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**Title of Thesis: *Social Attitude Towards women: A Sociological Study of Matrimonial Advertisement***

The present study is an unusual approach to the problem of societal attitudes towards women, and changes there in, if any, during recent times. It is going to examine the matrimonial advertisements as a strategy for marriage partner selection among various castes of Indian society, with a focus on the change or any kind of modernization in the entire process. It will also provide an insight into the difficulties, compromises, or adjustments experienced by the families of both bride and groom in the process. We discussed all the major aspects which include, economic, social, geographical and historical factors, etc, that has influenced matrimonial advertisements over the years.

India is a hub of one of the largest arranged marriage market. Newspapers publish pages of matrimonial advertisements, with special supplements on weekends. Online matrimonial sites constitute Rs 400 crore industry. A typical newspaper ad begins with adjectives like: "good-looking, fair, beautiful, slim, professionally qualified, .. The present study adopted a convergent mixed method research design, where the study collected and analyzed both quantitative and qualitative data during research process. As a methodology, convergent mixed method design, involves sociological assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative data in a single study or series of studies. Its central premise is that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems than either approach alone.

It may be relevant to point out here that to use 'Matrimonial Advertisements' as one of the indices of societal attitudes towards women may seem funny at first, but actually it is not so.

Social change is multi faceted phenomenon and is reflected in an academic discourse as well as in seemingly insignificant looking elements of social behaviour. Social change is an all-embracing phenomenon. It leaves no aspect of individual and social life untouched. As diverse and unconnected elements of society as, say, weekly predictions based on stars, like the analysis of Matrimonial advertisements, may reflect changes in ideas and attitudes of people. If one goes through the 'weekly predictions' columns of the newspapers fifty years ago and to-day, the change in areas of interest of people would be clear. Fifty years ago the context of predictions was based on family ties, social responsibilities like teerth yaatraa, etc. Now it emphasises business and profit prospects, foreign travels, etc. What we mean to say is that social change measured through diverse instruments, and attempts to provide empirical foundation to popular but vague notions, is an important area of social research.

Matrimonial ads seem to reflect the same kind of ideals that mainstream advertising and programming content has persistently portrayed: the importance of physical beauty and material wealth in being successful and highly gendered social roles for men and women. The persistence of gendered lenses both in self-presentations and spousal expectations in this study is a reminder that androcentrism, gender, polarization, and biological essentialism continue to be at the core of individual identity and sexuality in middle-class Indian households.

Overall results from the study suggests that Matrimonial advertisements is the modernised avataar of the traditional process of bride selection.. The traditional role of the 'Naaee' and the 'Brahmin' has been taken over by Matrimonial Advertisements. We discussed all the major aspects which include, economic, political, social, geographical and historical factors, etc, that has influenced matrimonial advertisements over the years.

Here we can discern movement towards modernisation whereas the traditional 'traits' of 'fair', 'slim', 'beautiful', etc. may still be there, there have been new additions like professional qualifications high educations, Caste No Bar, Sect No Bar; etc. Sociologically some elements of sanskritization can be discerned in that traditionally lower caste are also coming forward to take advantage of the newspaper and Internet