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**Topic of Research: Portrayal of Women in Media and Associated Social Perception**

**Keywords Women. Media. Perception. Soap opera. Advertisement**

## **FINDINGS**

The study revolves around the relationship of women with media in terms of portrayal of as well as perception generated among audience. The study builds on feminist theory as well as existing literature in the field. Within the larger area of study, the present study revolves three major objectives

- a) To understand the nature of portrayal of women in Indian television soap operas.
- b) To understand how advertisements on Indian television portray women.
- c) To understand the perception generated by the portrayal of among women audience across backgrounds.

The study involves study of a purposive sample of soap operas, advertisements on Indian television as well interviews among women audience in the city of Delhi. The major findings of the study reveal an existence of stereotypes of women both in soap operas as well as advertisements with changes around the portrayal being marginal. The audience however connect to the content in different ways from seeking inspiration from the women characters on television, to reflecting on the negative impact of negative stereotyping of womens particularly in their role as mother-in-law. The appeal of advertisements as ideal of women beauty also generates desire particularly among young women to look a certain way.