

REPRESENTATION OF PREGNANCY AND MOTHERHOOD IN MALAYALAM MAGAZINES

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ABSTRACT

All societies have created and revoltingly continue to create stereotypic archetype of the 'mother and motherhood'. And these become ideal for all societies. In most society famine and mother are combined to form a single representation of women. But the mother hood is about maternal desire, developing a bond with child, and establishing family. Most of the people will enter into the stage today or the very next future. Having an own baby is an important event in the life period of human, even though psychology gave a little focus to this area. The main aim of this particular study was to identify representation of the "pregnancy and motherhood" in four leading Malayalam magazines. They are: 'Arogyam', 'Arogyamasika', 'Vanitha', and 'Grehalakshmi'. The qualitative research method of content analysis is used to collect information regarding this area of research. This particular study was carried out in Kerala. Because, compared to other states the people in Kerala are much high in their literacy rate. So these magazines were more closely related to the people of Kerala, and they had a direct influence on to the psyche of them. And the investigators have specifically recognized, various content present in these 14 articles, the professional background of the author, title of the article, the group which is targeted by the authors and how matters are put forward in the best possible way.

Keywords: Pregnancy and motherhood.

INTRODUCTION

This is a consumer era. The whole world is all over a fingertip. Consumerisation understood to be the cultural expression of neoliberalism. That's why this consumerisation had an effect on every zone of life. The media had an important role in this change because Media exert a powerful hold on people. Among the various media present in Kerala, Mathrubhumi and Malayalammanorama have acquired a position of their own, because these two mediums subsided a lot in the socio political development of Kerala. The media across Kerala have undergone considerable change in its nature. These changes are emanated as a result of neoliberalism.

One amongst the important medium is magazines. The reach out of the contents in the magazines to the people is very huge. As they make a significant impact on to the readers. The access of these magazines are increased, as it is evident from the emergence of magazines specifically meant for targeted groups, such as travelling, health special, women special, children's special, and many more. These are the by-product of consumerism. Transformations of the magazines are reflecting in the articles especially in its content, the relevance they attribute to particular area, and most

importantly the disparity of authors. Mathrubhumi and Malayalammanorama are the two important Medias in Malayalam. These two Medias have publishing a lot of magazines in Malayalam, two amongst them are health magazines and feminine magazines. The emergence of feminine magazines was after 1970s and the remaining health was in 1990s. These magazines have constantly inserted articles related to health and public awareness and It would be a matter of interest to find the representation of articles related to awaiting, pregnancy, childbirth in the first editions of these magazines. This is confirmed by the presence of article titled "Athma vishwasathode ammayavam" in the first edition of arogyamasika, march, 1997 and "avante aadya divasam enteyum" in the first edition of grehalakshmi, 1979. Investigators by this study attempts to identify the depiction of awaiting, pregnancy, delivery, aftercare, and infertility in the Malayalam magazines.

OBJECTIVE

To identify the depiction of awaiting, pregnancy, delivery, aftercare, and infertility in the Malayalam magazines on behalf of the content of articles, the professional background of the author, title of the article, targeted group and, and how matters are put forward in the best possible way.

METHOD

The purpose of this study is to investigate the representation of pregnancy and motherhood in Malayalam magazines. For the same four most popular Malayalam magazines were selected on the basis of the content present. A content analysis of the selected magazines ('Arogyam', 'Arogyamasika', 'Vanitha', and 'Grehalakshmi') published during the period January 2014 to June 2014 were undergone. These were considered for analysis as they are among the widest circulated magazines in the state, so easily accessible by the people. The first two are health magazines and the remaining are feminine magazines. There was a total of fourteen articles which was related to the area of analysis from the forty editions belonging to the period of magazines under consideration. The number of articles in each of these magazines is as follows: arogyam consists of two articles, arogyamasika contains five articles, grehalakshmi had six insertions and vanitha has a single article related to the area under study.

RESULTS AND DISCUSSION

In any type of investigation analysis and interpretation is the key aspect and it is the way to test the objective formulated by the investigator. By preliminary analysis investigators got a notion about the major inclination of the articles especially the content of articles, the professional background of the author, title of the article, the group which is targeted by the author and publishers, and how matters are put forward in the best possible way.

Investigators had a quest to know the diversity of the authors who have inserted these fourteen articles. It was found that out of the total 14 articles, majority were written by gynaecologist (seven articles), one article each by fertility specialist, psychiatrist, psychocounsellor, dietician, cosmetic and aesthetic specialist, and ultrasonologist. While these professionals made sure to attain publicity

by means of stating about their professional qualification as well as the reputed institute to which they belong one article stood different which was inserted without specifying the designation. It is to be noted that apart from the above dignitaries certain other professional such as biologists, neurologist, sociologist, developmental psychologist do not consider themselves as equipped enough to put their view regarding the same whereas they do have their own part to play. None of the article have included or considered with relevance the importance of stating the experience of a female who have passed through the stages of pregnancy and after delivery care. They do not either mention about the retrospective elements in Kerala through their own words or through the ideas which can be provided by our intimates.

While moving onto whom these articles are being targeted, it is clearly seen that they are being meant for women who belong to either of these categories: awaiting conception, pregnancy, delivery and aftercare, and infertility. Numbers of articles belonging to these categories are: two articles targeted towards those who are awaiting for conceiving, and these articles make sure to be informative regarding the necessity of being mentally and physically healthy. Four articles deal with the process of foetal development, things which are to be considered while pregnancy such as hormonal changes, factors leading to abortion, importance of scanning. Next category of four articles is meant for those who have already delivered their baby and also who take care of the mother and child. Medical assistance after delivery, importance of feeding, nutritional care and exercise meant for delivered women etc were the content of discussion.

Another three articles went in detailed discussion about infertility. Causes of infertility and the various treatment measures available for infertility have been stressed in these articles. It is in particular given in an article regarding depression and infertility as if life does not move beyond having a child of one's own. The category with least number of articles is those related to birth control mechanisms. Here different birth control mechanisms, their uses and limitations are discussed. This article is generally informative in nature and was written by an allopathic doctor. Each and every magazine contains five to seven advertisements of infertility centres which can subliminally play a major role in perception of parenthood with overemphasize. Investigators assert that these articles are solely targeted upon females whereas it is equally important that men (father) do have major role in bringing up the family whether it be during gestation, delivery and care after it.

Investigators focus on the overall impression of the articles which is portrayed towards the reader. Among the fourteen articles, three articles are educative in nature and remaining eleven articles are anxiety provoking. Educative articles are informative in nature as they speak in general about the developmental aspects during pregnancy, necessity of wellbeing during pregnancy and measures of contraception. The other eleven articles project pregnancy and its related stages as a period of stress and strain. Pregnancy is depicted as a period which needs a lot of adjustment to the self and environment. This tendency towards writing articles is a reflection of the fact that majority of authors are those who act as professional healers and their authenticity do have a persuading impact whether it be positive or negative.

Investigators have recognized the absence of articles related to the aftereffects of the various treatments and experimentations regarding the matter of conception and delivery. Its high time that we get to read and enlightened about the benefits as well as the darker side of medication and infertility treatments from those who belong to the same fraternity.

CONCLUSION

This study attempts to identify the depiction of awaiting, pregnancy, delivery, aftercare, and infertility in the Malayalam magazines. The professional scrutiny of whole lot matter of life is a new fashion developed among people in Kerala. This change is also reflecting in all the articles. Because Most of the articles under study are concentrating the problematic side of the matters under discussion rather than the positive side. This is an attempt by the investigators to find out the presents and absence of fundamental knowledge essential for the targeted people.

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