollywood cinema people started seeing cinema like it is the real world and it should be repeated in simple words people started getting influenced by cinema. And this thing is carrying out even today. Especially the youths of that time are more who get influenced or gets impacted.

Let's talk about some Bollywood cinema in there phases and how they impacted on their audience at that time.

Impact of women in cinema in 1950s - 60s

This was the prominent time because the golden era was started and it was considered to be a more idealistic time for women showcase in cinema and their impact. The depiction of Indian society in movies was more aspirational rather than realistic. Most of the films of that time were more about overcoming women class and their equalities. Like the other eras in these period women has solid role in the narrative of the films. One most prominent film from this era was Mother India (1957). This Film showcased the essence of the

identity of female characters of this period. And the impact was of women being celebrated as the nation's Pillar of strength.

Impact of women in cinema in 1970s - 80s

Now the idealistic situation for women portrayal has started fading out in this era. This is the period when women in Bollywood were largely relegated to the role of a mother or a dutiful wife. This mother figure was often shown undergoing taunts and oppression in dutiful silence, and getting her redemption in the end via paranormal or masculine intervention. And this was the era where male centric films are being made more and women getting role more neutral and weak characters. Youths at that time started hooting and cheering Basanti is being tortured to dance on an item number.

Impact of women in cinema in 1980s- 90s

In this era the action stars and comedy genres got their rise which means more degradation of women characters in Hindi cinema. Now women are being only there in films to be molested or to be saved by the hero (male lead) of the film. These eras' mainstream Bollywood films also signify the less women importance in the society and if you want to woo a girl just molest her. Which was very common in this era's film where hero used to molest heroine in the name of comedy or songs. For example Haseena man jayegi, and songs like Khud ko kya samajhti hai from the film khiladi (1992).

Impact of women in cinema since 2000s

The new century comes with a new type of films and women characters which has still resemblance in Hindi cinema. In this era women characters impacted the audience with some fresh role models and their stories with some independent films while Bollywood main stream cinema was still struggling with their old generation portrayal and objectifying of women. films like Aitraaz (2004) showed the greedy part of a woman which was played by Priyanka Chopra. And was very bold move for any actor at that time. The impact of such films often changes the perspective of women through cinema.

Here, Researcher is mentioning about the perspective of women because it is very important to understand the women and how they are being getting portraying in Bollywood cinema. There is no any set of norms that indicates how to portray a woman in films and why women ethics importance and their dignity should be shown, which leads impacting today's youth. They are easily influenced by the scenes, stories, and characters in which women is being treated bad or treated as only object which are not good to some extent. Some characters of women in Bollywood cinema are portrayed nicely but some are very abusive and violent which put a deep impact on today's youth.

LITERATURE REVIEW

Review of Some Previous Literature

Snigdha Deshmukh, (2020), The Bollywood cinema industry has been among the nation's most popular source of entertainment, spanning decades of performances since its inception in the 1930s. The masses like to watch the films in which men are centered with characters in which the women portrayal have been reduced and masculinity are the reason for celebration for the masses. As a result, the lack of equality both on and off-screen has raised questions on gender stereotyping, and being imbalance in the films of women which are impacts the public.

Salva Mubarak (2019), The woman lead tackle many forms, from the sacrificing mother, whimpering damsel in distress, to a female in charge of her own future. however the one element that becomes clear while you got down to chart the evolution of women in Bollywood is the role of the viewers' gaze, which in flip has informed by an expansion of factors, which includes politics, socio-economy structure and impact of the society at that specific time, and evolution of culture.

Aditi Shah (2019), Cinema has always been a world of heroes supported by female actors in leading roles. Now all drastically changing in Bollywood cinema, Women actors are now compete with their male colleagues for good and powerful roles in cinema. But imagine what was like for women who wanted to act in films a hundred years ago.

Gautam Anand (2022), Indian cinema has seen numerous great directors from different regions and from different backgrounds. But when one thinks of Indian cinema, it's the Hindi cinema ("Bollywood") that first comes to mind. So, when preparing this list, we were conscious of the fact that Indian cinema is so much further than just Bollywood. Only nine out of the twenty in the below list can be classified as purely Hindi film directors; others are indigenous language directors (some of them may have made Hindi flicks, but they do not inescapably belong to the Hindi film industry). It Does bother us to not see any women representation in the list, but that's more because of the fact that the Indian film industry hasn't been as kind to womanish directors as it has been to manly directors.

Hopefully, we will taste this trend changes in the coming days. We will experience the diversity in the field of directors too from the different parts of country.

Rohan Bhattacharya (2021) , Hindi film industry of India which produces nearly 1000 motion pictures every year is the world's largest film industry. From the time the first Indian sound film, Alam Ara was produced in 1931 till the present decade, this organization has a remarkably rich history of producing a variety of

pictures, showcasing different spheres of Indian life, in myriad themes, be it comedy, love, suspense, horror or drama. Still, there has been a changing trend in the representation of Indian flicks through the times. The way pictures were made in the 1950s is fully different from the way it's done in the twenty-first century. In this composition I would like to explore the changes that the Indian film industry has seen over the decades and the probable explanations for them.

P Pichanot(2021), In recent times, without cinema, we can't definitely consider modern-day India society. Despite the fact that this is not able to conceptualize a film without a 'story.' A film need to 'tell' and 'display' story, unravelling layer with the aid of layer, introducing the magic of the silver narrative at the screen. The testimonies rooted in lifestyle are praised through the viewer. Extra so, if they're widely mentioned in oral or written form, right from the beginning, there was an indelible connection among literature and films. The coverage starts with depictions of women protagonists in mainstream Bollywood films. This subject matter is taken into consideration suitable due to the fact women are a big part of the population of the country and their on-display representation is consequently crucial in identifying the promoting of present day stereotypes within the country inside the society . Today's scenario in the film industry defines the way mainstream Hindi Cinema has restrained itself to defined sketches of womanhood. Cinema has constrained itself to hooked up sketches of femininity and it's on the community.

Mana Tabatabai Rad (2016), Impact of women in cinema has been a prime problem of discussion among feminist film theorists in India. The complicated and captivating relationship among women and cinema has a good sized literature and some interesting work on third world feminism, which illuminates factors of the representation of women in Indian movies. The representation of women and the representation by means of women on screen are crucial for information the interplay among women and cinema in India or analyzing the location and illustration of women within power and gender relations in patriarchal society, we want to recollect the role of company in women's lives. "Agency" refers to the capacity of individual human beings to act independently and to make their personal loose picks company, therefore, normally refers to micro level actors and to macro degree collectives that act.

Dr. Ruchi Singh Gaur & Pneet Bhalla (2020), Bollywood is constantly considered as the wellspring of entertainment, where individuals are delineated in exclusive roles and women's depiction has continuously been a most discursive part in films. whereas it's far considered that cinema is the way of entertainment but in terms of content and portrayal thru which are being entertaining so it creates plenty of questioning for cinema by means of society. Portrayal of women in special roles which include vamps, a silent spouse, a loving women, a profession orientated women, etc. affect society in real lifestyles as properly. A women who's very shy and getting insult by her husband but nevertheless fulfilling her obligations closer to family is considered as a stereotype portrayal however nevertheless these movies are looking constantly. these stereotype characters damage the honour of women; it shows a type of gender inequalities with women which leads to tremendous negative impact on socials.

S Nandankumar (2011), women are consequently very sparse in number behind the curtain of this industry. In an industry with so few women working inside it, it seems fair to expect that the portrayal of women onscreen by male administrators and other male professionals can have gender biases and constraints and might not necessarily explore women's world views, perceptions and subjective realities.

Fareed Ahmad 2014, it can be stated without women there may be no cinema in any respect. From the early beginning of cinema she is own as on center a part of attraction. Most of women shown in India movies are depicted as lightly, heartless, ruthless, subservient, often women are used a village woman or a town dweller. women in cinema start with an object of affection and ends in marriage. All films which as shown are orientated along with her and he or she is used as a colourful splash to the storyline. From the Eighties this fashion is ongoing and displaying women as glamorous from Madhu Balla to Rani Mukarjee, Simran to Shrya, Amal to Dimple Kapadia, Aishwarya to Katrina Kaif where they're all used as sexual objects in India cinema who are expressing their lips and wiggle their hips to the audience. A commercial film is also frequently loaded with songs and dances in which women should dance with rain soaked dresses, tighter and skimpily dressed, seductive scenes, displaying their breasts. some of the songs that are meaningless which scrap them vulgarly songs like Choli Keh Peachey kya hey, Chese bade hey must, and so forth. women's frame in considered as an appealing one so the movies and shots taken are all orientated with sexual ardor as a way to cover male and target audience. This leads to significant impact on the society over women in Bollywood cinema.

GENERAL AIM OF STUDY:-

- Here the general aim of the researcher is working on this topic is that researcher want to develop his insight, his perception on the selected topic. 'Impact Of Women Portrayal In Bollywood Cinema Among Youth Of Jharkhand' and he also wants that by researching more and more about any topic you become more knowledgeable about the world around it.
- To get the overall knowledge from the Study, and to make the sharp knowledge about Bollywood, History of Indian cinema, Portrayal of women, impact of youths etc.
- If you study on any topic, then it leads to a systematic structure of research and findings. If you do any systematic research then it makes it easy to find the solution to the problem.

SPECIFIC OBJECTIVE OF THE STUDY

The Specific Objective of the Study are

1. To know how much a women portrayal in Bollywood cinema influence the Youths of Jharkhand.
2. To showcase the impact of different concepts and thickening of the people about how women are being portrays in the Hindi cinema and its various aspects.
3. To highlight the interest of Youth about women representation in the cinema and how they want to be seen women in the film
4. To know how women portrayal has degraded from the early stages of Bollywood cinema.
5. To showcase the extreme rise or fall of women dignity in the cinema. And its impact on the society and its people.

RESEARCH METHODOLOGY

In this dissertation Report, for research, researcher used the quantitative methodology in quantitative methodology; researcher used survey data collection method which is totally based on information present in Google and different websites and through perception of today's youth. As researcher's topic mostly focuses on youth, that's why the whole research was done with them only.

The two methods I used in my research report are:-

Primary Data

- **PRIMARY DATA:**

Under Primary Data, researcher collected all the data for research directly through my respondents. Through Survey Data Collection which comes under Primary Data, researcher have prepared some sets of questions having options given. It considered 10 questions for the survey. Researcher kept all the questions in a sequence and circulated to my respondents through online mode. Researcher collected all my data without any biasness.

Researcher first selected the source through which I can share my questions without going to my respondents, and then researcher selected 'Google Forms' as my source to circulate my questionnaires.

Research Design

Definition: - Research Design is a skeleton of your Research Report, without research you didn't go further for research. We have to make some decisions during research design. According to Claire Selltitz, Jahida, Deutsch and Cook...; 'The arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.' In simple words, Research Design is a Blueprint of your whole Research Report. Research Design concerns regarding What, Where, When, How Much and By What Means. Research Design: Consider some decisions we make for Research. And, those decisions are:-

What is my study about?

Why am I working on this study?

Where is my study going?

What type of data my study required?

Where can I find my required data?

What technique should be used for data collection?

How will I analyze the data?

And, If Researcher talk about the study and the answers for these questions will be

- My study is about "Impact of Women Portrayal in Bollywood cinema among youth of Jharkhand ".
- I'm working on this study because women portrayal in Bollywood cinema has been often seen as only materialistic manner most of the films shows women as quiet and. dumb statue and this is the most common thing in main stream Hindi cinema. And also how youths are getting influenced by this.
- My study will be among the age group 15 to 29, as this age group watches most of the films now days.
- My study consists of both Primary Data and Secondary Data. Both types of the data are very relevant for my study. Primary Data gives me the exact views and opinions of all the groups which I considered for my research and by secondary data; I got some experience and more knowledge about my topic through their websites, articles, blogs etc.
- Basically, I can find my data mostly through the youth as they are more in films .
- Some research needs some techniques to get the required result and for my research work the technique I used is the Survey. Through Survey, I will find a solution for my research problem.
- I will analyse my data through pie charts

Universe of the Study

Universe of the Study means, the whole area where you are going to study. This can be an individual, groups of people, Organization etc. It will be more specific and identifiable among the respondents so they feel connected with questions.

My universe of the study is the state of Jharkhand in which the mostly people has given response are from Jamshedpur, Ranchi, Dhanbad, Bokaro, Chaibasa and others. And from the age group of 15 to 29.

Sample Size

Definition: - The sample size refers to the number of participants which we selected while we were doing our research Study.

The Sample Size for researchers Study “Impact of Women Portrayal in Bollywood cinema among youth of Jharkhand” will be 100 Participants.

These 100 Participants mostly focus on Youth.

The age group of this 100 participants are 15-20, 21-25 and, 26-29 While Survey, the most active age group was 20-25.

And, the other active groups are 15-20 and 25-29 respectively.

And most active city was Jamshedpur followed by Dhanbad and Bokaro

Sampling Techniques

Justification

My study is about the ‘Impact of Women Portrayal in Bollywood cinema among youth of Jharkhand’.

I chose this topic, because nowadays if any topic is more in the eyes of people specially from Film Industry than it is an Women portrayal and their impact on the society about the general women.

I have discussed about the women portrayal from beginning and the era from 1913s to 2000s and how it get changed day by day.

And the present scenario of women portrayal in Bollywood cinema is getting influenced by the youths in positive or in negative manner.

If I talk about a specific time period, during the golden era which means around the 1950s the women has been represented good after that it gets worse and how its impacted the community This topic gives you a detailed analysis of the use women representation and its impact on youths. How and in which role do viewers want to watch the women in Bollywood cinema???Why is it happening that people want to see women in less powerful roles in the cinema?

Data Collection Tool

Data Collection Tool refers to an instrument or researcher can say a device through which we can collect data for our study. Data Collection Tools makes our research more convenient as we have already decided how, from whom you can collect in what means, and that means or medium is our tool.

Data Collection Tool can be of many types like in primary data there can be questionnaires, interviews, surveys etc. Likewise, in secondary data, there can be case studies, journals, on the works which were already done by other scholars, etc.

Data collection tools enhance our study.

Data Collection Tool focuses only on our subject matter, so if we make any hypothesis through the help of the data which we collected through the Data Collection Tools, it will be easier for the researcher to step on to results easily and quickly. We able to find out that you hypothesis is correct or it's only a null hypothesis. In my Research Study, researcher selected questionnaires and surveys as my primary data collection tool and for secondary, researcher took references, journals, websites, internet searches etc.

And, in both the terms, researcher got my desired data and information which leads to a good research for my Study.

Data Analysis

The researcher has used quantitative method of data analyzing for this study by applying simple statically tool for result and findings.

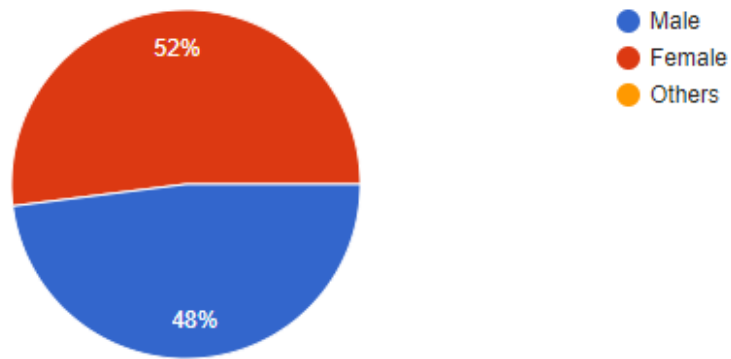
DATA REPRESENTATION AND ANALYSIS

Question.1.1 Gender

- **Male**
- **Female**

TABLE 1.1

| Gender | Number of respondents | Percentage |
|---------------|------------------------------|-------------------|
| Male | 48 | 48% |
| Female | 52 | 52% |
| Total | 100 | 100% |

CHART 1.1

The above Table and chart 1.1 reveals that 52% respondents belong to female category and 47 respondents belong to male category.

Question 1.2 Do you watch Bollywood cinema?

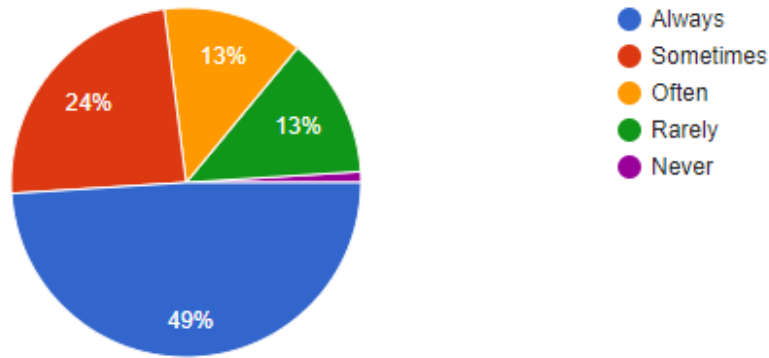
- Always
- Sometimes
- Often
- Rarely
- Never

TABLE 1.2

| Frequency | Number of respondents | percentage |
|-----------|-----------------------|------------|
| Always | 49 | 49% |
| Sometimes | 24 | 24% |
| Often | 13 | 13% |
| Rarely | 13 | 13% |
| Never | 1 | 1% |
| Total | 100 | 100% |

CHART 1.2

100 responses



The above table and chart 1.2 reveals that out of 100 respondent 49% responders do watch Bollywood

cinema always while 24% responders watch Bollywood cinema sometimes, 13% responders says they watch often and 13% responders say they watch rarely and only 1% responded they never watch any Bollywood cinema.

Question 1.3 How women is portrayed in Bollywood cinema?

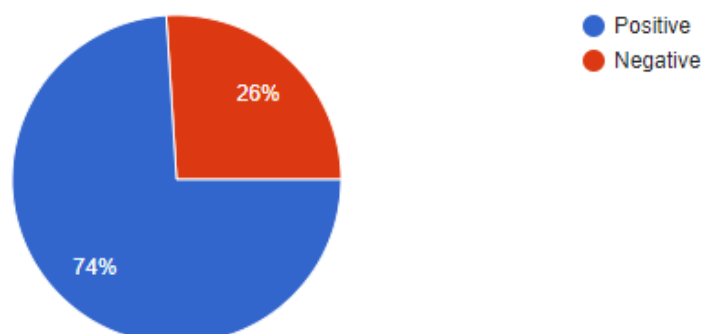
- Positive
- Negative

TABLE 1.3

| Portrayal | Number of respondents | Percentage |
|-----------|-----------------------|------------|
| Positive | 74 | 74% |
| Negative | 26 | 26% |
| Total | 100 | 100% |

CHART 1.3

100 responses



The above table and chart 1.3 reveals that out of 100, 74% responders believed that women are been portrayed

positively in Bollywood cinema while 26% says that women are negatively portraying in Bollywood cinema.

Question 1.4 .What kind of role played by women character in Bollywood cinema impacts you the most?

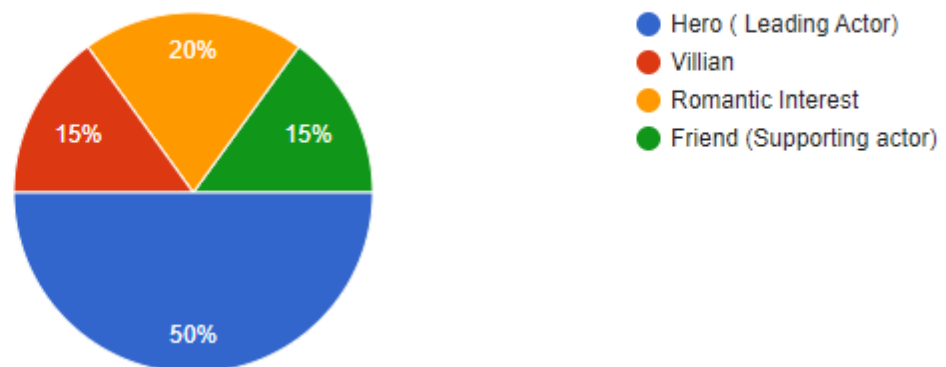
- **Hero (Leading Actor)**
- **Villain**
- **Romantic Interest**
- **Friend (Supporting actor)**

TABLE 1.4

| Roles | Number of respondents | Percentage |
|--------------------------|------------------------------|-------------------|
| Hero (Leading Actor) | 50 | 50% |
| Villain | 15 | 15% |
| Romantic Interest | 20 | 20% |
| Friend (Supporting Role) | 15 | 15% |
| Total | 100 | 100% |

CHART 1.4

100 responses



The above table and chart 1.4 reveals that out of 100, 50% respondent suggested that they want a women to be portray in a leading role and 15% want to see women in the character of villain 20% respondents responses that they want only women to be portray as a Romantic Interest. And rest 15% says that women in supporting role impact them the most.

Question .1.5. Do you agree with the statement that Most of the Bollywood commercial cinema objectifies the women character.

- **Agree**
- **Strongly Agree**

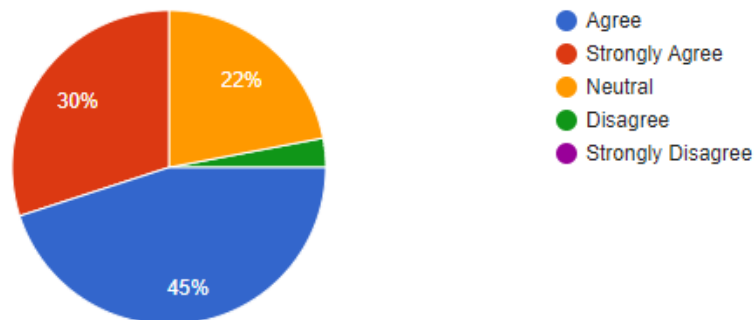
- **Neutral**
- **Disagree**
- **Strongly Disagree**

TABLE 1.5

| Frequency | Number of respondents | percentage |
|-------------------|-----------------------|------------|
| Agree | 45 | 45% |
| Strongly Agree | 30 | 30% |
| Neutral | 22 | 22% |
| Disagree | 3 | 3% |
| Strongly Disagree | 0 | 0% |
| Total | 100 | 100 |

CHART 1.5

100 responses



The Above table and chart 1.5 reveals that out of 100, 45% respondents agree that most Bollywood cinema objectifies the women. While 30% respondents strongly agree the statement, 22 % respondents stayed neutral while 3% respondent are disagree with the statement that commercial Bollywood cinema objectifies the women and none are Strongly disagreeing.

Question 1.6 What kind of change a Bollywood cinema can make in the society?

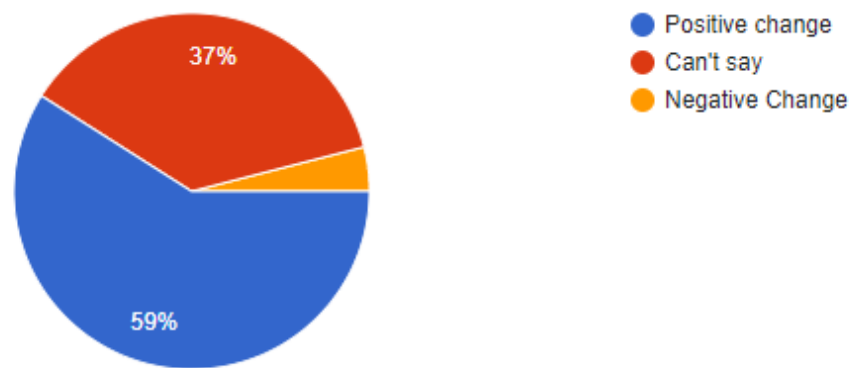
- **Positive change**
- **Can't say**
- **Negative Change**

TABLE 1.6

| Factors | Number of respondents | percentage |
|-----------------|-----------------------|------------|
| Positive Change | 59 | 59% |
| Can't Say | 37 | 37% |
| Negative Change | 4 | 4% |
| Total | 100 | 100% |

CHART 1.6

100 responses



The above table and chart 1.6 shows that out of 100, 59% respondents suggested that Bollywood cinema can make a positive change in the society. While 37% of respondents suggested that Bollywood cinema can make a negative change in the society and only 4 % respondents suggested that they can't say about this matter.

Question 1.7 Do you agree with the statement that women centric Bollywood cinema can make change in the society.

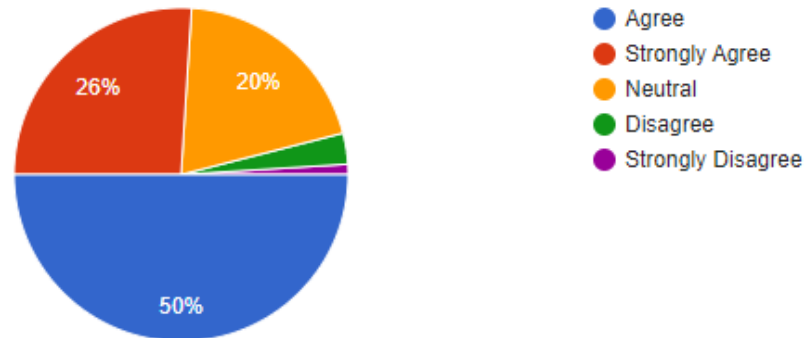
- Agree
- Strongly Agree
- Neutral
- Disagree
- Strongly Disagree

TABLE 1.7

| Frequency | Number of respondents | Percentage |
|-------------------|-----------------------|------------|
| Agree | 50 | 50% |
| Strongly Agree | 26 | 26% |
| Neutral | 20 | 20% |
| Disagree | 3 | 3% |
| Strongly Disagree | 1 | 1% |
| Total | 100 | 100% |

CHART 1.7

100 responses



The above table and chart 1.7 reveals that out 100, 50% respondents suggested that they are agree with the statement that women centric Bollywood cinema can make changes in society, while 26% respondents strongly agree with the statement while 3% respondents disagreed with the statement and 20% responders remain neutral while only 1% suggested that they are strongly disagree.

Question 1.8 Do agree with the statement that there is a stereotypical portrayed of women in Bollywood cinema.

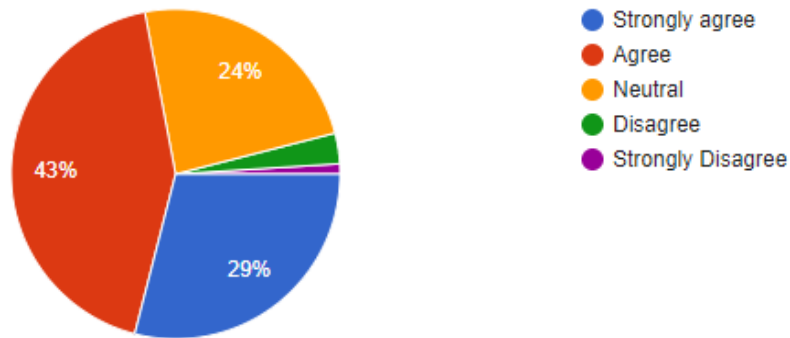
- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly Disagree**

TABLE 1.8

| Frequency | Number of respondents | Percentage |
|-------------------|-----------------------|------------|
| Strongly Agree | 29 | 29% |
| Agree | 43 | 43% |
| Neutral | 24 | 24% |
| Disagree | 3 | 3% |
| Strongly Disagree | 1 | 1% |
| Total | 100 | 100% |

CHART 1.8

100 responses



The above table chart 1.8 reveals that out of 100, 43% respondents agree with the statement that there is a stereotypical portrayal of a woman in Bollywood cinema, while 29% strongly agreed with the statement, 24% respondents remain suggested that they are neutral and only 3% respondents disagreed with the statement while only 1% respondents strongly disagreed with the statement.

Question 1. 9. Do you agree with the statement that Bollywood cinema with women empowerment subject is creating a positive impact among youth in the society?

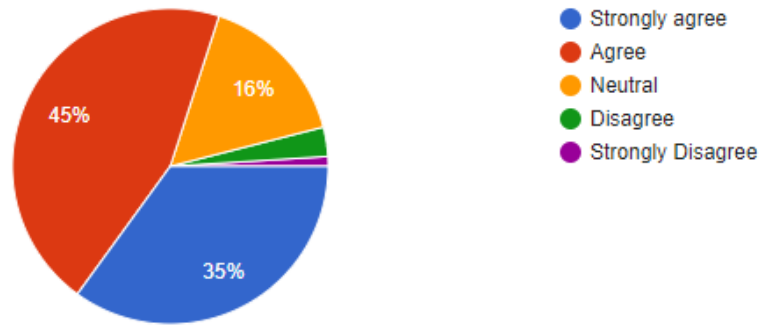
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

TABLE 1.9

| Frequency | Number of respondents | Percentage |
|-------------------|-----------------------|------------|
| Strongly Agree | 35 | 35% |
| Agree | 45 | 45% |
| Neutral | 16 | 16% |
| Disagree | 3 | 3% |
| Strongly Disagree | 1 | 1% |
| Total | 100 | 100% |

CHART 1.9

100 responses

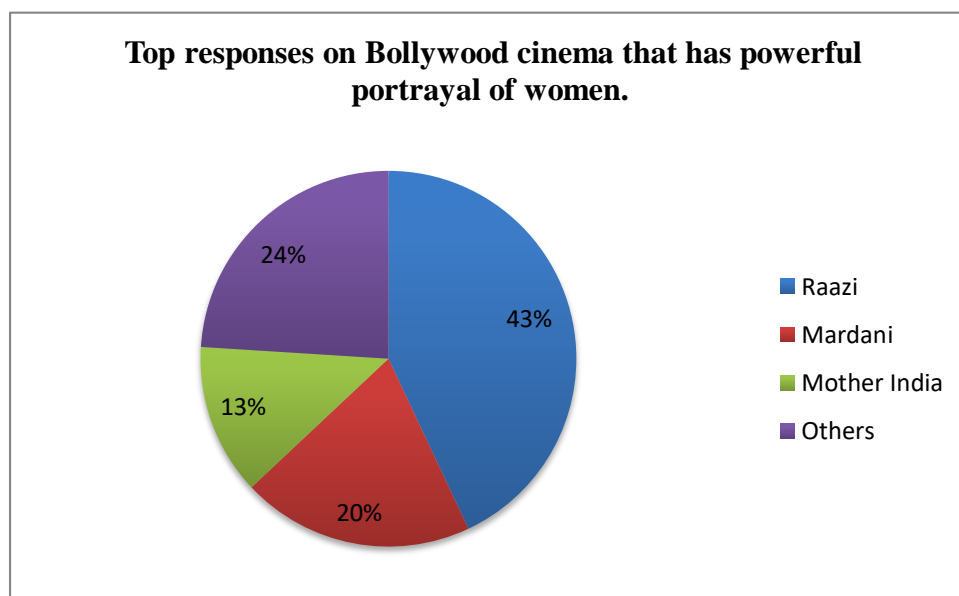


The above Table and chart 1.9 reveals that out of 100, 45% of respondents that Bollywood cinema with women empowerment subject is creating a positive impact among youth in the society. While 35% responded strongly agree with the statement and 16% responded that they are neutral in this topic while 3% suggested they disagree with this statement and other 1% responded that they are strongly disagree with the statement.

Question 1.10 Name one Bollywood cinema that has powerful portrayal of women.

TABLE 1.10

| Films | Number of Suggestions | Percentage |
|--------------|-----------------------|------------|
| Raazi | 43 | 43% |
| Mardaani | 20 | 20% |
| Mother India | 14 | 14% |
| Others | 24 | 24% |
| Total | 100 | 100% |

CHART1.10

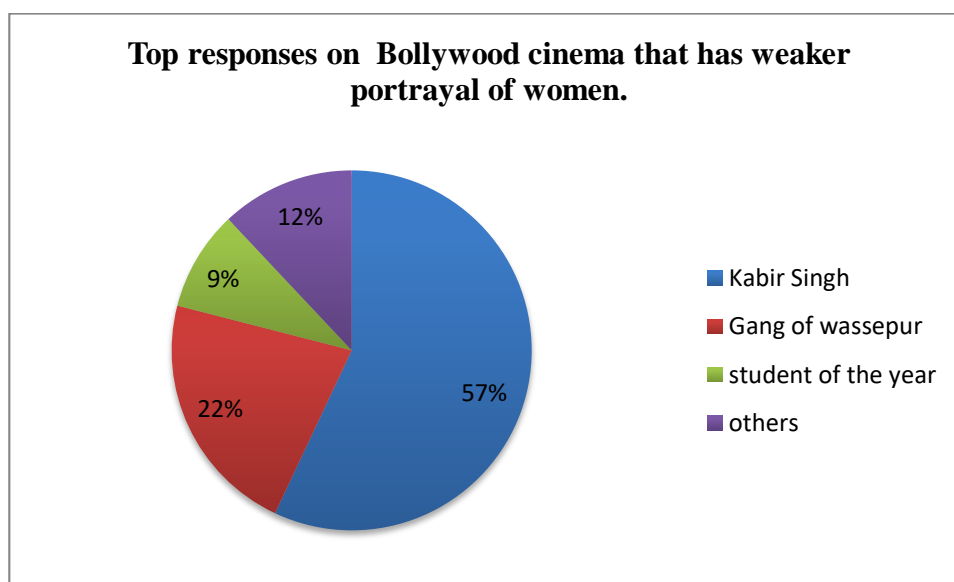
The above table and chart 1.10 reveals that out of 100,43% respondents have suggests Raazi as the Cinema in which the women portrayal has been most powerful impact in it .while Mardani suggest by the 20% of the respondents ,Mother India is suggest by 13% of respondents and 24% percent respondents suggested other films which has powerful portrayal of women.

Question 1.11 Name one Bollywood cinema that has weaker portrayal of women.

TABLE 1.11

| Films | Number of Suggestions | Percentage |
|---------------------|-----------------------|------------|
| Kabir Singh | 57 | 57% |
| Gang of Wassepur | 22 | 22% |
| Student of the year | 9 | 9% |
| Others | 12 | 12% |
| Total | 100 | 100% |

CHART 1.11



The above table and chart 1.11 suggested that out of 100, 57% respondents have suggested Kabir Singh as the Cinema in which the women portrayal has been most weaker impact in it .while Gang of wassepur suggested by the 22% of the respondents ,Student of the year is suggested by 9% of respondents and 12% percent respondents suggested other films which has weaker portrayal of women.

CONCLUSION AND FINDINGS**Conclusion**

Bollywood cinema has been always important part of a life of every Indian since more than 100 years each generation has their own taste of stories values and etc the thing which stays same is the value and importance and how it's find the way to entertains the Young people. After this research researcher got to know that portrayal of women is depends on the masses of that time what the mass wants to see that will showcase at that time .parallel films like *apur panchali* ,*apur sonshar* and many more and their success tells us that audiences love good story and powerful women portrayal. and also they wants to be entertain so the best thing is to watch commercial cinema in which the portrayal of women might not so good but time changes with that taste of the audience also changes as well as the time.

There may be the many phases of the Bollywood films but one thing was common in every era women portrayal and their importance are there from analogue era to digital age women impact on film tells about the situation of the particular society and there young people.may be women faces many issues in then cinema but the duty is our to make them that crucial that they can compete with their male colleagues

Findings

Our findings show that Youth of Jharkhand like to watch good story in which women are portrays in powerful manner.

In this research total 100 samples has taken by the youths who are belongs to various part of Jharkhand in which total 52% female and 48% male respondents has responded.

49% responders do watch Bollywood cinema always while 24% responders watch Bollywood cinema sometimes, 13% responders says they watch often and 13% responders say they watch rarely and only 1% responded they never watch any Bollywood cinema.

The finding define that more than half of a quantity of youth always watch Bollywood cinema whereas others often watches the Hindi Cinema.

74% responders believed that women are been portrayed positively in Bollywood cinema while 26% says that women are negatively portraying in Bollywood cinema.

Finding is simplified that that almost majority population of the youth of Jharkhand believed that women is Bollywood cinema are portrays positive way.

Researcher found that 45% respondents agree that most Bollywood cinema objectifies the women. While 30% respondents strongly agree the statement ,22 % respondents stayed neutral while 3% respondent are disagree with the statement that commercial Bollywood cinema objectifies the women and none are Strongly disagreeing.

The finding is that almost half responders believed that Bollywood does objectify the women. And also in this topic many youths seems double minded and they choose to be neutral. 59% respondents suggested that Bollywood cinema can make a positive change in the society. While 37% of respondents suggested that

Bollywood cinema can make a negative change in the society and only 4 % respondents suggested that they can't say about this matter.

50% respondents suggested that they are agree with the statement that women centric Bollywood cinema can make changes in society, while 26% respondents strongly agree with the statement while 3% respondents disagreed with the statement and 20% responders remain neutral while only 1% suggested that they are strongly disagree.

More over 43% respondents agree with the statement that there is a stereotypical portrayed of a women in Bollywood cinema, while 29% strongly agreed with the statement ,24% responders remain suggested that they are neutral and only 3% respondents disagreed with the statement while only 1% respondents strongly disagreed with the statement.

In fact 45% of respondents feels that Bollywood cinema with women empowerment subject is creating a positive impact among youth in the society. While 35% responded strongly agree with the statement and 16% responded that they are neutral in this topic while 3% suggested they disagree with this statement and other 1% responded that they are strongly disagree with the statement.

And around 43% respondents have suggested Raazi as the Cinema in which the women portrayal has been most powerful impact in it .while Mardani suggest by the 20% of the respondents ,Mother India is suggest by 13% of respondents and 24% percent respondents suggested other films which has powerful portrayal of women.

Researcher also found 57% respondents have suggested Kabir Singh as the Cinema in which the women portrayal has been most weaker impact in it .while Gang of wassepur suggested by the 22% of the respondents ,Student of the year is suggested by 9% of respondents and 12% percent respondents suggested other films which has weaker portrayal of women.

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ANNEXURE

Question 1- E mail

Question 2-Your Name

Question 3 –Gender

- Male
- Female
- Others

Question 4-Age

- 15-20
- 21-25
- 26-29

Question 5-City

Question 6- Do you watch Bollywood cinema?

- Always
- Sometimes
- Often
- Rarely
- Never

Question 7- How women is portrayed in Bollywood cinema?

- Positive
- Negative

Question 8- .Do you agree with the statement that Most of the Bollywood commercial cinema objectifies the women character.

- Agree
- Strongly Agree
- Neutral
- Disagree
- Strongly Disagree

Question 9- What kind of change a Bollywood cinema can make in the society?

- Positive change
- Can't say
- Negative Change

Question 10- Do you agree with the statement that women centric Bollywood cinema can make change in the society.

- Agree
- Strongly Agree
- Neutral
- Disagree
- Strongly Disagree

Question 11 - Do agree with the statement that there is a stereotypical portrayed of women in Bollywood cinema.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Question 12- . Do you agree with the statement that Bollywood cinema with women empowerment subject is creating a positive impact among youth in the society?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Question 13- Name one Bollywood cinema that has powerful portrayal of women.

Question 14- Name one Bollywood cinema that has weaker portrayal of women.