

EQUITY

**IN CHANGING SOCIETY &
RESPONSIBILITY IN RELATIONSHIPS**

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FROM THE PRINCIPAL'S DESK



Dear Readers,

It was indeed a privilege for ST PAULS COLLEGE, Bengaluru to organize this two-day National Conference on Identification of Abusive Relationships and Prevention of Domestic Violence sponsored by the National Commission for Women (NCW), Govt. of India on 8-9 March 2022 coinciding with the International Women's Day on the theme "Gender equality today for a sustainable tomorrow" by United Nations to "break the bias" that exists in the society to create a gender-equal world.

Domestic violence is a problem worldwide. It occurs in different degrees, in all regions, countries, societies and cultures, and affects the victim irrespective of income, class, race or ethnicity. There are many forms of abuse that women, men, the elderly, children and the less privileged are subjected to in our society. This seminar was an attempt to look at various forms of abuse to suggest strategies that would help put an end to this crime or at least reduce the frequency and intensity of the pain inflicted on the other, and achieve complete prevention of abuse, eventually.

According to Article 15 (2) of the Constitution of India, "State can make special provisions for women and children" towards realizing the right to equality. Originating from this article, the "Protection of Women from Domestic Violence Act in 2005", has taken certain care to provide service providers, legal aids, medical facilities and shelter homes in the hope that the abused be given all these facilities.

From an academic perspective, an important tool that I believe can function in preventing domestic violence is EDUCATION, because education can expose the direct and underlying causes which contribute to domestic violence. It helps build an understanding of the impact and consequences of violence and promotes non-violent alternatives and lifestyles. Education will raise awareness, change attitudes and develop skills to deal with violence and prevent it from

recurring. Therefore, a major responsibility lies with educators and educational institutions to prepare the current generation to become agents of equity and non-violence, to speak for the victims, and to ensure that our societies become places of peaceful coexistence.

The policy Manual on the prevention of domestic violence prepared by the United Nations in 1993 covers all aspects of violence against any person within their homes. The Manual highlights the responsibility of everyone to work towards ending violence against women, children and other vulnerable in the society. Of all the strategies discussed in the Manual, “working together effectively” is the most important one, and that continues to be the key strategy even today.

A national seminar such as this has certainly helped us to reach a large number of activists, lawmakers, academicians, researchers, faculty members, students, etc., across the country to create awareness about the abuse that exists in relationships, to share our thoughts, concerns, ideas and suggestions, and to work together to put an end to this abuse.

With immense joy, I would like to express my sincere gratitude to Ms. Rekha Sharma, Chairperson, and National Commission for Women, Govt. of India, and the entire team for sponsoring this national seminar, and the Department of Journalism and Mass Communication for organizing it in association with the Internal Quality Assurance Cell and Women Empowerment Cell of ST PAULS COLLEGE. Gratefulness also to the distinguished speakers, panellists, delegates and participants for gracing the occasion with thought-provoking discussions and active involvement.

This seminar is fruitful and successful in so far as all of us strive towards establishing, individually and collectively, a society characterized by healthy and respectful relationships, free of abuse and violence.

Fr. Dr. Thomas MJ
Principal, SPC

CONTENTS

Chapter – 1 -----	11
“Women beyond Kitchen”: An Analysis of the Malayalam Film – “The Great Indian Kitchen” – Dr. Shourini Banerjee, Mr. Abishie R & Ms. Najwa Hameed	
Chapter – 2 -----	27
Impact of Abuse on Victims and Families – Mrs. Gayathri G	
Chapter – 3 -----	34
Fault Lines – Ms. Meghna Vesvikar	
Chapter – 4 -----	50
Women Empowerment and their Challenges in Entrepreneurship – An Analysis – Ms. Ashwini S	
Chapter – 5 -----	63
New Media Usage and Its Impact on Emotional Health of Women During Covid Pandemic in Kerala - A Case Study – Dr. K. S. Ragini	
Chapter – 6 -----	73
A Study on the Knowledge Attitude and Practices Level about the Child Marriage – (With Special Reference to Ronur Village, Srinivasapura Taluk, Kolar District, Karnataka) – Dr. Shashikantha Rao & Dr. Manjunatha T A	
Chapter – 7 -----	85
A Case Study on Stereotypes and Violence Against Women in Hindi Cinema – Ms. Nikita Das & Fr. Dr. Sajith Cyriac	

Chapter – 8 -----	93
Challenging the Societal Notions in Girish Kasaravalli Movies – Mr. Kishan H R & Dr. Shivakumar Kanasogi	
Chapter – 9 -----	112
Human Rights Violation – Perspective Analysis – Mr. Neeraj Jason D'souza	
Chapter – 10 -----	122
Breaking The Silence – A Correlational Study on Emotional Abuse and Coping in Romantic Relationship – Ms. Priyanka Rodrigues, Ms. Aaliya Sultana and Dr. Sukriti Banda	
Chapter – 11 -----	131
Women Entrepreneurs in India: Issues and Challenges -Dr. Chandrakanthi.L & Mr. Naveen. J	
Chapter – 12 -----	146
Guns, Goons and Godfathers – A Study of the Violent Alfa Male Portrayals in Popular Kannada Cinema – Ms. Sushma R Rao & Dr. Bhargavi Hemmige	
Chapter – 13 -----	156
Attachment Styles and Aggression within Marital Relationship – Ms. Aaliya Sultana R, Ms. Priyanka Rodrigues and Dr. Sukriti Banda	
Chapter – 14 -----	176
Stress and Anxiety among Public School Teachers and Private School Teachers – Ms. Rukmini S	
Chapter – 15 -----	188
Sleep Quality among Prison Staff and Influence of Selected Demographic Variables – Dr. Pradeep Kumar P & Mr. Michael Meshak	

Chapter – 16	201
A Study on the Portrayal of Career Woman in Tamil Film – Ms. Joyce Suganthini D. T.	
Chapter – 17	220
Online Harassment and Psychological Violence: A Case Study Analysis of Undergraduate Female Students of Delhi & NCR – Dr. Preeti Singh	
Chapter – 18	234
Wrapped in, Rap Lyrics and Gender: An Analytical Study – Mr. Verlon Medeira & Ms. Reema Ann Roy	
Chapter – 19	247
Impact of Online Harassment on Youth – A Study on Instagram – Mr. Adriel Peter Almeida & Prof. Jenin Raj. S	
Chapter – 20	264
New Media Technologies and Education: A Study on Accessibility during COVID-19 – Ms. Radhika Aggarwal & Dr. Prashanth V	
Chapter – 21	276
The Role of Information Technology in Women’s Empowerment – An Analysis – Mr. Prem Sagar	
Chapter – 22	283
Health Locus of Control among Government Institutionalised and Non-Institutionalised Elderly Women – Dr. Shailaja M & Dr. Sreenivas M	

Chapter – 23 -----	291
Women Leadership and Corporate Governance concerning Indian Business Firms – Dr. Babu V and Mr. Jagadish N	
Chapter – 24 -----	300
Role of Mass Media in Preventing Domestic Violence – A Study – Mr. Nithish P & Dr. B. Shailashree	
Chapter – 25 -----	311
Gender Equality and Threats to Human Rights – Ms. Smitha V	
Chapter – 26 -----	315
Welfare Programmes and Transgender Policies: An Analytical Study – Dr. Basavaraja G, Mr. Linto Antony, and Ms. Rooja Jaffry	
Chapter – 27 -----	329
How Media Influences the Age - Old Stigma of Gender Disparity: Reflection and Analysis – Dr. Jaya Patil & Ms. Sashya Simha	
Chapter – 28 -----	339
Disguised Diffusion of Political Incorrectness by Indian Movies: An Analysis of Telugu Movies, 'Arjun Reddy' and 'Pushpa: The Rise' – Dr. Nimmy Maria Joseph	
Chapter – 29 -----	354
Resilience in the Protagonists of Sudha Murthy's Novels – Mrs. Adhisakthi P K, Dr. Shailaja M, & Dr. Mayurappriyan P S	

Chapter – 16

A Study on the Portrayal of Career Woman in Tamil Film

Abstract

Monetary freedom is one of the fundamental roads of young ladies' strengthening. The professional lady who goes out and seems to chase monetary liberation by leaving an imprint inside the world outside is considered a logo of strengthening. Indian media particularly films have depicted ladies in heap jobs as the individual, the vamp, the mother, the spouse, the girl, and furthermore in some cases in light of the fact that the professional lady. Orientation depiction in film is a frequently examined issue in Indian film. Externalization and commodification of young ladies are regularly broken down. However, what happens when a female is depicted as all in all a gala for the male look? What happens when she is depicted as a woman with her very own psyche having business and a profession? Is just the 'vocation lady' depicted with more prominent equity and with more similarity to reality in an Indian film? Or on the other hand, is it safe to say that she is a simple sketch drafted to satisfy the women's activist? This study plans to chase replies to those questions by investigating the depiction of vocation lady in contemporary Tamil film. This is a subjective report that utilizations content investigation to know whether a female character's vocation job' is given importance in Tamil films. It additionally looks to survey the way during which a vocation lady is depicted in Tamil movies and its tries to appear at the financial, social, and private viewpoints on 'the vocation lady' jobs in Tamil film. It additionally tries to know

how male characters inside the film view the female person's vocation. The review would reveal insight into the depiction of the vocation lady and would empower movie producers to make knowing decisions with the portrayal of the professional lady.

Keywords: *Career Women, Women in Tamil Cinema, Gender in Films.*

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INTRODUCTION

Tamil Nadu, the place that is known for geniuses and demi-divine beings; where entertainers are worshipped in sanctuaries and situated in, influential places; where a fruitful spell in Kollywood approaches unparalleled fame and unparalleled consideration. Indeed... films hold an irrefutable influence on the personalities of the masses in Tamil Nadu. They fill in as a social list intelligent of cultural necessities and desires. Additionally, they are a significant wellspring of assessment creation and affect the demeanour and mentality of the overall people.

Tamil Nadu is a state with an exceptionally high proficiency rate and ladies have, lately, come out and have effectively laid down a good foundation for themselves in vocation jobs notwithstanding solid man-centric leanings in Tamil society. Orientation depiction in films, particularly in Tamil movies, is oft talked about in research and in media. Be that as it may, shouldn't something be said about the new age Tamil lady who is taught, who works outside, and who additionally may work at home? Is she sufficiently given enough weightage in Tamil movies? Are her jobs working and at-home support? How do men view the vocation jobs of ladies in Tamil movies? These are the issues that this study looks to reply.