

Television and Tradition: Examining the Influence of Indian Serials on Women and Cultural Norms

Dissertation submitted to the
Guru Ghasidas University, Bilaspur
For the partial fulfillment for the award of the degree

Master of Arts
(Journalism & Mass Communication)

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27/05/24
H.O.D.
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CHHATTISGARH, INDIA

2024

CERTIFICATE

This is to certify that the dissertation entitled "**Television and Tradition: Examining the Influence of Indian Serials on Women and Cultural Norms**", submitted by **Ankit Kumar**, Registration No. **GGV/22/00503**, in partial fulfillment of the requirements for the award of the degree of **Master of Arts in Journalism and Mass Communication**, is a record of genuine and original research work carried out under my supervision and guidance during the academic period **2022-2024**.

The research presented in this dissertation is a bonafide contribution and has not been submitted previously for the award of any degree or diploma in this or any other university.

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Introduction

Mass media serve as a powerful communication tool that can reach and influence a vast audience. Television is a popular and influential medium that reflects and shapes cultural norms. For many, it is the main source of information and entertainment, offering a window into different worlds and experiences beyond our own. In our increasingly global society, television plays a crucial role in shaping our perception of the world. It is widely believed that television has a greater impact on human psychology than any other media.

The advent of television in India marked a significant cultural shift, introducing a medium that has permeated nearly every household in the country. Among the diverse content offered by television, serials, or "soap operas," have emerged as one of the most popular and influential forms of entertainment. These series, which often reflect and reinforce social norms and values, play a crucial role in shaping public perceptions, particularly among women, who form a substantial portion of their audience. Television serials in India are not merely a source of entertainment but also a powerful tool that influences societal attitudes, behaviors, and expectations. It is widely believed that television has a greater impact on human psychology than any other medium. They often portray exaggerated and dramatized versions of everyday life, focusing on family dynamics, relationships, and moral dilemmas. Over the years, these series have evolved, reflecting and sometimes challenging the changing roles and aspirations of women in Indian society. However, their impact is double-edged as they can empower and reinforce traditional stereotypes.

Indian women engage with television series in various ways, especially in urban and rural settings. For many, these serials offer a glimpse into lifestyles and experiences that differ from their own, providing both escapism and a sense of connection. However, the portrayal of women in these series is often criticized for perpetuating patriarchal norms, glorifying submissiveness, and promoting unrealistic beauty standards. Despite these critiques, the influence of television serials on women's self-perceptions, roles within the family, and societal expectations remains profound. This research seeks to explore the complex relationship between television serials and Indian women, examining how these programs shape cultural narratives and influence the everyday lives of women and how much Indian culture is affected by the portrayal of women in television series.