

*For all the women  
Who battle for the survival...!*



**DEPARTMENT OF POLITICAL SCIENCE**  
**JADUNATH SARKAR SCHOOL OF SOCIAL SCIENCES**  
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## **DECLARATION**

I, *Himashree Patowary*, bearing Registration No. *Ph.D/2252/13 dated 22/03/2013*, hereby declare that the subject matter of the thesis entitled, *Portrayal of Women in Assamese Print and Visual Media (2000-2002): A Feminist Perspective*, is the record of work done by me and that the contents of this thesis did not form basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted to any other University/Institute.

This thesis is being submitted to Assam University for the degree of Doctor of Philosophy of Department of Political Science.

Place:

**(Himashree Patowary)**

Date:

Department of Political Science

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## ACKNOWLEDGEMENT

The journey of completion of my Ph. D work is indeed a matter of pleasure and contentment. The work has made me indebted to many for their help in different ways. It is my sincere wish to acknowledge the help of all individually. I will remain grateful from the core of my heart equally to all for their help in the work.

At the very outset, I offer my heartiest gratitude to my supervisor Dr. Tenepalli Hari, Associate Professor, Department of Political Science, Assam University, for his constant guidance, flexibility, patience, practical insights and encouragement throughout my research work. I would like to mention that without his active support and whole hearted cooperation, I would not have been completed my work. He not only guided me through the entire process but also introduced me to a discipline which will be an integral part of my future studies.

I am extremely thankful to my co-supervisor Dr. Jenny Rowena, Assistant Professor, Miranda House College, New Delhi, for her encouragement and necessary guidance in my study.

I am indebted to Dr. Joyati Bhattacharya, H.O.D, Political Science, who supported and helped me throughout the work.

I acknowledge with thanks the help received from the faculty members Professor Ranju Rani Dhamala, Professor Debasish Bhattacharya, Tapan Das, Mohan Bora, Kanaka Rao, Bijen Meitei, Moses Kharbithai, Harsha Srinivas and Debotosh Chakravarty of the Department of Political Science, Assam University. I would like to mention that their advices and encouragements really mattered a lot to me in the completion of my work.

I like to gratefully acknowledge Dr. Uma Chakravarti, Department of History, Miranda House college, New Delhi and Dr. Tanika Sarkar, Department of History, Jawaharlal Nehru University, New Delhi, for their valuable advices and encouragements.



I specially thank Dr. B. K. Behra, Department of Sociology, Assam University, Dr. Alok Tripathi, Department of History, Assam University, Dr. Gopal Ji Mishra, Department of Social Work, who agreed to spare their valuable time for discourse.

I acknowledge the help received from Vinaya Kala Korvi, Department of English, Delhi University, Nganbi Nganbi Devi, Department of Ecology and Environmental Science, Assam University, Dipanwita Deka, Department of Fine Arts, Assam University, Rajnesh Pandey, Ashesh Ji, and Rashmi Sharma, Department of Mass Communication, Assam University, Sumana Mazumdar, Department of Social Work, Assam University, Ujjal Paul and Sanchari Bhattacharya of NIT, Silchar.

I take the opportunity to sincerely acknowledge the Editor-in-Chief of Dainik Agradoot Mr. Kanak Sen Deka, and Editor Mr. Pranjal Sen Deka of Dainik Agradoot, Mr. Shashi Phukan, the Editor of Bismoi and the whole office staff of Dainik Agradoot, Asomiya Pratidin, Asomiya Maya and Bismoy for their helping hand in providing necessary data and relevant materials in connection with the study.

I sincerely recognize the helps and supports of my friends Hasina, Deepsikha, Dijamani, Tombisena, Ridip, Ruman, Sunita, Binata, Deepjyoti, Asraful and Dipongpou.

I am also thankful to the Librarians and other staffs of the central library, Assam University, Silchar, and officials of the department of Political Science, Mr. Himanshu Paul, Mr. Nirmalya Chakraborty and Mr. Amarjit Gowala for their kind cooperation and helps in all my official works during.

I am thankful to the Librarians and other staffs of Jawaharlal Nehru University and Delhi University of Delhi, North Bengal University and Kolkata University of West Bengal, Tezpur University and Gauhati University of Assam for their kind co-operation and helps.

Last but foremost nonetheless, I am extremely indebted and thankful to my family for their support, to my Divine Mother (Maa) Dipali Bormudai Patowary for her kind and motivating words, to my loving and patient Father (Deuta) Uttam Patowary for his unwavering support, advices and assistance in all things and Minakshi (Mithu), the

Angel of my life for her emotional support, encouragement and love throughout my study.

At the end, I am fully responsible for the mistakes in my thesis and none of the individuals mentioned above is responsible for the opinion expressed in the thesis.

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## ***ACRONYMS AND ABBREVIATION***

AFJ	:	Association of Women Journalist
AIR	:	All India Radio
ASFFDC	:	Assam State Film Finance and Development Corporation
BBC	:	British Broadcasting Corporation
CCCS	:	Center for Contemporary Cultural Studies
CEDAW	:	Convention on Elimination of All Forms of Discrimination Against Women
CSW	:	Committee on the Status of Women
CSWI	:	Committee on the Status of Women in India
DD	:	Doordarshan
FHH	:	Female-Headed Households
FM	:	Frequency Modulation Transmitters
FMCG	:	Fast Moving Consumer Goods
GED	:	Gender, Environment and Development
GMPP	:	Global Media Monitoring Project
IBC	:	Indian Broadcasting Company
IFFI	:	International Film Festival of India
NARB	:	National Advertising Review Board
NCRB	:	National Crime Record Bureau
NCW	:	National Commission for Women
NCWG	:	National Conference of Women's Groups
NEN	:	North-East Networks
NGO	:	Non- Governmental Organization
NOW	:	National Organization for Women
NRS	:	National Readership Survey
OBC	:	Other Backward Classes
PWDV	:	Protection of Women against Domestic Violence
RNI	:	Registrar of Newspapers for India
SC	:	Scheduled Caste

SITE	:	Satellite Instructional Television Experiment
ST	:	Scheduled Tribes
TRP	:	Television Rating Points
UCC	:	Uniform Civil Code
UNESCO	:	United Nations Educational
UNRR	:	United Nations Research Report
VHF	:	Very High Frequency
WACC	:	World Association for Christian Communication
WHRC	:	World Human Rights Conference
WPC	:	Women Power Connect
WSF	:	World Social Forum

### ***GLOSSARY OF TERMS***

Bhaona	:	Plays based on Vaishnavite Novels or Mythological Stories
Borgeet	:	Assamese Devotional Songs written in Brajavali Language
Bollywood	:	Indian Film Industry
Jollywood	:	Name of the Assamese Film Industry
Kali	:	Goddess of Destruction in Hinduism
Katha Guru	:	Biographies of the saints of Assam
Charita		
Laksmi	:	Goddess of Prosperity in Hinduism
Namghar	:	Player House of Assamese people
Ojapali	:	A Folk Dance of Assam
Pepa	:	A Hornpipe wind instrument of Assam
Satra	:	Vaishnav Monasteries of Assam
Toka	:	A Bamboo Clapper
Tokari	:	A Traditional Musical instrument of Assam
Tokari Geet	:	A Type of Assamese Folk Song sung playing Tokari
Tulasi	:	Holy Basil
Upanayana	:	The rite of passage for the start of Formal Education

## ***LIST OF PUBLICATIONS***

This Thesis interpolates materials from the following Research Articles of the Researcher:

1. Portrayal of Women in Indian Mass Media:  
An Investigation Journal of Education and Social Policy, Vol. 1, No.1, 2014.
2. Media and its role towards Women: A Feminist Perspective  
International Journal of Research in Economics and Social Sciences, Vol. 5, Issue 11, 2015.
3. Indian Women's Fate: Never-Ending Oppressions  
The International Journal of Humanities & Social Studies, Vol. 1, Issue 6, 2016
4. Women's Objectification in Media Contents: Through a Feminist Lens  
The International Journal of Humanities & Social Studies, Vol.4, Issue 5, 2016
5. Media And Women Question: The Contradiction Between 'Real' and 'Ideal' Women, IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 21, Issue8, Ver. 7 (Aug. 2016)
7. Feminism on Media: Theorizing the 'Uncanny' state of women in men's world, IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 21, Issue 6, Ver. 3 (June. 2016)
8. Women In Media Entertaining Men In Men's World: Let's Think of a Women's World, IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 21, Issue 7, Ver. VIII (July. 2016)
9. Media Portrayal And Women: Women, God's Creation As 'Afterthought', International Journal in Management and Social Science, Vol.04 Issue-06, (June, 2016)
10. Indian Women's Movement through the ages: Pre-Independent to the era of Globalisation. (Unpublished).
11. Gender Practices and women in India: A Feminist Perspective. (Unpublished).