



Manuscript ID	TMN-12-04-2026-01	Article type	Original Research Article
Received	10 September 2026	Revised	12 September 2026
Accepted	19 September 2026	Published online	19 September 2026
Volume / Issue	Vol. 12, Issue 04	Pages	518-535
DOI	https://doi.org/10.63300/tm12042026		

[ORIGINAL RESEARCH ARTICLE]

Portrayal of Women as Bold and Intelligent in Tamil TV serials- A study of its resonance among Tamil women viewers.

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Abstract

The images of television serials bring changes in the minds of the women viewers. The researcher conducted a study on the influence of Indian serials in special reference to Tamil Television serials on women viewers in particular. The study aimed to find out different kinds of portrayals of women in Tamil TV serials. This article explains the portrayals of the emotional status of women. The researcher took into consideration the opinions of women viewers to find out how women are portrayed in Tamil TV serials. The author extended the study further, based the study on cultivation theory and analysed the resonance level of TV serial images to which women viewers from Northern Tamilnadu were exposed. The study explored whether women are shown in Tamil TV serials as ‘bold & intelligent’ or as ‘weak/helpless’ during a crisis. The researcher has done a Survey which is Quantitative in nature and proceeded with an In-depth interview. Here, the SPSS software has been used for the analysis of the data regarding viewers’ opinions on the portrayals and their real-life experiences, and to find out the congruence levels. These results were analysed in three ways: Percentile, Kendall’s Tau b correlation statistic, and Factor Analysis. Though the opinion of the viewers on the portrayal of women as bold & intelligent was above average (75%) the real-life experiences do not match with that level. Because the viewers opined that they were not bold and intelligent at the time of crisis. Hence, there was a below-average resonance level.

Keywords: *TV serials, Portrayal, Bold, Intelligent, Congruence & Resonance.*

Introduction

People are highly media dependent whether it is for information or entertainment. Watching movies and serials form a major chunk of the entertainment package. Soap operas/serials form a major portion of the television entertainment package. And women are ardent viewers of these serials.

The visual images of television influence viewers' thoughts and behavioural patterns. It affects their attitudes too. Tanisha & Pragya (2016) claimed that these visuals perpetuate stereotypes as well. The powerful role that Television plays leads to social change.

The change is brought out in society by shaping public opinions. Sharda (2014), claims that media can bring changes in public opinion, personal beliefs, and viewers' self-perceptions.

The researcher believed that exposure to television serials brings changes in the minds of the women viewers. The psychology of women is altered by watching these portrayals of women in television serials.

This is what motivated the researcher to conduct a study on the influence of Indian serials in special reference to Tamil Television serials, on women viewers in particular.

Statement of Research Problem

Television soap operas depict certain images and they have a great impact on the viewers' thoughts, attitudes and behaviors, through its varied projections.

Therefore, the study aimed to unearth different kinds of Indian, in particular Tamil, television serial portrayals of women. The researcher took into consideration the opinions of women viewers on women's portrayals in Tamil serials. The study was extended further by the researcher and based the study on cultivation theory and analyzed the resonance level of TV serial images to which women viewers from Northern Tamilnadu were exposed.

Hence, the study initially attempts to find out the kind of portrayals available in Tamil TV serials. To achieve this purpose, the women viewers' opinions were gathered and then it was compared with their real-life situations.

Need for the Study

The Tamil television world is dominated today by serials, and this genre is more popular among women viewers. Serials hold sway over women viewers. This particular study focused on the correlation of Tamil television serial content with women viewers' real-life scenarios.

Firstly, the researcher, by analysing the images of women as depicted by the serial writers and directors, makes a valuable contribution to the Tamil television world. It would form a record of the portrayals of women in the Tamil television world at this point of time and would aid researchers who focus on 'Women and media' and also those who do research on 'Media and women's psychology.'

The analysis of the resonance level of the female viewers would benefit serial writers, communication researchers, as well as feminist thinkers. The analysis of the resonance level of the

female viewers would help to understand to what extent the psychology or mindset of the women viewers is affected by the serial images.

Objectives of the Study

The objective of the study was to examine the portrayal of women in images in Tamil television serials. Based on the results of the ‘Content Analysis’, done as pilot study, four major areas of portrayal have been considered as variables in this study: the economic status, social status, emotional status, and characterisation of women. This paper focuses on the emotional status of women.

The objectives of the study, as mentioned in this article, are:

- To observe how the emotional status of women has been depicted.
- To find out whether these portrayals have congruence with the real-life experiences of women viewers.

Materials and Methods

Hypotheses:

The above-mentioned objectives led to the form of the following hypotheses.

Hypothesis-1

H₀1 There was no resonance in the portrayal of women as ‘weak/helpless’ during crisis.

Hypothesis-2

H₀2 There was no resonance in the portrayal of women as ‘bold/intelligent’ during crisis.

Review of Literature

Emotional status of Women

In the current study, this variable includes the portrayals of women as emotionally weak or strong enough to face the crisis that arose in their daily lives. (Antony, 2024)

Tous-Rovirosa (2013) in the study on ‘The Representation of Women’s Roles in Television Series in Spain- Analysis of the Basque and Catalan Cases’, observed that nowadays the series depict new and positive images of women which has a good reflection of real life. They portrayed strong and independent women who took decisions by themselves. They involved different storylines.

Ranganathan & Rodrigues (2010) observed that Shanti and Abirami in ‘Anandham’ were shown as helping their men when they were in loss of business. In Rekha IPS, in Kalaigarnar TV, Rekha was a police officer who handled criminals with panache.

These observations from Ranganathan & Rodrigues (2010) were positive. The female characters from those Tamil serials were shown as bold and courageous.

Punwani (1988) referred to the portrayal of JJKN (Jassi Jaisi Koi Nahi) wherein a non-glamorous woman was shown as a person who can face any problem in her professional life.

These observations go contrary to some of the studies on Indian TV serials.

Karthika (2005) remarked that the traits of power were portrayed as something unnatural to a woman.

Gnanabharathi (2011) made a comparison between two popular serials, ‘Metti Oli’ and ‘Chitthi’. She observed that women were depicted as weak characters who tended to cry very easily.

Prasad (1994) who did the textual analysis of a few Hindi serials like Begane Deshi, Chhattisgarh Ki Beti, noticed that there was hardly ever a portrayal of normal women. Always negative images were shown.

There was mixed understanding regarding the portrayal of the emotional status of women. A few studies observed women were portrayed as strong and few studies remarked women were shown as weak.

Therefore, the researcher wanted to analyze the viewers' opinion of women portrayed as bold or weak in facing their crisis.

Resonance as Cultivation

Gerbner, et al. (1980) study found the following:

When what people see on television is most congruent with everyday reality (or even perceived reality), the result is a coherent and powerful “double dose” of the television message and thereby significantly boosts the cultivation process. Thus, the congruence of real-life experiences and the television world may “resonate” and lead to amplified cultivation effects. (p-15)

Hua-Hsin Wan (2008) study explored that *resonance is a strong factor in influencing attitude and character*.

There was an attempt to study the resonance effect on listeners. That too was on the music album. Erni & Chua (2008) who wanted to study the resonance effect of one of the famous music album was ‘made in India’. The study concluded that this music album resonated among Indian youth and led to the cultivation of Youth markets in India.

There were two studies that indirectly dealt with the resonance of TV serials. One was conducted in Jammu. Kaul & Sahni (2010) in their study on the ‘Opinion of Viewers & Portrayal of Woman in TV Serials’, had a purposive sample comprising 120. It was found that women chose to watch women-oriented operas wherein they could see a reflection of their own life experiences in such operas.

Though this study was not directly oriented toward finding out the resonance level, it had some connection with resonance. If those viewers were able to feel that women-oriented serials were a kind of reflection of their own lives. Gerbner claimed that if TV content is congruent with real life situation there takes place resonance and which leads to a cultivation effect. (Gerbner, et al. 1980)

Research Methodology

The present study has used an Exploratory design and is Quantitative in nature. Exploratory research focuses on new problems on which very little research has been through (Brown, R.B., 2006). Hence, this study focuses on an area in which little research has been done. Very few studies have been done to find out the resonance level of TV serial images on viewers.

The researcher has done a Survey which is Quantitative in nature and proceeded with an In-depth interview.

Here, the SPSS software has been used for the analysis of the data regarding viewers' opinions on the portrayals and their real-life experiences, and to find out the congruence levels. These results were analysed in three ways: Percentile, Kendall's Tau b correlation statistic, and Factor Analysis.

Results

Emotional Status of Women

This factor was considered with special reference to how women handled issues, especially during a crisis. Were they portrayed as weak and helpless or as bold and intelligent?

Resonance Level

The researcher compared the real-life experience of the women viewers as mentioned by them in the survey questionnaire, with their expressed opinions on the women's portrayals in Tamil television serials. By doing this, the researcher attempted to find out the similarity between the two (i.e. the congruence level), which led to the amplification of the images of women portrayed on TV in the minds of the viewers.

These results were analysed in three ways: Percentile, Kendall's Tau b correlation statistic, and Factor Analysis.

Hypothesis-1:

H₀1 There was no resonance in the portrayal of women as 'weak/helpless' during crisis.

Total no of viewers (N=1000)	Urban (N=500)		Rural (N=500)
	Light 1-4 serials	Medium 5-8 serials	Heavy <8 serials
Homemaker (N=433)			
Working women (N=567)	N=524	N=295	N=181
Total (N)=1000	N=1000		

Table 1. Profile of Viewers – Divided on the Basis of Geographical Area, Occupation and number of Serials Viewed Per- Day

The viewers were divided (Table 1) as two major groups as urban and rural viewers which further divided as homemakers and working women and they were further divided as Light, Medium and Heavy viewers. However, the author confined the analysis only with the urban and rural viewers in this paper.

Weak and Helpless	Group of Viewers							
	Total no of viewers (N=1000)	Geographical Groups		Occupational Groups		Types of Viewers		
		Urban (N=500)	Rural (N=500)	Home makers (N=433)	Working women (N=567)	Light (N=524)	Medium (N=295)	High (N=181)
Opinion of Viewers	38%	38%	37%	35%	39%	39%	36%	36%
Real Life Experiences	10%	15%	4%	12%	8%	9%	12%	7%
Congruence level	10%	15%	4%	12%	8%	9%	12%	7%

Table 2. The level of Congruence between the Opinions on the Portrayal of Women as ‘Weak and Helpless’ and the Real-Life Experiences of Viewers

It was seen (Table 2) that 38% of the viewers felt that Tamil TV serials showed women as ‘weak and helpless’ during a crisis. However, since only 10% of viewers had real life experiences as ‘weak and helpless’ at the time of crisis, the congruence level was 10%. Therefore, the overall resonance level among all the viewer groups for this variable was 10%.

The interview results also showed that the level of resonance of the portrayal of women as ‘weak and helpless at the time of crisis’ was very low. Hence, it was concluded that there was a below-average resonance of the portrayal of women as ‘weak and helpless at the time of crisis’.

Kendall’s Tau b Correlation Statistic

		Value	Asymp.Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall’ tau-b	.016	.050	.720	.472
Number of Valid Cases		96			

*significant at 0.05 level

Table 3. Tau b Statistics for the resonance in the Portrayal of Women as ‘Weak and Helpless’

The Kendal value is .016 (Table 3) which means there was a mild positive correlation between the Opinions on the Portrayal of Women as ‘weak and helpless’ and the Real Life Experience of Viewers. Therefore, there was below-average resonance in the portrayal of women shown as ‘weak and helpless’ among women viewers.

The P-value (0.472) is more than the significance level (0.05) and the null hypothesis could not be rejected. The resonance level was not statistically significant among the viewers. Therefore, it was concluded that though there was below-average resonance in the portrayal of women shown as ‘weak and helpless’ among women viewers, it was not statistically significant.

Factor Analysis Results

KMO and Bartlett's Test		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		0.746
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	676.165
	<i>Degrees of Freedom</i>	36
	<i>Sig.</i>	0

Table 4. Factor Analysis- - Urban viewers -KMO and Bartlett's Test

The KMO test measures the proportion of variance among variables that might be common variance. A high KMO value (closer to 1) that is 0.746 (Table 4) means that variables are suitable for factor analysis for urban viewers.

The *Bartlett's Test of Sphericity* test checks if the correlation matrix is an identity matrix. As shown in the above (Table 4) the p-value is significant ($p < 0.05$), ie, ‘0’ indicating that the variables are sufficiently correlated to proceed with factor analysis.

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.712	30.129	30.129	2.71	30.129	30.129	2.122	23.573	23.573
2	1.202	13.36	43.489	1.2	13.36	43.489	1.461	16.237	39.81
3	1.051	11.675	55.165	1.05	11.675	55.165	1.382	15.355	55.165
4	0.976	10.844	66.009						

5	0.755	8.393	74.402						
6	0.7	7.775	82.177						
7	0.61	6.775	88.951						
8	0.599	6.654	95.605						
9	0.396	4.395	100						
Extraction Method: Principal Component Analysis.									

Table.5. Factor analysis- Total Variance- Urban viewers

Table 5 explains Total Variance. It shows how the variance is divided among the 9 factors. Note that three factors have Eigen Values (a measure of explained variance) greater than 1.0, which is a common criterion for a factor to be useful. Moreover, these three factors contribute 55.165% of the overall 9 variables. Even in Scree Plot we conclude that there is a drop in the component 3.

Rotated Component Matrix			
	<i>Component</i>		
<i>Variables</i>	1	2	3
Own wealth	0.508	0.133	0.32
Dependent for money on other male members of family	0.127	0.829	-0.041
Being treated on par with men	0.706	0.019	0.2
Having rights to take decisions in personal Life	0.754	-0.258	0.001
Having rights to make decisions in family matters	0.72	-0.271	0.092
Weak and helpless	-0.224	0.593	-0.204
Bold and intelligent	0.287	-0.02	0.702
Objects of sexual desire	-0.361	0.487	0.067
Successful in public domain	0	-0.163	0.831
<i>Extraction Method: Principal Component Analysis.</i>			
<i>Rotation Method: Varimax with Kaiser Normalization.</i>			
<i>a. Rotation converged in 6 iterations.</i>			

Table 6. Factor analysis- Urban viewers- Rotated Component Matrix

Table 6 explains the results of Factor analysis among urban viewers. It was found from that table in two out of three components the factor ‘weak and helpless’ had a negative loading. But in one component this factor had a positive loading with the value of 0.593. Hence, this factor ‘weak and helpless’ contributes very little towards the resonance among urban viewers

KMO and Bartlett's Test		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</i>		0.589
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	352.9
	<i>df</i>	36

	Sig.	0
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Table 7. Factor Analysis- - Rural viewers -KMO and Bartlett's Test

The KMO test measures the proportion of variance among variables that might be common variance. A moderate KMO value that is 0.589 (Table 7) means that variables are suitable for factor analysis for rural viewers.

The *Bartlett's Test of Sphericity* test checks if the correlation matrix is an identity matrix. As shown in the above (Table 7) the p-value is significant ($p < 0.05$), ie, '0' indicating that the variables are sufficiently correlated to proceed with factor analysis.

Total Variance Explained									
Comp onent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Varia nce	Cumul ative %	Total	% of Variance	Cumul ative %	Total	% of Varia nce	Cumul ative %
1	1.92	21.321	21.321	1.92	21.321	21.321	1.576	17.426	17.426
2	1.4	15.495	36.817	1.4	15.495	36.817	1.477	16.347	33.773
3	1.15	12.74	49.557	1.15	12.74	49.557	1.3	14.418	48.191
4	1.06	11.792	61.349	1.06	11.792	61.349	1.188	13.158	61.349
5	0.87	9.704	71.053						
6	0.77	8.539	79.593						
7	0.71	7.834	87.427						
8	0.61	6.783	94.21						
9	0.52	5.79	100						
Extraction Method: Principal Component Analysis.									

Table 8. Factor analysis- Total Variance- Rural viewers

Table 8 explains the Total Variance. It shows how the variance is divided among the 9 factors. Note that four factors have Eigen Values (a measure of explained variance) greater than 1.0, which is a common criterion for a factor to be useful. More over these four factors contributes 61.349% of overall 9 variables. Even in Scree Plot we conclude that there is a drop in the component 3.

Rotated Component Matrix				
Variables	Component			
	1	2	3	4

Own wealth	0.109	0.451	0.029	-0.349
Dependent for money on other members of family	0.002	-0.098	0.845	0.07
Being treated on par with men	0.488	0.078	0.578	-0.274
Having rights to take decisions in personal Life	0.793	0.093	-0.106	0.052
Having rights to take decisions in their family	0.76	0.106	0.155	0.003
Weak and helpless	-0.228	0.145	0.445	0.612
Bold and intelligent	0.181	0.747	-0.044	0.778
Objects of sexual desire	0.166	-0.112	-0.114	0.002
Successful in public domain	-0.023	0.801	-0.011	0.005

Table 9. Factor analysis- Rotated Component Matrix- Rural viewers

Table 9 explains the results of Factor analysis among rural viewers. It was found from that table that in 3 out of 4 components the factor ‘weak and helpless’ had a positive loading but it was not high. Hence, this factor ‘weak and helpless’ contributed to the below-average resonance among rural viewers.

Therefore, it was concluded, based on the results of ‘Percentile Analysis’ and ‘Factor Analysis’ that there was below-average resonance in the portrayal of women as ‘weak and helpless’ during crisis.

These results supported the study of Lowenstein, A.H.H, (2012) where the respondents found very little reflection of their lives in the Israeli television world.

Hypothesis-2

H₀2 There was no resonance in the portrayal of women as ‘bold/intelligent’ during a crisis

Bold and Intelligent	Group of Viewers							
	Total no of viewers (N=1000)	Geographical Groups		Occupational Groups		Types of Viewers		
		Urban (N=500)	Rural (N=500)	Home makers (N=433)	Working women (N=567)	Light (N=524)	Medium (N=295)	High (N=181)
Opinion of Viewers	74%	73%	75%	74%	74%	71%	72%	86%

Real Life Experiences	27%	49%	5%	28%	26%	27%	25%	30%
Congruence level	27%	49%	5%	28%	26%	27%	25%	30%

Table 10. The level of Congruence between the Opinions on the Portrayal of Women as ‘Bold and Intelligent’

At the time of their real-life crisis, 27% of the viewers remained ‘bold and intelligent’ (Table 10). It was found that 74% of the viewers felt that Tamil TV serials showed women as ‘bold and intelligent’ during a crisis. Since only 27% of viewers were really bold and intelligent at the time of crisis, the congruence level was 27%. Hence, the overall resonance level among all the viewer groups for this variable was 27% only. The interview results showed that there was above average level of resonance of the portrayal of women as ‘bold and intelligent’ at the time of crisis.

Hence, it was concluded that there was average resonance of the portrayal of women as ‘bold and intelligent’ at the time of crisis.

Kendall’s Tau b Correlation Statistic

		Value	Asymp.Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall’ tau-b	.040	.040	.997	.319
Number of Valid Cases		268			

*significant at 0.05 level

Table 11. Tau b Statistics for the resonance in the Portrayal of Women as ‘Bold and Intelligent’
The Kendal value is .040 (Table 11) which means there was a mild positive correlation between the Opinions on the Portrayal of Women as ‘bold and intelligent’ and the Real Life Experience of Viewers. Therefore, there was below mild resonance in the portrayal of women shown as ‘bold and intelligent’ among women viewers.

The null hypothesis could not be rejected since the P-value (0.319) is more than the significance level (0.05). The resonance level was not statistically significant among the viewers. Therefore, it was concluded that though there was below-average resonance in the portrayal of women shown as ‘bold and intelligent’ among women viewers, it was not statistically significant.

Factor Analysis Results

Table 6 explains the results of Factor analysis among urban viewers. It was found from that table in two out of three components the factor ‘weak and helpless’ had a negative loading. But in one

component this factor had a positive loading with the value of 0.593. Hence, this factor ‘weak and helpless’ contributes very little towards the resonance among urban viewers.

Table 9 explains the results of Factor analysis among rural viewers. It was found from that table that in 3 out of 4 components the factor ‘weak and helpless’ had a positive loading but it was not high. Hence, this factor ‘weak and helpless’ contributed to the below average resonance among rural viewers.

The factor analysis result showed that this factor “bold and intelligent” contributed much towards the resonance level. In Table 9 which shows the factor analysis result of rural viewers, in component 4 this factor “bold and intelligent” had high positive loading towards resonance. Therefore, it was concluded that this factor contributed much for resonance.

Therefore, it was concluded, based on the results of ‘Percentile Analysis’ and ‘Factor Analysis’ that there was below-average resonance in the portrayal of women as ‘weak and helpless’ during crisis.

These results supported the study of Lowenstein, A.H.H, (2012) where the respondents found very little reflection of their lives in the Israeli television world.

These results support the findings of Kaul & Sahni (2010) It was found that women chose to watch women-oriented operas wherein they could see a reflection of their own life experiences in such operas. The portrayal of women as ‘bold and intelligent’ during the crisis resonated among the viewers.

Weak and Helpless During Crisis

(1) Around 38% of urban viewers and 37% of rural viewers perceived that Tamil TV serials showed women as ‘weak and helpless’ during a crisis.

(2) The congruence level (Table 2 among all the viewer groups for this variable was 10%.

(3) The interview results revealed that there was a very low level of resonance among women viewers.

(4) Kendall's tau-b correlation analysis revealed that there was below-average resonance but not statistically significant.

(5) Factor analysis results showed that this factor ‘weak and helpless’ contributed to the below-average resonance among viewers.

(6) The overall resonance was below average in the portrayal of women as ‘weak and helpless’ at the time of crisis.

Bold and Intelligent During Crisis

(1) Around 73% of urban viewers and 75% of rural viewers perceived that Tamil TV serials showed women as ‘bold and intelligent’ during a crisis. Therefore, the overall opinion of women viewers regarding the portrayal of women as ‘bold and intelligent while managing any sort of crisis’ in Tamil TV serials was above average (74%).

(2) The congruence level (Table 10) among all the viewer groups for this variable was 28%.

(3) The interview results revealed that there was above-average resonance among women viewers.

(4) Kendall's tau-b correlation analysis revealed that there was below-average resonance but not statistically significant.

(5) Factor analysis results showed that this factor 'bold and intelligent' contributed minimum towards the resonance among urban viewers and maximum among rural viewers.

(6) The overall resonance was average in the portrayal of women as 'bold and intelligent' at the time of crisis.

CONCLUSION

This factor was considered with special reference to how women handled issues, especially during a crisis. Were they portrayed as weak and helpless or as bold and intelligent?

The opinion of women viewers regarding the portrayal of women as 'weak and helpless while managing any sort of crisis' in Tamil TV serials was below average. However, the resonance was below average in the portrayal of women as 'weak and helpless in crisis' among women viewers (ie. the number of women whose real life situation was similar to their opinions on the TV serial portrayal of women as 'weak and helpless' was less). It implied that majority of the women viewers felt that the serials did not show women as weak. Likewise neither in their real lives were they weak and helpless when faced with crisis. There was a significant difference in the resonance levels among the types of viewers wherein there was more resonance among the medium viewers.

The opinion of women viewers regarding the portrayal of women as 'bold and intelligent while managing any sort of crisis' in Tamil TV serials was above average. However, the overall resonance was only average in the portrayal of women as 'bold and intelligent' at the time of crisis. This implied that majority of the viewers felt that Tamil TV serials showed women as bold and intelligent when faced with a crisis. And it was the same in reality as well. There was a significant difference in the resonance levels between urban and rural viewers and between the types of viewers as there was comparatively more resonance among urban and heavy viewers.

While talking about the factor 'Emotional Status of Women', it was found that majority of the viewers opined that the serials portrayed women in a positive manner. This findings support the earlier studies of Punwani (1988), Tous-Rovirosa (2013) and Sharda (2014) who remarked that women were shown as strong characters to a great extent in Indian and Spanish TV serials. Ranganathan & Rodrigues (2010) also specifically found that female characters in Tamil TV serials were shown as bold and courageous. There was below average resonance in the portrayal of women as 'weak and helpless' and average resonance in the portrayal of women as 'bold and intelligent'. It meant that majority of the viewers were bold and intelligent when faced with crisis in their real lives. It was to some extent similar to the findings of Kaul and Sahni (2010) where there were women viewers who saw a reflection of their own life experience in the serials.

There was no difference in the resonance level among urban and rural viewers, homemakers and working women. But there was significant difference in the resonance levels among the types of viewers based on number of serials watched per day. There was more resonance among medium viewers in the portrayal of women as ‘weak and helpless’ and more resonance among the heavy viewers in the portrayal of women as ‘bold and intelligent’. This was a significant factor.

Acknowledgments

Declaration of interest statement

I Dr. Arokiaraj A, like to confirm that there is no known conflict of interest associated with this research article publication and there was no one to support financially to undertake this article work which would influence the outcome of it.

No funding was received

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appendices (as appropriate);

Discussion

Television soap operas influence women viewers in terms of their minds. It cultivates a kind of mindset among the viewers. This article explains how Indian soap operas, Tamil serial in particular, resonate among women viewers.

The researcher compared the real-life experience of the women viewers as mentioned by them in the survey questionnaire, with their expressed opinions on the portrayals of women in Tamil TV serials. By doing this, the researcher attempted to find out the similarity between the two (i.e. the congruence level), which led to the amplification of the images of women portrayed on TV in the minds of the viewers.

These results were analyzed in three ways - Percentile, Kendall's Tau b correlation statistic, and Factor Analysis.

Kendall's tau-b correlation analysis revealed that there was below-average resonance but not statistically significant.

Factor analysis results showed that this factor 'bold and intelligent' contributed minimum towards the resonance among urban viewers and maximum among rural viewers.

The overall resonance was average in the portrayal of women as 'bold and intelligent' at the time of crisis.

Though the opinion of the viewers on the portrayal of women as bold & intelligent was above average (75%) the real-life experiences do not match with that level. Because the viewers opined that they were not bold and intelligent at the time of crisis. Hence, there was a below-average resonance level.

Taking the key assumptions of Gerbner, the viewing content should correlate with real-life experiences. Then only it will amplify the phenomenon of cultivation which may lead to resonance. This is the contribution of the study to the cultivation theory.

The Indian serials should continue depicting constructive roles of women which bring change in their mindset in the course of time.