



Gender in Cover Pages of women's Magazines; Politics and Household

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Abstract:

This study is the analysis of Six Cover Pages of Femina magazine. Study provides the overall analysis of portrayal of women in both the roles; one as house hold and second as the leader of states. Study is quite interesting. The researcher used the content analysis technique to study the trend of the magazines regarding the women issues and its portrayal.

1. Introduction

“There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing.”

-Swami Vivekananda

The Indian society is divided and stands on caste hierarchy. Specific exclusive groups have had a glorious unique age with the support of the then rulers the kings. The golden age pride is also deep in our so-called understanding and elite groups mainly among the majority of first Varna, some fanatics of linguistics pride are also talking about —the golden age.

Vaideekamopposed woman approaching outside the house and this situation persisted in independent India. In our ideal society women is that they should be good mothers. Hence to the best of our abilities we try to get they married. Whenever a girl is married every one wishes her to have children and bear all the responsibilities to grow up them. What more glorious act can a woman do than to bring forth a good, healthy noble child? Hence without any fear of being mocked, that the best profession for our women is to get married and become successful mothers.

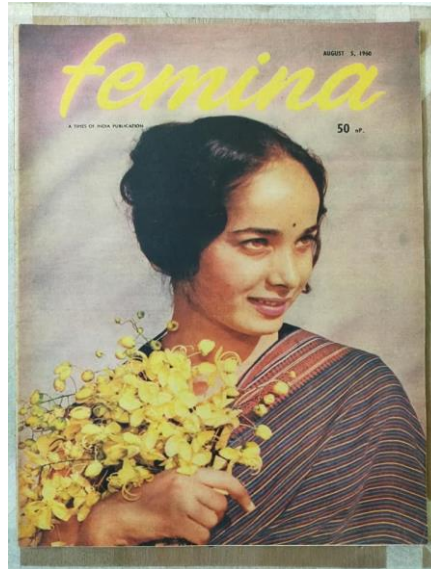
In post independent India, sexual harassment became a major issue particularly in recent years with its volume increasing. Women in all fields of life are becoming victim to this inhuman behavior. India's first woman additional solicitor-general and the first-ever woman to become senior advocate in the 154-year-old Bombay High Court in 1985, Indira Jaising, narrates her experiences in this. She said that she was also sexually harassed too, in the precincts of the Supreme Court.

In an interview with The Week (13-11-2016), she said that the judiciary is highly patriarchal, in many ways. There is no empowering environment in the courts for a woman lawyer. This is driving out women from law profession. There is another very important issue of sexual harassment of women, both lawyers and judges. I am fighting a case of a woman judge who had to resign after she complained against another judge for having sexually harassed her. This is the hidden dirty secret of the legal profession.

She also provides a solution to the problem. She calls the reservation for women, an affirmative action. It should be done for the betterment of women in this filed. It will lead to appointment of more women judges. This way, we can have a grave mass of women judges. That would make a difference. If you have two persons of equal merit, one is a man and the other a woman, the woman should be

favoured. The work space will become more independent if you have more women judges. In the work environment, being a woman would be more acceptable and not be seen as an exception to the rule (2016).

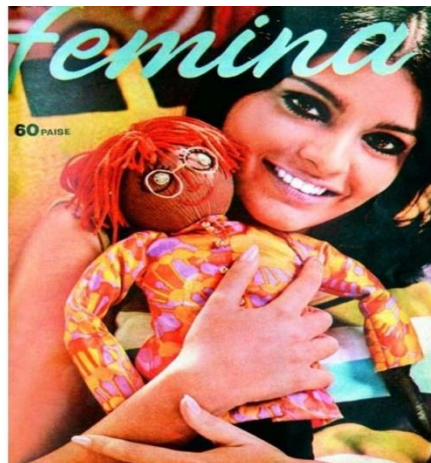
2. Analysis



Femina- August, 1960

2.1 Analysis

In this issue of Femina, Bollywood actress **Kusum Haider** was covered on the front page. Only a single pic was portrayed as woman who is working and symbol of success in that time. The cover page again emphasis on the working woman. Though she is wearing an Assami Saari and imaged is portrayed in traditional way.



Femina- May, 1969

2.2 Analysis

The cover page of the magazine covered young and shining star Zeenat Aman. She was the cover page girl of most of the magazines in late 1960s. The image on the cover page was single and does not have any sense of house hold. The image was portrayed as the successful new comer female star. She was portrayed as a working woman to inspire the other female in the society. The actress is also holding a soft toy which symbolizes the innocent phase of her personality. As far as the household is concerned, there is nothing about household activity on this cover page.



Femina- September, 1970

2.3 Analysis

This issue the magazine includes main cover line “Miss Asia 1970”. This was because Bollywood actress Zeenat Aman (Real Name Zeenat Khan) won two awards in this. She won “Femina Miss India Asia Pacific 1970” and “Miss Asia Pacific 1970”. This cover page was full of enthusiasm for the new comers. Zeenat Aman was portrayed as professional beauty queen who won two awards. The magazine organized specific photo-shoot. This front page of the magazines is 100% about the working woman and her success in the field of beauty.



Femina- 1974

2.4 Analysis

This is the special edition of Diwali in the year of 1974. This cover is also special as the magazine covered the strongest family of Indian Politics. The magazine portrayed the family picture of Gandhi Family. India Gandhi is in the lead of the picture. This image portrayed both the work and household in a single pic which includes women as the head of the family with two sons namely Rajiv Gandhi and Sanjay Gandhi with two daughters in law namely Sonia Gandhi and Menaka Gandhi. There are two kids sitting in front of all as we all see in normal life style. Two kids are Rahul Gandhi and Priyanka Gandhi. This image shows how a family is bounded with festival which a non-other than a

household activity. But at the same time Indira Gandhi is the Prime Minister of that time who was in inspiration for many of Indian Women.



Femina- July 1977

2.5 Analysis

This pic typically portrays a household activity of cooking. Cooking basically considered as the responsibility of women in Indian society. The Cover page includes main image of celebrity with many dishes on the front. Cover page also includes a cover line that is “**Inside the Beginners Cook Book**”.



Femina- October, 1984

2.6 Analysis

Indira Gandhi, then Prime Minister of India, was assassinated by her guards. She was the symbol of woman power. The Femina covered Indira Gandhi on its front page with a very pertinent question “**Now What?**” Magazine carries three images on its front page. The main image is of Indira Gandhi. She was the working Prime Minister at that time. One of two other images is important as it portrayed a male actor as the cook. He is Jackie Sharoff. There is a cover line about Jackie Sharoff that “**He cooks, he dances, he fights. God help him**”. This magazine cover page portrays a working woman in lead while a man indulge in household activity.

3. Conclusion

Femina, at that time, provided to about 1% of India's English educated population, who had the size to lead the impending, and this magazine required to create and encourage that leadership. Firstly that leadership destined men and, as a result, the magazine had more male readers than female. The sub-continent was lastly united, and this magazine in the 1960s portrayed a new kind of Indian woman by marrying the varied cuisines, looks and styles that piloted the length and extensiveness of this country. The magazine was consequently effective not only because it depicted the new Indian woman, but also because it shaped a network for women.

Lastly only two magazines covered the women as the leader of state; while one of those two portrayed as the family.

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