

Chapter 1: Representation of women in Indian television animation: A gendered media analysis

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Abstract: This paper examines the representation of women in Indian television animation and explores how gender roles are constructed and communicated through children's animated shows. The study analyses popular Indian children's television channels and situates animated content within a broader cultural context. Through this context, children learn and internalize social values and gender norms. As a major form of children's media consumption, television animation plays an important role in shaping early thoughts about identity, behaviour, and social relationships. The study adopts a mixed-methods approach, combining quantitative content analysis with qualitative thematic analysis. It examines the visibility of female characters, their narrative roles, and their visual and behavioural portrayal. Drawing on Social Learning Theory and the concept of Cultural Hegemony, the study argues that repeated exposure to such portrayals can normalize patriarchal values. These patterns may influence how children understand appropriate gender behaviour. The paper concludes by emphasizing the need for more inclusive, diverse, and empowering representations of women in Indian television animation and calls for further research in this significant yet underexplored field.

Keywords: Gender Representation, Children's Media, Indian Television, Animation, Media Stereotypes, Patriarchal Ideology.

1 Introduction

In India's fast-changing media environment, television animation has become more just a source of entertainment, specially for children. Popular children's channels such as Pogo, Nickelodeon, and Disney Channel are a regular part of children's everyday viewing. These animated programs do not simply entertain, they also influence how children think, behave, and understand the world around them. As a powerful medium of socialization, television animation plays an important role in shaping children's ideas about identity, relationships, and social values. Children are begin to form their early ideas about society, identity, and gender roles through what they watch. Indian television animation stands at the intersection of global media styles and local cultural storytelling. It blends modern influences with traditional social values and plays an important role in shaping children's cultural understanding in today's media-rich environment [1]. Television animation has a strong influence in India. The country has a large child population, children under 14 form a big part of the total population. This creates one of