

AN EXAMINATION AND CRITIQUE OF THE OBJECTIFICATION STEREOTYPE PORTRAYAL OF WOMEN IN TELUGU MOVIES

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Abstract

Movies are the media's most potent instrument, and they are not exempt from the social conventions and practises that they reflect. It establishes the tone of our society's narratives and reveals how much significance place on it. Traditionally, women's roles were limited to that of homemaker, but as technology has advanced, so has the depiction of women in films, and this has had a significant impact on how society views women. The society's ideals are influenced by the portrayal of women in films. As a Feminist, you are defined by your appearance, your traditions, and your cultural behaviour. In most movies, however, women have mostly played ornamental or glamorous roles, naughty playgirls, unpleasant conduct, and premarital sex. This is a problem. Most people's cultural behaviour would be impacted if women were depicted in this way. As this tendency continues, it will have an impact on our younger generation.

Keywords: *TeluguFilm, women, objectification, stereo type Representation*

1. Telugu Culture

In India, Sri Lanka, Malaysia, and Singapore, as well as across the world, Telugu culture is deeply entrenched in the arts and customs of the Telugu people. Culture in Telugu may be found in the language and literature, as well as in the art forms of music, dance, theatre, folk art and martial arts. Unlike other Indian languages, Telugu literature is regarded as a current or later literature, and it is the oldest secular literature in South Asia in terms of age. Telugu cinema refers to films made in India that are dubbed into the Telugu script. Hyderabad is the centre of the Telugu film industry. This industry is often referred to as "Tollywood." Old Telugu films performed a good job of capturing the unique culture of the Telugu people. When we make films based on what really happens in the system, we don't have to worry about projecting our own culture. There is no doubt that Telugu films are promoting the culture of the Telugu people wherever and wherever they can.

2. Cultural Variations: A Progressive Critical Issue - with the Impact of Telugu Cinema

Because of the dramatic changes that have taken place in the current society, such as the clothing people wear, the culture has evolved and is no longer the same as it once was. For both men and women, the Telugu films show a distinct style of clothing. A system known as Pardah had a negative impact on women's lives in the 18th and 19th centuries. For the most part, the Pardah system was adopted by Indians during Muslim control, as several major historians have acknowledged. It may also be blamed on India's Muslim population. The Telugu films, on the other hand, urged restraint. Feminism appears in films as a result of changes in society's view of the world.

3. Female and Women's Attraction

Women were seen as second-class citizens in the culture they lived in. In this regard, "Saritha" serves as evidence. Even though she often gives up her career as a prostitute in the film, society refuses to accept her actions and does not help her acquire a job so she may enjoy a regular life like everyone else. Instead, guys see women as an item to satisfy their lustful desires. No guy cared about her as a wife and mother. They were used as tools to satisfy their need for desire during the time. The current societal trend was too much for the ladies to resist.

4. Women and Sex Idol

Women are treated as sex idols in "Manmsdhaleela." As a woman, he said, there was an ocean of sex to be found. He harms every woman he comes into contact with and feeds his passion for her. When it comes to women, he imagines them as skeletons.

5. Women's Beauty

Women, the opposing sex, are always admired by males. Male admiration for the beautiful female in the film "padaharellavayasu" is shown in this film.

6. Women & Body

Feminine songs of unique type are given prominence in films that focus on women's bodies. As much as this seems to be a characteristic of women, men's attitude to women has shaped how they act in this way. Because most good and honourable ladies would never be that despicable. the monopoly of love, prostitution, and model shows has resulted in this sort of weak mindset.

7. Personification of Telugu Cinema – A Tool for Social Change

In Telugu cinema, women have historically been used as accessories rather than as the protagonists of their own stories. The culture of Telugu cinema is one of mind-altering influence. Cinema, to a degree, reflects the culture in which it is set. Directors are well-versed in drawing inspiration from the

past and the present. A narrative about a woman being handled with respect and dignity, rather than with overblown references to her "sexiness" or "being an aunty," could be precisely what Telugu film needs.

Teenage boys and girls are being exposed to harmful patriarchal beliefs via the sexualized violence and exploitation of women in Telugu cinema. This must be rectified. Cinema has the potential to be the most powerful mass communication tool. A strong medium, in the 1960s.

Popular movies have moved their focus from societal issues to romantic ones. There are certain benefits to cinema over other forms of media. In terms of both visual and aural appeal, it's a fantastic combination. Mass education and teaching may readily take place via this medium. Perhaps the recognition of this truth is why a censor board was established, which scrutinises all scenarios that aren't likely to contaminate the wells of societal morality.

Smoking in movies and on television has begun to have an impact on today's kids. As a "cool" thing to do, teenagers were urged to experiment with it and see whether it worked for them. An increase in the use of cigarettes and shots, as well as booze, may be seen as a trend.

In addition, there has been a decent degree of positive effect, which is the primary goal of this project. Your acceptance of who you are as a result of films like "**Mahanati**," "**Ruudrammadevi**" and "**Arundathi**" It helped you develop a sense of self-belief. They exhibited genuine feelings and examples of everyday occurrences, such as adoration for one's parents and friendship with one's peers.

Films are no longer as influential as they once were in a rapidly changing world where internet exposure is increasing at an alarming pace, producing in the minds of the majority, particularly youngsters a fondness for false ideals and ugliness. Social impact can't be ruled out entirely.

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