

IAP BANGALORE-BPS NEWSLETTER



Term: 2019 -20 | Issue 2 | February 2019

EDITORIAL

It gives us immense pleasure to present the second issue of IAP-BPS Newsletter! In this issue we have an article on 'Portrayal of girl child in media' - a debatable topic in today's era of tech savvy adolescents. IAP Bangalore BPS along with the IAP International Liaison Cell of Central IAP conducted a well appreciated one day workshop on Child Sexual Abuse. IAP -BPS was co-host for the National conference on Asthma, Allergy & Immunology. A great beginning of academic activities! There are many more interesting academic activities lined up throughout this year.

We request the members to provide interesting and educative articles for the upcoming issues. Happy reading!

Warm regards,
Dr Nandeesh B
Dr Priya Shivalli

CONGRATULATIONS TO THE PRESIDENT ELECT OF NNF

With great pride, we announce that **Dr Ranjan Kumar Pejawar** has been elected as the President of the National Neonatology Forum for the year 2020 -21. He is the first NNF President from Karnataka

CONGRATULATIONS TO ALL THE FIAP AWARDEES FROM KARNATAKA

1. Dr Mallikarjuna HB
2. Dr Ravishankara S
3. Dr Preeti Galagali
4. Dr Kishore Kumar
5. Dr Kotturesha HV
6. Dr Patil VD

CONGRATULATIONS TO THE WINNERS OF THE NATIONAL UG QUIZ

Proud students of BMCRI:

1. Arun Havanoor (Final Year MBBS)
2. Vineeth Kumar PR (Final Year MBBS)

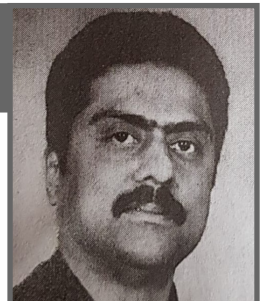
UPCOMING EVENTS

24th March 2019 - CME on ENT problems, Installation of BAHA Team 2019

28 April 2019 - CME on 'What's new in Immunology?'

OBITUARY

With much sorrow, we announce the untimely demise of Dr Dhyanchand Charles, a practising paediatrician from Bangalore, on 27th Jan 2019. He was known to his colleagues as a humble human being with a large heart. He was much adored by all his pediatric patients. May his soul rest in eternal peace.



PORTRAYAL OF A GIRL CHILD IN THE MEDIA

Dr. Anuradha H.S.

Child and teen consultant ,Tots to Teens Healthcare, Bangalore

India has shown a persistent decline in the child sex ratio in the past decade. From 945 girls per 1000 boys in 1991, it has come to a dismal figure of 918 per 1000 in 2011 census. Despite the campaign by the central government that aims at ensuring that girls be born, nurtured and educated without any discrimination, the reality is far removed as is demonstrated by female feticide and the rise in crimes against girls and women. This is not merely due to sex determination, it is a mirror of the socio-cultural thought process. Media exerts a profound influence on people's attitudes, thinking, values, beliefs and behavior. Since times immemorial, girls and women have been portrayed in media in a way that has shaped the society today. Media ranges from picture books, television to magazines, movies and digital media in children and adolescents. Various research studies have demonstrated the negative impact of portrayal of the girl child in media in the form of body image issues, increased sexualization, eating disorders, gender stereotyping and poor self-esteem. If we are looking at women empowerment, we need to start with girls at an early age and one of the most important ways this can be done is by portraying them in positive role models.

Body image

An increasing number of studies have shown that there is a link between thin ideal figure exposure and body image in young girls. Two studies in Australia and North America revealed that watching television and perceiving pressure to be thin was related to increased awareness of weight loss strategies and disturbed eating behavior over time. A perfect example is the Barbie doll that has body proportions that would make it impossible for a girl of similar proportions to balance herself and walk. Similarly the super models on the cover of magazines and seen in television and movies and cartoon characters with a BMI that is critically low and a figure that is virtually unattainable promotes body dissatisfaction. Another Meta analysis showed that overall, thin-ideal media exposure is related to higher levels of body dissatisfaction, stronger internalization of the thin ideal, and more frequent bulimic and anorexic attitudes and behaviors. This assumes greater significance in adolescent girls as this is the time where they are attempting to form identities. Social media like Facebook, Pinterest and Instagram have added a new dimension to this problem. Filters available on Instagram allow adolescent girls to edit their own photos conveying a false image among their social community.

Self esteem and identity

Self-esteem is one of the key indicators of psychosocial wellbeing. Self esteem studies have demonstrated that self worth is significantly lower in women compared to men There is a progressive decline in self esteem from 12 to 17 years of age whereas it stays relatively stable among boys except for a short dip between 14-16 years. Though there are several determinants of lower self-esteem among girls, perceived appearance appears to be the strongest predictor. Girls are generally socialized to believe that self- evaluation and evaluation by others depends on appearance. All forms of media, be it television, music videos, teen magazines, movies and advertisements constantly emphasize that one's self esteem is based on beauty standards that are quite unattainable. Photoshopping, air brushing, digital alteration and cosmetic surgery used to enhance the looks of celebrities further reinforce this belief. During adolescence, physical changes like increase in adiposity and acne move the adolescents further away from what is considered an ideal appearance. This leads to internalization of the social standards of female beauty and a decline in self worth.

Sexualization and Eroticization of Girls and adolescents

Sexualization of girls in media is a common phenomenon all over the world. The task force of American association of psychologists on this topic lists that sexualization of girls can occur in four ways

- When a person's values come from only her sexual appeal or behavior, to the exclusion of other characteristics
- When a person's physical attractiveness is equated to being sexy
- When there is sexual objectification of a girl
- When sexuality is inappropriately imposed upon a girl.

Sexualization is of particular significance in adolescence. Developing a sexual identity is an important task of adolescence. With increased sexualization in media, girls are encouraged to look and behave sexy rather than develop healthy sexual attitudes and values like what sexual desires are, importance of love, caring and respect in relationships and how to make safe and responsible decisions within a relationship. Though most of the existing literature focuses on sexualization of women, it is also relevant for girls as modeling is a phenomenon that has been recognized as a powerful process that shapes a girl's development. This means that girls develop their identities as women by seeing older girls and women and also socially acceptable ways of engaging in relationships by imitating them as they are represented in media. Many studies have shown that girls are major consumers of media. Consistent exposure to sexualized messages and imagery has a great impact depending on the age of the girl. Various ways in which this happens on television is in the form of sexual comments and gestures, provocative dressing, emphasis on sexiness and lack of intellect and objectization of bodies. Gender harassment in serials in the form of jokes is another way of characterizing women as sexual objects. Whether it is movies, cartoons or magazines, prevalence of sexualization of girls is high and non- sexualized representation of feminine figures is rare. Even in print and electronic media related to sports, the focus is more on the sexual attributes of athletes and sportswomen rather than talent. Reality TV also contributes to this problem by encouraging talent shows where there is 'adultification' of young girls by provocative dressing, sexy moves and expressions, adult dresses and heavy makeup portraying them as objects of desire.

Digital media on the other hand has lead to self-sexualization of girls and teenagers by posting of photographs and videos on social media sites making them vulnerable to more serious consequences like pornography, sexual bullying and sexual exploitation.

Gender roles and stereotyping

Media portray images of girls and women that are limiting and stereotypical. There are three ways in which this happens. Firstly there is underrepresentation of girls and women in both children's and adult television distorting the reality by giving an impression that there are more men than women hence men are the cultural standard. Good women are beautiful, caring and subordinate but dumb and incompetent. They devote their energy towards looking good and home care whereas the bad ones work outside and speak their mind. Men are portrayed as active, ambitious and sexually aggressive. Even man woman relationship as depicted in media emphasizes woman's dependence and man's independence and also normalizes violence against women.

Media portrayal of plays an important role in shaping a girl's life. However, there is paucity of literature in this regard in India. Pediatricians, parents and teachers are the three major caregivers who help girls in developing critical thinking skills and the ability to understand that the representations made by the media are not always accurate, understand how their own gender perceptions are affected by the media and how well media images of gender reflect their own opinions and experiences.

References

1. Report of the APA task force on the sexualization of girls <http://www.apa.org/pi/women/programs/girls/report-full.pdf>
2. *Sex Roles*. 2010 Nov; 63(9-10): 621-630. Published online 2010 Aug 22. doi: 10.1007/s11199-010-9871-6PMCID: PMC2991547
3. The Effects of Playing with Thin Dolls on Body Image and Food Intake in Young Girls *Doeschka J, Anschutz and Rutger C. M. E. Engels*
4. Gender representation, Stereotyping, Television <http://mediasmarts.ca/lessonplan/girls-and-boys-television>

INAUGURAL CME AND INSTALLATION OF TEAM 2019

on 20 .01.2019 at Hotel Capitol, Raj Bhavan Rd, Bangalore



Stalwarts at the CME - Dr Rohit Agarwal, Dr Srinivas Kasi



President, Dr Srinivasa S. and Secretary, Dr Sumitha Nayak



Dignitaries lighting the lamp



Exchange of the Presidential medallion



President taking the oath of office



Secretary and Treasurer taking the oath of office



Team 2019 taking the oath of office



Release of E-Journal



Our MCs of the day



Honouring the chief guest, Dr Mahadevaiah



With IMA KSB President, Dr Annadani Meti



TEAM 2019