



# RUKMINI DEVI

## Institute of Advanced Studies

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## Group Discussion on Role of Media in Portrayal of Today's

### Women

<b>Topic :</b>	Group Discussion on Role of Media in Portrayal of Today's Women
<b>Date of event :</b>	February 10,2011
<b>Aim of the Event :</b>	<p>A Group Discussion on Role of Media in Portrayal of Today's Women was organized for all the students of MBA and MCA by Women Cell, RDIAS.</p> <p>This session aimed on making everyone aware that media plays a dominant role in portraying the current status of women.</p>
<b>Event Report in brief:</b>	<p>Many would agree that some strides have been made in the direction of how the media portrays women in films , television and magazines, and that the last 20 years have also seen a growth in the presence and influence of women in media behind the scenes. Nevertheless, female stereotypes continue to thrive in the media we consume every day.</p> <p>This activity aimed at providing a snapshot of the issues around the media's portrayal of women and girls—from effects on body image and self-identity to ramifications in sports and politics. It looked at the economic interests behind the objectification and eroticization of females by the media as well as efforts to counter negative stereotyping.</p>

The objective of conducting a Group discussion on the same theme was to make students cautious in deciding the television shows, publications and radio channels they would like to watch and hear. Educated citizens of the society should not add to the TRP's of insensitive programs and channels. Also, a group discussion is one of the most important parameters in the recruitment process as it is a rejection tool and not a selection one.

Though group discussion sounds a cacophonous idea of many individuals, there stems many management points that can be noticed in an individual. Skills of management level and expertise in cooling down a situation can easily be recognized during discussion of a topic. This helps the conductor of group discussion to list out the right candidate.

This activity aimed and accomplished two things: Group Discussion and Awareness about the role of media in portrayal of today's women!