THE INFLUENCE OF MEDIA ON MARITAL EXPECTATIONS OF YOUNG UNMARRIED FEMALES

MSCP Dissertation 2019-2021
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ABSTRACT

Magazines, movies, advertisements, reality shows, serials, web series and all the other media are all influential forces in our society. And females are susceptible to this influence. So it is important for females to become aware of the impact of the media to override the messages that our society is sending to these females. In heightening females' awareness of this destructive force in our society, this research is very important. Females should be aware about the fact that what they see in the media is not what is going to happen in their real marital life. Because all these marital expectation females get from these mass media and social media may make their expectations high and when they get married this can affect them negatively. Not everything is a fairy tale. So the purpose of the study is to explore the effect of Medias influence in the marital expectations of young unmarried women's. The data is collected from 100 young unmarried females. The data included responses from Media-Marital Expectation Scale. The results indicated that 25% of the unmarried females are highly effected and 75% of the unmarried females are moderately effected by the influence of media portraying marriage. Most of the unmarried females marital expectation are affected by the influence of how media portraying marriage.

Key words: media, media influence, marriage, marital expectations, TV, reality shows, serials, web series

CHAPTER 1

INTRODUCTION

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1.1 CONTENT OF THE STUDY

Marriage is a social procedure that marks the two individuals involved as "couple" officially, following a set of norms of a particular religion or a custom in their society. Marriage is a bond between men and women, by which a permanent and unique commitment is created between them, which naturally results in the birth and rising of children (Mal, 2013). However, the types and traditions in marriages widely vary in accordance with the different regions, the cultures that prevail there and the beliefs that people follow. Marriage proffers a close affinity, dedication, solidarity and a strong liking towards each other while meeting the sexual requirements, giving each other the space and chances for emotional growth, increased sources of identity and self-esteem (Gardiner et al., 1998; Myers, 2000). According to this definition, marriage is a bond benefitting both the individuals involved, in physical, emotional and also societal ways. It is seen as a bond that enhances both the personal and social lives of the individuals.

Kerala is a beautiful amalgamation of different kinds of wedding rituals. It is interesting to see how each wedding is in some way similar to the other but, very different too. Kerala weddings follow more traditional rituals in their marriage. The wedding traditions are divided into Hindu, Nair, Christian and Muslim and, each tradition has some roots that are in sync with the traditional Kerala. Kerala is known for the best mix of traditional and unconventional marriages. Modernity has replaced a few rituals here and there in a typical Kerala wedding. Though among the different wedding traditions, Kerala has still maintained the basic crust of ethnicity in the wedding rituals and customs. With a cocktail party to begin the marriage celebrations with, and hiring wedding photographers and decorators to tastefully design the wedding decor and ambiance, weddings in Kerala have come a long way in terms of glamor and style. The wedding industry is constantly evolving and every day new ideas and styles appear. Females are nowadays more likely to look for different kind of wedding traditions. They are all influenced by the weddings portrayed by media. People are looking for the changes that they are inspired from online, in film, on television and at wedding fairs.

MARITAL EXPECTATION

The early days, months and sometimes even years of marriage can be idyllic, but that almost always changes. Certainly, early attraction and the span of time when the relationship is new and each person is at their best is a beautiful time.

Couples often hold on to expectations that were fulfilled at the beginning of their relationship, but these expectations can become unreasonable as the marriage moves through the years. Accepting new reasonable expectations is vital for a marriage to be satisfying and a happy one.

The thing with expectations is that we usually don't even realize we have them until they are not met. This is particularly true of newlyweds. Once you say "I do" and start living together on a daily basis, that's when issues begin to surface. Yet, all too often we fail to even talk about them, which usually results in conflict. And it's certainly not limited to newlyweds. In fact many couples discover and even develop new expectations throughout their years together. And while some new ones may develop over time, there are some common expectations that seem to surface regularly for all couples.

Some Common Marriage Expectations;

- Money: Spender vs. Saver? Will we join our bank accounts? Who will manage our money? What will we spend our money on? When do we need to check with the other before spending? What are our savings goals?

- Sex/Romance/Affection: How often will we be sexually intimate? What's OK in the bedroom and what's not? Non-sexual intimacy vs. sexual intimacy? Are PDA's (public displays of affection) ok? Cuddling?

- In-laws/Extended Family: How much time will we spend with them weekly, monthly, yearly? How involved will they be in our relationship? How will we divide holidays between yours and mine?

- Kids: Discipline styles? Activities: Which ones and how much? How much time away will we take from our kids weekly, monthly, yearly? Which of us will stay home with the kids

or will we put them in childcare? Who will provide childcare – a daycare or family? What kind of schooling?

- Holidays/Celebration: How, where, when with whom will we celebrate? Are birthdays/anniversaries a big deal? Will we celebrate Valentine's Day? If so, how?

- Chores: Who does what? Do we fall into gender stereotypes? Are we ok with that? Will we hire someone to do them?

- Organized vs. Disorganized: Tidy vs. messy? Structured vs. free spirit? Planner vs. spontaneous?

- Entertainment/Vacations: Differing vacation/relaxation styles? For date nights, will we go out or stay home? Vacay or staycation? Hotel vs. camping? Mountains vs. tropical beach? Movie vs. museum vs. ballgame? How will we spend our down time: Productive or mindless?

- Communication: Talker vs. quiet? Differing styles: internal processor vs. external processor? Are we emotionally available to each other (e.g., available, responsive, engaged)?

- Conflict Styles: Avoider vs. pursuer? Passive aggressive vs. direct?

- Spiritual: What is a "spiritual leader"? Who will be the spiritual leader? Where will we go to church? How much will we be involved/volunteer? Will we pray together? Quiet times together? If so, when? How often?

- Work/Career: We will ever work overtime? Will we travel for work? If so, how much is ok? Are we willing to relocate if necessary? Does work-related stress spill into home-life? Will we both have a full-time career?

Before a young women gets married, she may have ideas of what married life is supposed to be like and expectations for what they desire to receive from their marriage. Especially girls who are already in relationship with someone often hold distorted images of intimate relationships and have overly idealistic beliefs about marriage. They will be in a fantasic world. For example, couples will often approach marriage with the unrealistic belief that marriage will meet all of their needs including social, financial, sexual, and emotional, and will most of all, bring them happiness

(Crooks & Baue, 1996). Multiple studies have demonstrated that young adults hold unrealistic beliefs about what comprises a normal, healthy marriage (e.g., expecting mindreading and seeing conflicts as a relationship threat), and that such expectations lead to lack of fulfillment and disillusionment, and reduce levels of intimate relational satisfaction (Barich & Bielby 1996; Baucom & Epstein, 1990; Eidelson & Epstein, 1982; Kurdek 1991, 1993; Larson 1992; Larson & Holman, 1994). Television and the media are primary means of socialization and today represent our collective method of acquiring social knowledge (Gerbner, 1998; Ward, 2003).

MEDIA INFLUENCE

The media refers to an information-producing form of communication within a society (Strasburger, 1995). Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs.

Movies, Dramas, Web series Commercials are a way for the media to portray the "perfect" relationship. Social Media is a way for people to communicate and meet new people, but it can also have an extreme effect on relationships.

As to beliefs, media changes our ways of thinking and living, it also promotes the transformation of personality and the formation of new beliefs through the supervision of education, dissemination of knowledge and other ways.

As the programs in the media like TV, social media has grown and evolved throughout the decades, the variety of shows has expanded greatly. With the advances in media and the change in story lines like showing in movies, TV, and social media has come to have a greater impact on how individuals perceive interpersonal relationships. The movies, serials, reality shows in Television and media play an increasingly greater part in the modeling of behavior. Individuals likes to think what is shown in this media is the thing that they can expect in their marital life.

Female characters, regardless of race, are better represented in prime-time, but have been stereotyped and tend to play traditional roles: —married women have children, perform homemaking tasks, are involved romantically, and are presented as feminine, peaceful, happy and nurturing, (Signorelli, 1991, p. 122). Luckily, women tend to be less stereotyped regarding

occupation than they were 20 years ago, which demonstrates that there are more role models available for females. Although more than likely a coincidence, and not a cause and effect, but when the character Abby Lockhart, a registered nurse on the NBC drama ER, went back to school for her medical degree.

Commercials have been found to be a significant influence in role portrayals. In a content analysis of commercials broadcast in prime-time Scharrer, Kim, Lin, and Liu (2006) found that male characters were more likely to be found outside the home (at work), while females were found in a domestic setting, usually a bathroom or kitchen. In these settings, females were most likely to be involved in housework and childcare. When males were shown doing domestic tasks, they were often depicted as incompetent. Reinforcing these gender roles in this fashion implies men are not suited for domestic tasks and therefore, these tasks should be the female's job.

People also have the tendency to agree with and validate the roles of men and women on television, even when we know we don't see these same images in real life (Signorielli, 1990). Fathers portrayed on today's television shows are typically clueless, useless, and practice bad parenting (Weinman, 2006).

Men are known to take a more involved role with their children, but TV producers still give the mother the primary caregiver role, especially when it comes to the children (Goldscheider & Waite, 1991).

Ward, Gorvine, and Cytron-Walker (2002) found that gender was an important factor regarding the effect of media on perception of relationships. Women were more likely than males to watch television and were more likely to have conservative attitudes regarding marriage and relationships, than males.

Television tends to portray men who restrict or hold back their emotions which are the opposite of what males would do in a healthy marriage-relationship. In addition, studies have shown that men tend to restrict communication and suppress emotion just like the characters they watch on TV. This tends to show boys and men they should follow the more primitive psychological defenses such as violence, substance abuse and dependence, and a reluctance to seek professional psychological help (Good & Wood, 1995; Good, Dillon, & Sherrod, 2000). One study (Ferris, Smith, Greenberg, & Smith, 2007) examined reality dating shows and found that male heavy

viewers (as compared to male light viewers) were more likely to have stereotypical viewpoints about dating like, ‗men are sex-driven,‘ ‗dating is a game,‘ and ‗women are sex objects.‘

Signorielli (1991) found that if television contained any logical themes across genres, those themes presented a conflicted view of marriage. This supports the notion that the media has a role in cultivating unrealistic expectations of marriage. On the other hand, Signorielli found that within certain types of programming, a more idealized portrayal of marriage is also present.

Holding unrealistic expectations is a significant risk factor for marital distress and divorce. Further exploration concerning these unrealistic expectations will provide greater understanding of which marital expectations are detrimental and how married individuals cope when their expectations go unfulfilled.

Research has shown that high and demanding expectations on the marital relationship are difficult to meet and when not met often result in unhappiness (McNulty & Karney, 2004). Indeed, such standards are harmful to marital relationships because not only are they unrealistic but impossible to maintain (Wright, Simmons, & Campbell, 2007). Moreover, unrealistic beliefs have been positively associated with marital distress (Eidelson & Epstein, 1982; Epstein & Eidelson, 1981), and negatively linked with motivation to sustain the relationship (Eidelson & Epstein, 1982). Therefore, the more unrealistic one's beliefs and expectations are concerning marriage, the more likely one is to become disappointed, disillusioned, and even distressed once married (Epstein & Eidelson, 1981).

The causes of marital distress continue to receive research attention. One of the more significant premarital factors contributing to divorce is unrealistic expectations that individuals bring with them into marriage (Larson, 1988; Laner & Russell, 1995; Sharp & Ganong, 2000). Studies have demonstrated that what partners expect to receive from their relationships affects their assessments of those relationships (e.g., Baucom, Epstein, Rankin, & Burnett, 1996; McNulty & Karney, 2002; Murray, Holmes, & Griffin, 1996; Stanley, Blumberg, & Markman, 1999). Research on unrealistically high marital expectations (e.g., Laner & Russell, 1995; Sharp & Ganong, 2000) suggests that the content of marriage preparation programming should be reality-focused with a special component on expectations (Risch, Riley, & Lawler, 2003), and how certain marital expectations can both negatively and positively impact couple relationships. Though there are

programs available that address the negative effects of unrealistic beliefs on relationships (e.g., Preventive Relationship Enhancement Program; Markman, Stanley, & Blumberg, 1994), there is insufficient research on how best to counsel and help couples modify and cope with their unrealistic beliefs (Larson, 1992).

With the need for improvement of coping with marital distress and reducing risk factors for divorce, it is appropriate to gain such understanding for use by marriage and family professionals. Such knowledge could be utilized to enhance preparatory education for those who are getting ready to marry. The present study is designed to further enhance marriage preparation and education by identifying helpful and harmful expectations.

It is fallacy to believe that we can live lives like those we see on media –these worlds are not real. Yet do people really base their satisfaction in marital relationships on what they see on media? It would appear to be so, in that we base what we want in our homes, in our garages, in our bodies and in our cupboards on what we see on media.

Problems develop because we assume the other person shares our expectations. But when something doesn't go the way we think it should, we feel frustrated, disappointed, even angry.

So in this research, the researcher consider the significant influence of medias portraying marriage like in reality shows, series, serials and other social media shows in the martal expectations of unmarried females.

1.2 NEED AND SIGNIFICANCE OF THE STUDY

The marriage relationship that appears on mass and social media is rarely an honest portrayal. Our understandings of family are shrouded in myths that we see in the media. The consequence of accepting myths about marriage, romance and family life that is shown in the media is that people overlook the negative aspects and assume what, people see in the media is real and ultimately come to expect this false portrayal or vice versa. To improve females understanding of marriage, romance, and family life we need to demythologize what we see in the media.

Media shows a fancy family life and the females are mostly portrayed as a step behind male i.e., male character will always be dominant and females will be doing all the household labor's and looking after their child. If the females are portrayed as employed, yet again they will be alone doing all the household works, meeting all the needs child and husband and also doing their works from workplace. There are also some shows in serials or web series that portrays domestic violence and the females roles will endure all the violence because that is how an ideal wife should behave. They are not allowed to talk back or fight for their rights. In some shows the unemployed females tolerate violence because they can't live alone as there is no source of an income. Some females endure this for their children. In the cases of employed and bold females, they won't endure violence and may seek divorce if it's gets too much and these kind of females are seen as negative characters.

But all these doesn't mean it's what exactly happens in a marital life or this is what to expect in a marital life. These are all giving false idea to the female about their marital life. If this is not the case then in some movies, serials, ads and all show all these romantic relationships which are very unidealistic and fantasy included. So females takes this wrong information as their perception to see their future married life. So this study is very relevant to check out the influence of media and how they affect a female their marital expectations i.e. if females take media as a medium to see how their marital life will be.

1.3 STATEMENT OF THE PROBLEM

The study endeavors to understand the influence of media in marital expectation in young unmarried women's. More importantly it is envisaged that the outputs of the study will be key inputs in the planning and implementing of psychologically appropriate interventions.

In particular, this study sought to determine in what way the height of an individual's marital expectations interacts with marriage portrayed in the mass and social media, to know how much the young unmarried females look upon these media to get information about their marriage and to what extend these women's expect their marriage to be like the one shown in the medias.

The study is conducted based on the researcher's interest because of two important reasons. First, the review of literature indicates there is a lack of information that shows if media has any effect on female's feelings about marriage. And also there is limited studies done in Kerala about the topic whether females depend on media to get information regarding their marital life. Second, a person's knowledge about marriage and how marital satisfaction is achieved may significantly affect one's pattern of courtship, choice of mate, age at marriage, expectations of marriage and eventually marital satisfaction.

1.4 CONCEPTUAL AND OPERATIONAL DEFINITION OF KEY TERMS

1. MARITAL EXPECTATION

   - Conceptual Definition - Marital expectations represent unique impressions of, or opinions about, what is acceptable and expected by a person in a marital relationship (Sabatelli, 1984).

   - Operational Definition - Marital Expectations is defined as a person's expectations about their marital relationship, their partner and how their marital is going to be.

2. MEDIA INFLUENCE

   - Conceptual Definition - Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs.

   - Operational Definition - Media influence refers to the concept of media encompassing mediums of communication such as television, magazines, advertisements, commercials and social media's.

1.5 OBJECTIVES

1.5.1 General Objective:

- To understand whether media influence marital expectations.

- To what extend media influence females perception about their marital life.

1.6 HYPOTHESES OF THE STUDY

1. There will be influence of media in the marital expectation of young unmarried females"
2. "There will be influence of money perceived from media in the marital expectation of young unmarried females"
3. "There will be influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females"
4. "There will be influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females"
5. "There will be influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried females"
6. "There will be influence of kids perceived from media in the marital expectation of young unmarried females"
7. "There will be influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females"
8. "There will be influence of chores perceived from media in the marital expectation of young unmarried females"
9. "There will be influence of organized family perceived from media in the marital expectation of young unmarried females"

10. "There will be influence of entertainment perceived from media in the marital expectation of young unmarried females"

11. "There will be influence of Communication perceived from media in the marital expectation of young unmarried females"

12. "There will be influence of Conflict Styles perceived from media in the marital expectation of young unmarried females"

13. "There will be influence of Spirituality perceived from media in the marital expectation of young unmarried females"

14. "There will be influence of Career perceived from media in the marital expectation of young unmarried females"

15. "There will be significant influence of TV movies in the marital expectation of young unmarried couples"

1.7 METHODS IN BRIEF

Quantitative research design is used for the study. The sample of 100 unmarried females from around Kerala were taken using purposive sampling method. The data was collected using Media Marital Expectation Scale. The data analyzed was using statistical techniques.

1.8 ORGANIZATION OF THE REPORT

The chapter of the work have been arranged in a systematic and coherent manner. Chapter 1 include general introduction, need and significance of the study, statement of the problem, conceptual and operational definitions of key terms, objectives of the study and hypotheses of the study. Chapter 2 deals with the studies as well as theories related with the present study. Chapter 3 gives a detailed information about the research design, how the sample has taken, procedure of data collection and the statistical techniques used. The results of the data collection and analysis

will be found in Chapter IV. The final Chapter presents the conclusion about the purpose of the study as well as recommendations for future research.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Theoretical framework of Media influence

2.2 Studies related to Media influence

2.3 The Theoretical framework of Marital Expectation

2.4 Studies related to Marital Expectation

A literature review is an evaluative report of information found in the literature related to area of study. The review describes, summarize, evaluate and clarify the literature. It should give a theory base for the research and help the researcher to determine the nature of research. The following literature review provides an overview of the theoretical framework and studies on the topic "The influence of media on marital expectations of young unmarried females". The theoretical framework begins with definition, causes, and factors and includes the theories of media influence and marital expectation. Following are the studies of literature on "The influence of media on marital expectations of young unmarried females."

2.1 THEORETICAL FRAMEWORK OF MEDIA INFLUENCE

Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs. Media effects are measurable effects that result from media influence or a media message.

The media can manipulate, influence, persuade and pressurize society, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally. Media plays very a important role and has influence in virtually every aspect of our lives. It is considered as the best source to know about the happenings of world. Newspaper, magazine, radio, television and internet are the different types of media. It greatly affects our lives because media has the power to influence our thoughts. This influence is sometimes positive and sometimes negative.

2.1.1 Theories of MEDIA INFLUENCE

2.1.1.1 Symbolic Interactionism Theory

Symbolic interactionism, states that the self is derived from and develops through human interaction. This means the way you act toward someone or something is based on the meaning

you have for a person or thing. To effectively communicate, people use symbols with shared cultural meanings. Symbols can be constructed from just about anything, including material goods, education, or even the way people talk. Consequentially, these symbols are instrumental in the development of the self. Because of the media's power, it can construct symbols on its own. One of the ways the media creates and uses cultural symbols to affect an individual's sense of self is advertising. Advertisers work to give certain products a shared cultural meaning to make them desirable. For example, when you see someone driving a BMW, what do you think about that person? You may assume the person is successful or powerful because of the car he or she is driving. Ownership of luxury automobiles signifies membership in a certain socioeconomic class. Equally, technology company Apple has used advertising and public relations to attempt to become a symbol of innovation and nonconformity. Use of an Apple product, therefore, may have a symbolic meaning and may send a particular message about the product's owner.

2.1.1.2 Uses and Gratifications Theory

Implicit in the theory of uses and gratifications is the belief that while mass media have had and do have a significant impact on society, there are many force sat work when it comes to Influencing individuals to change their beliefs or behaviors. Aside from mass media, individual environments, needs or desires, preconceived notions of society and/or media, and real-life consequences as a result of behavior, all influence societies and the individuals within those societies. This view contradicts the classic direct effects approach to media effects; it suggests that people engage with particular media messages purposefully, that they have agency when it comes to consuming media, and that their social environment inevitably changes how they interact with media. Further-more, mass media must constantly compete with other forms of communicative stimuli such as interpersonal communication (Rubin, 2002).

2.1.1.3 Media Logic Theory

The media logic theory states that common media formats and styles serve as a means of perceiving the world. Today, the deep rooting of media in the cultural consciousness means that media

consumers need engage for only a few moments with a particular television program to understand that it is a news show, a comedy, or a reality show. The pervasiveness of these formats means that our culture uses the style and content of these shows as ways to interpret reality. For example, think about a TV news program that frequently shows heated debates between opposing sides on public policy issues. This style of debate has become a template for handling disagreement to those who consistently watch this type of program.

2.1.1.4 Cultivation Analysis Theory

The cultivation analysis theory states that heavy exposure to media causes individuals to develop an illusory perception of reality based on the most repetitive and consistent messages of a particular medium. This theory most commonly applies to analyses of television because of that medium's uniquely pervasive, repetitive nature. Under this theory, someone who watches a great deal of television may form a picture of reality that does not correspond to actual life. Televised violent acts, whether those reported on news programs or portrayed on television dramas, for example, greatly outnumber violent acts that most people encounter in their daily lives. Thus, an individual who watches a great deal of television may come to view the world as more violent and dangerous than it actually is.

2.1.1.5 Cultivation Theory

Given the role of television as a wide-reaching, shared cultural experience, it is no surprise that the study of television has had profound implications for media effects research. Therefore, the premise of George Gerbner's cultivation theory is that heavy viewers of television are more likely to think that real life is similar to realities portrayed on television. Furthermore, these "heavy" viewers are presumed to have the same sort of beliefs and world views, leading to a societal homogenization effect referred to as "mainstreaming." The most commonly cited cultivation effect deals with the large amount of violence on television, which convinces heavy television consumers that the world is a more violent place than it actually is. The phenomenon is typically referred to as "mean world syndrome" (Gerbner, Gross, Morgan, Signorielli, & Shahnahan, 2002).

2.1.1.6 Exemplification Theory

The gathering and categorization of information necessary for survival or success (referred to here as "exemplars") have taken place in some form for millennia. But since the dawn of mass media, human beings have relied on this sort of important information to be mediated to them, as opposed to it being learned from first-hand experience. Despite these changes, exemplification theory argues that the gathering of simple experiential knowledge serves us better than knowledge that comes from an abstract event. In addition, particularly salient events will stick better in the minds of individuals than irrelevant ones, and human beings do categorize similar events for the purpose of assessing the true import of information. Finally, the cognitive process that occurs when retrieving "exemplars" relies on events that remain most in one's memory, as well as the categorizations of simple versus abstract experiential knowledge (Zillman, 2002).

2.1.1.7 Third-person Effects Theory

The fact that researchers study "media effects" should give a relatively clear indication that the media do have some sort of effect. However, despite the fact that media consumption levels have grown exponentially since the early 20th century, it is natural for individuals to think that the media are not having an effect on them. Instead, the assumption is that the media are affecting others. And yet, it is obvious that those "other" individuals would say the same of people that they perceive as "others," which would inevitably include the original individuals. This paradox of media effects has come to be known as the third-person effect. The assumptions on the part of people exhibiting this effect are (1) that communication stimuli have a bigger impact on other individuals, and (2) that behavior must be changed to match the assertion that media are having a larger influence on "others" (Perloff, 2002).

2.1.1.8 Effects of media violence Theory

Even to those not familiar with media effects research, the fear that violent media content will influence viewers to engage in actual physical violence with others is not a new phenomenon. In social science circles, however, there is no doubt that the popularity of this research can be traced back to Albert Bandura's infamous "bobo doll" experiment (Sparks & Sparks, 2002). The results of that study presented compelling evidence that supported social learning theory and the idea that children could be conditioned to engage in violence. Although Bandura's study generated controversy and criticism, decades of research has in fact demonstrated that there is a causal link between media violence and actual violence (Sparks & Sparks, 2002).

2.1.1.9 Social Cognitive Theory

Social Cognitive Theory sees media viewers as active participants in the consumption of media influence (Bandura, 1986). The theory suggests that viewers actively internalize the meanings presented through media and use this information to create expectations about the message being observed. Social Cognitive Theory postulates that the influence of media may be aided by the viewers own limited social environment (Bandura, 1986). In other words, not only are media viewer's expectations of day to day social situations influenced by the meanings presented in the media, but without the daily interactions to alter or correct these meanings, the ways the media presents them are maintained.

2.2 STUDIES RELATED TO MEDIA INFLUENCE

Television content analyses frequently address gender role portrayals. In Rivadeneyra & Ward (2005) study, they found that television depicts men and women as one dimensional opposites. Male characters were often featured as ambitious, intelligent, and dominant. Women, on the other hand, often serve as subordinates to the male lead, and are frequently portrayed as submissive, romantic and emotional.

According to Bate and Bowker (1997), there are two significant problems in which television is the likely culprit in gender stereotyping: 1) under representation of women by media tends to devalue

women, and 2) the portrayal of men and women reinforces stereotypic and destructive patterns for both genders. Women are significantly devalued in most programming and advertising. Bate and Bowker (1997) conclude that television tends to portray men and women in such artificially stereotyped ways that it reinforces unrealistic patterns of behavior regarding relationships.

Browne (1998) conducted a study based on the portrayal of how male-female interaction carry the picture of traditional roles further. His findings said that men are more likely to succeed at a task, and women are more likely to seek emotional support.

In the study of Lauzen & Deiss, 2009; Signorielli & Bacue (1999). They found out that there have been some improvements in the trends, where women are portrayed as professionals and men as nurturing, but evidence indicates that prime-time TV presents males in positions of greater power than females.

Ward, Gorvine, and Cytron-Walker (2002) found that gender was an important factor regarding the effect of media on perception of relationships. In this study, researchers noted that while there appeared to be no direct influence of sexuality on television; they did note that males were likely to report a higher degree of sexual satisfaction in their first experience than did women. Women were more likely than males to watch television and were more likely to have conservative attitudes regarding marriage and relationships, than males.

A study by Fox and Philliber (1978) examines whether people treat television as reality. Researchers asked subjects how many wealthy Americans they thought there were in order to see if watching television gave people a wrong impression of how many people are rich. The participants guessed a realistic number. This is contrary to the theory that people believe what they watch on television.

Marie-Louise Mares and Emory Woodard (2005) did a study on the positive effects of television. They found that children that watched pro-social content on television behaved better in social situations and had more positive attitudes than their peers. The researchers conclude that "Television has the potential to foster positive social interactions, reduce aggression, and encourage viewers to be more tolerant and helpful". The researchers conclude on a hopeful note that other researchers will search out positive outcomes from television as well.

Joshna and Chibulke (2017) examined that social media refined how females think, interacts, communicates, fall in love, their social lifestyle and many more. Females could limit believed everything they read and watch on social networking sites and people could stop using abusive comments and send unethical videos on social media. Females in developed countries were become more addicted to social media and its application for various reasons.

Bhushan (2018) reported that social media had positive note of good effects on Indian women. Social media was a powerful weapon to bring revolutionary changed in women's lifestyle. Communication was important for women's development and social media played significant role. The growth of women's education and their entry into employment had contributed to the growth of social media.

Kumar and Jan (2012) revealed that social media was applied in women's everyday life with the recognition of its importance. Social media was caused thinking and behavioral shifts, it was unlikely to taken over a women's life. Women's were reading less of newspaper, seen less of TV and devoted the time saved in social media women's were the most engaged and on the leading edge of social media users.

Sachdev (2011) examined that the impact of social media on the women's of India and found that social networking sites were useful to the users in many ways. The study revealed that social networking sites were also useful to Indian women's. The social media would be managed on the basis of ethical considerations and responsibilities.

Jenson (2011) reported that the role of social media in the empowerment of women's and stated that women's faced tremendous risks at the critical juncture. The study revealed that social media were not used for the purpose of human development across the world actively. The scholar suggested that women's specific social media sites would be development in order to educate and active participation of women's in the academic, social and economic development activities.

Subashini (2015) examined that social media make a far greater contribution to the advancement of women. Women's were involved in communicated to others through internet, chat but they were face the problems. They send and received the messages beyond the local, national and international boundaries. The study revealed women's traditional role could be equally limited.

Women's would be empowered by enhancing their skills, knowledge and access to information technology.

2.3 THEORETICAL FRAMEWORK OF MARITAL EXPECTATION

Expectations are a critical variable in marital relationships as they significantly affect the satisfaction and success of the marriage. Individuals bring to the marriage their own expectations with regards to how various needs should be met and how various roles should be performed.

Marital expectations are mental standards and hypotheses, predetermined frameworks, and the do's and don'ts that couples have concerning their spouse and their marital life, which may or may not be based on the reality (Khamseh, 2005).

2.3.1 Theories of MARITAL EXPECTATION

2.3.1.1 Epigenetic Model of Marital Expectations

The Epigenetic Model of Marital Expectations theory is based on the biological principle that the human individual is developed by the predetermined elaboration of an unstructured egg. This understanding has been extrapolated to social systems and applied to the emergence of social systems in society. The theory applied to the development of basic social systems such as marriage, starting at its inception and going through its different stages of the life cycle (Juvva & Bhatti, 2006). The model explores the various types of expectations, based on the individuals in the marriage, the family of origin, the institution of marriage, and the image of the ideal partner.

2.3.1.2 The Seven Principles for Making Marriage Work

In The Seven Principles for Making Marriage Work, Gottman argues that the basis for a happy marriage is a deep friendship with mutual respect and a positive attitude. He also emphasizes the importance of emotional intelligence in couples. In the course of the book, Gottman details seven principles for couples to follow in order to nurture their friendship and improve their marriage in order to help them endure during challenging times. These principles include: enhancing their "love maps"; nurturing their fondness and admiration; turning toward each other instead of away; letting their spouse influence them; solving their solvable problems; overcoming gridlock; and creating a shared sense of meaning.

2.3.1.3 Cultivation Theory

In the context of marital expectations, cultivation theory suggests that in portraying idealized images of marriage, the media may be cultivating unrealistic beliefs about what marriage should be. By "idealized images of marriage" we mean portrayals that include, for example, a great deal of romance, physical intimacy, passion, celebration, happiness, "love at first sight," physical beauty, empathy, and open communication. At the same time, media portrayals that exclude or minimize conflict and mundane marital behaviors and interaction could also contribute to idealized views of marriage. Although there are no current content analyses of portrayals of marriage on American television, a review of content analyses of British television revealed that "family roles in general are portrayed as largely conflict-free relationships, with an emphasis on affection and altruism and a minimum of negative or rejecting interactions"

2.3.1.4 Theory of Reasoned Action

According to the Theory of Reasoned Action, (TRA; Fishbein & Ajzen, 1975). The most proximal predictor of behavior is one's behavioral intention, which is largely the product of one's relevant attitude and its underlying beliefs. Applied to the issue of marital expectations, one might predict that those who hold idealized views of marriage might have more immediate intentions to marry. These intentions are, then, likely to predict actual marriage behavior, thus generating a population of marriages from which future divorces will come. If a link between television exposures,

idealized attitudes toward marriage, and intentions to marry can be established, we will have empirical evidence that is consistent with the as yet unsupported claims that the media are contributing to the high rate of divorce in this country. Thus, the second research question focused on the association between holding idealistic expectations about marriage and the desire to enter into a marriage.

2.4 STUDIES RELATED TO MARITAL EXPECTATION

Ort (1950) was one of the first individuals to study the effect of expectations in the marital relationship. He hypothesized that marital satisfaction was related to the mutual fit between the expectations of one's spouse and the spouse's actual behavior. Ort compared the expectations and actual behaviors of 50 married college students and obtained a correlation coefficient of .83 between lack of consensus and marital satisfaction. He concluded that marital happiness was related to the ability of each spouse to meet the other's expectations.

Hawkins and Johnson (1969) supported for the positive relationship of marital satisfaction and expectations. They studied 15 married couples from a psychiatric outpatient clinic and found that perceived consensus regarding marital role expectations contributes to marital satisfaction, while perceived dissensus of role expectations leads to marital dissatisfaction.

Chadwick et al. (1976) randomly sampled 775 couples and found the adequacy of role performance and spouse's conformity to expectations were the best predictors of marital satisfaction. They conclude "if one's spouse performs family activities in accordance to one's expectations it permits the individual to maximize his or her satisfaction from family behavior".

Hicks and Platt (1970) discuss two basic types of marriage in their review of the literature. The first type is the institutional or traditional marriage. It is characterized by adherence to traditional sex roles, customs, and duties. The husband's role is more instrumental, task oriented, and directed toward society. The wife's role is expressive and directed toward the family. She is responsible for the emotional well-being of her husband and children. The second type, the companionship marriage, is more concerned with personal relationships, not roles. There may be role specifications and role sharing but the emphasis is on such qualitative factors as companionship, communication, expression of love, and sexual enjoyment. Hicks and Platt (1970) caution that

these two models are not mutually exclusive but a matter of which aspects are predominant in a marriage.

According to Langhorne and Secord (1955), wives wanted their husbands to be instrumentally oriented as well as affectionate and understanding. Husbands, on the other hand, want a wife who is expressive and who makes a good impression. He hopes that this impression will further his success in achieving.

Societal portrayals of love and marriage may engender unrealistic expectations in those who are exposed to them. According to Bachen and Illouz (1996), symbols and representations that "mold" a child's "romantic imagination" become "resources" used later in life to satisfy experiences and shape understanding of the child's personal relationships. As a result of their ubiquity, mass media portrayals can become a spectator's primary model for romantic dealings with others.

Dempsey and Reichert (2000) examined portrayals of sex between married couples in a sample of 25 top movie rentals. These movies ranged in genre from comedy (Austin Powers) to thriller (I Know What You Did Last Summer). In their findings, portrayals of sexuality in these movies tended to be "unrealistic" with respect to both married and unmarried dyads. Unmarried couples engaged in implicit or explicit sexual behavior six times more frequently than married couples in the films; behaviors of the latter were largely restricted to passionate kisses. Spouses that did engage in sex were young, successful, and depicted in high-quality relationships. Dempsey and Reichert also noted that, interestingly, "children, the natural result of sexual intercourse, are virtually nonexistent in the relationships of characters portrayed in sexual behaviors in the popular movies" suggesting "that the consequences of sex are rarely presented".

In a content analysis of 40 high-grossing romantic comedies, Johnson and Holmes (2009) set out to determine exactly what messages and depictions these particular films may pass on to viewers. They observed the majority of films analyzed featured newly formed, fledgling affairs and stressed the initiation stages of the relationship over maintenance strategies. Relationship oriented incidents such as kissing, affectionate touching, and cuddling were plentiful in the sample. Undesirable representations were also present, albeit to a lesser degree, and were often romanticized such that it appeared there were no real consequences for objectionable or detrimental behavior.

A handful of studies have tested for correlations between media consumption of idealized love and sex relations and potential effects on those who consume them (Baran, 1976a; 1976b; Holmes, 2007; Signorelli, 1991; Shapiro and Kroeger, 1991). These studies revealed a link between a partiality towards romantic media, perception of accuracy of mediated portrayals, and participant endorsement of unrealistic beliefs about intimate relationships. Likewise, real-life departure from these beliefs contributed to frustration and dissatisfaction with one's sex life and one's romantic relationship.

In order to examine the potential link between media consumption, idealistic beliefs about love and marriage, and marital intentions, Segrin and Nabi (2002) posed two research questions. The first concerned the relationship between television viewing and idealistic expectations about marriage, and the second addressed the association between holding idealistic expectations about marriage and immediate intentions to marry. They distributed a questionnaire to 285 undergraduate student participants who were asked to detail their own generalized expectations about marriage, and self-report the extent to which they fantasized about romantic relationships. Their findings revealed that heavy viewers of romantic television programming such as romantic comedies and soap operas tended to spend time fantasizing about getting married and married life. Greater exposure to these two types of programming was also positively associated with endorsement of the Eros love style, high expectations for intimacy, and more immediate intentions to marry. They concluded that the development of idealistic expectations of marriage and resultant marital intentions can be attributed to the dynamics of media socialization.

In 1982, Maxwell and Andress compared marital role expectations of remarried men and women with first married men and women. They adapted 37 items from Dunn's Marriage Role Expectation Inventory and examined six dimensions of expectations along the continuum of traditionalism versus equalitarianism in sex roles. The dimensions were: (1) authority patterns; (2) household tasks; (3) childcare; (4) personal characteristics; (5) social participation; and (6) finances and employment. Several statistical comparisons were made by marital status and sex. The data yielded the following conclusions: (a) women, in general, expect more equality in marriage role responsibilities than men, (b) remarried men were more equalitarian than first married men, (c) remarried women were more equalitarian than any other comparison group, and (d) the

discrepancy between expectations in matters of authority, finances, and employment is widened between remarried men and women as a result of divorce.

An extensive review of the research and non-research material was done to gain maximum information and thus to build the foundation of the study. This literature review of areas relevant to a validation study of the media influence and marital expectation yields some significant findings. Research on expectations in marriage is lacking, as relatively few studies have addressed this subject. Previous studies indicate that there are lots of studies based on media influence but there was few studies related with the influence of media in the expectation of marriage in young unmarried women's.

Therefore, it seems appropriate to pursue this study as a significant addition to the existing literature, and to promote further understanding of the influence of media in marital expectation of young unmarried females as there was no such study was conducted in Kerala.

CHAPTER 3

METHOD

3.1 Research Design

3.2 Sample

3.3 Variables in the study

3.4 Tools

3.5 Procedure for Data collection

3.6 Statistical technique for data analysis

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. A methodology does not set out set out to provide solutions, therefore, not the same as a method. Instead, a methodology offers the theoretical underpinning for understanding which method, set of methods, or best practices can be applied to specific case, for example, to calculate a specific result. (Walter, 2009).

The purpose of this research was to study the influence of media in the marital expectation of young unmarried females. This chapter III includes a discussion of the following: the Research design, Sample, Tools used, Procedure of data collection and Statistical techniques used for data analysis. .

3.1 RESEARCH DESIGN

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about "how" to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design. (Bhat adi, 2008).

The research will be conducted in a quantitative method. The research design user in the study will be cross sectional research design. If the answer to the researchers question is not gotten completely, the researcher may move to qualitative method like case study etc. Currently the researcher is focusing on quantitative research method. Appropriate statistical techniques will be taken for the research after checking the normality of the data.

3.2 SAMPLE

Sample is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalize the findings from the research sample to the population as a whole (John, 1992).

The sample of the study includes young unmarried females all around Kerala. Sample Size:

100

3.2.1 Sampling technique used:

Purposive sampling was adopted as the sampling procedure in the study. A purposive sample is where a researcher selects a sample based on their knowledge about the study and population. Here sample is selected based on the characteristics of a population and objective of the study.

3.3 VARIABLES

1. MARITAL EXPECTATION

- Conceptual Definition - Marital expectations represent unique impressions of, or opinions about, what is acceptable and expected by a person in a marital relationship (Sabatelli, 1984).

- Operational Definition - Marital Expectations is defined as a person's expectations about their marital relationship, their partner and how their marital is going to be.

2. MEDIA INFLUENCE

- Conceptual Definition - Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs.

- Operational Definition - Media influence refers to the concept of media encompassing mediums of communication such as television, magazines, advertisements, commercials and social media's.

3.4 TOOLS USED FOR THE STUDY

Tools used for the study was divided into two parts

3.4.1 Personal data sheet

The personal data sheet is used to collect a range of socio-demographic information including age, relationship status, class standing and family type. (APPENDIX B)

3.4.2 Media-Marital Expectation Scale

Media-Marital Expectation Scale is developed with 12 sub domains. The sub domains are money, Sex/Romance/Affection, In-laws/Extended Family, Kids: Discipline styles? Activities, Holidays/Celebration, Chores, Organized vs. Disorganized, Entertainment/Vacations, Communication, Conflict Styles, Spiritual, Work/Career. (APPENDIX D.
Along with it, an additional data sheet was given to the participant to understand their involvement in the media. (APPENDIX C)

3.4.2.1 Scoring

Respondents are asked to rate how they agree media influence their expectation in marriage on a five point Likert scale from 1-5. Items are summed to provide a total score. Strongly agree, agree, undecided, disagree, and strongly disagree with score of 5, 4, 3, 2 & 1 respectively.

3.5 PROCEDURE FOR DATA COLLECTION

To conduct this study, the researcher selected 100 sample from in and around Kerala. Informed consent form was obtained from the participants (APPENDIX A). Personal data sheet was given to collect the socio- demographic details from the participants. The researcher gave the questionnaires though google form.

3.6 STATISTICAL TOOLS USED

The following statistical techniques were used for the analysis of data. SPSS version 22 was used for this study to analyze the data.

3.6.1 Frequency analysis

Frequency Analysis is a part of descriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency Analysis is an important area of statistics that deals with the number of occurrences (frequency) and analyses measures of central tendency, dispersion, percentiles, etc. (Katrina, 2013). In the present study frequency analysis is used to assess the extent of Media influence in the Marital Expectation of young unmarried females.

3.6.2 Kruskal- Wallis Test

The Kruskal- Wallis test is the non-parametric alternative to the One Way ANOVA. This test can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. In the present study Kruskal- Wallis is used to find the significant influence of TV movies in the Marital Expectation of young unmarried females.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Extent of Media influence on Marital Expectation

4.2 Extent of Money influence on Marital Expectation

4.3 Extent of Sex/Romance/Affection influence on Marital Expectation

4.4 Extent of In-laws/Extended family influence on Marital Expectation

4.5 Extent of Kids influence on Marital Expectation

4.6 Extent of Holidays/Celebration influence on Marital Expectation

4.7 Extent of Chores influence on Marital Expectation

4.8 Extent of organized vs disorganized influence on Marital Expectation

4.9 Extent of Entertainment/Vacations influence on Marital Expectation

4.10 Extent of Communications influence on Marital Expectation

4.11 Extent of Conflict Styles influence on Marital Expectation

4.12 Extent of Spirituality influence on Marital Expectation

4.13 Extent of Work/Career influence on Marital Expectation

4.14 Influence of TV Movies on Marital Expectation

The fourth chapter includes the analysis of data followed by a discussion of the research findings. Data was analyzed to identify, describe and explore the influence of media in young unmarried females. The researcher selected a sample of 100 respondents from in and around Kerala. On this representative sample, psychological instruments were administered to assess media influence and marital expectation. The results obtained were through statistical analysis and are presented in this present chapter. The discussions of the results are done on the basis of hypotheses and objectives and also from the researcher's observation as well as scientific enquiry.

4.1 EXTENT OF MEDIA INFLUENCE ON MARITAL EXPECTATION

4.1.1 Extent of media's influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Media's Influence In Marital Expectation	Moderately Effective	75	75
	Highly Effective	25	25

The above results indicate that there exists significant media influence in the marital expectation of young unmarried females and hence the Hypothesis that "There will be significant influence of media in the marital expectation of young unmarried females is accepted"

Based on the researcher's observation in the field it is found out that young girls look upon media for how they want their marital life like what kind life style they want, how their partner should

be, etc. From the results it can be seen that most of the unmarried females are moderately influenced by media in their marital expectation.

Couples will often approach marriage with the unrealistic belief that marriage will meet all of their needs including social, financial, sexual, and emotional, and will most of all, bring them happiness (Crooks & Baue, 1996). In their study they found out that girls who are already in relationship with someone often hold ideas of what married life is supposed to be like and expectations for what they desire to receive from their marriage. Gerbner, 1998 and Ward, 2003 said that television and the media are primary means of socialization and today represent our collective method of acquiring social knowledge, which can gave an overly idealistic beliefs about marriage to the young girls.

Female characters, regardless of race, are better represented in prime-time, but have been stereotyped and tend to play traditional roles: ―married women have children, perform homemaking tasks, are involved romantically, and are presented as feminine, peaceful, happy and nurturing (Signorelli, 1991, p. 122). People also have the tendency to agree with and validate the roles of men and women on television, even when we know we don't see these same images in real life (Signorielli, 1990)

The above researches conducted shows the same result which supports the present study that there exists significant influence of media in the marital expectation of young unmarried females.

4.2 EXTENT OF MONEY INFLUENCE ON MARITAL EXPECTATION

4.2.1 Extent of money's influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Money	Low Effective	45	45
	Moderately Effective	39	39
	Highly Effective	16	16

The above results indicate that there exists significant influence of money perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of money perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the unmarried females have a clear understanding of how to handle money. There are some of the school of thought that money's important. Then there are those who think that all you need is love. Modern women are aware about importance of saving money for future, how to manage their finances, importance of sharing the expenses with their partner etc. This might be due to them watching media portraying the financial problems like when one spouse hides money from the other can lead to financial infidelity, which is a relationship-ruining behavior. Having money in marriage is nonnegotiable. It's one of the fundamental requirements for matrimonial success. Couples are more likely to have money issues when they don't have enough to take care of their needs. A lack of money is making a significant contribution to the high divorce rates.

Media shows that having money easily elicits feelings of confidence, peace, self-esteem and belief in one's abilities. While you feel the opposite when you lack financial resources. That's why having money in marriage is so important! Media also shows having money in marriage helps to make marriage more enjoyable. Media portrays that the things money can buy will reduce the pressure couples feel. This will enable all parties to focus on building the relationship even more in an atmosphere of love and affection. Media also shows the importance of sharing a relationship. So women also focus on earning on their own to have that kind of sharing and to feel equal in their marriage relationship.

4.3 EXTEND OF SEX/ROMANCE/AFFECTION INFLUENCE ON MARITAL EXPECTATION

4.3.1 Extent of Sex/Romance/Affection influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Sex/Romance/Affection	Low Effective	29	29
	Moderately Effective	48	48
	Highly Effective	23	23

The above results indicate that there exists significant influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females and hence the

Hypothesis that "There will significant influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried females are in a world of fantasy of love and affection. This is because the movies, serials, reality shows in Television and media play an increasingly greater part in the modeling of behavior. Women's likes to think they will also have an interpersonal relationship with lots of affection like shown in the media. This makes them believe in an unrealistic belief. Multiple studies like the studies of Barich & Bielby (1996); Baucom & Epstein, (1990); Kurdek (1991, 1993 ;) Larson (1992); Larson & Holman, (1994); have demonstrated that young adults hold unrealistic beliefs about what comprises a normal, healthy marriage and that such expectations lead to lack of fulfillment and disillusionment, and reduce levels of intimate relational satisfaction.

Sexual intimacy, Romance and Affection gives couples a level of closeness and loving intimacy they may not reach any other way. All the marriage showing in modern life in media are all focused on showing romance, affection and sexual intimacy. So all women's nowadays are looking up for this kind of relationship in their marriage. And when they do not get it, this can seriously affect their relationship. Sex is most rewarding when it is part of a caring, enduring relationship. Affection, respect, and trust are the most important parts of a good relationship. And females are most sensitive when compared to males. They always be looking for affection, love in their marital life. Media also shows this in their reality shows, movies, dramas etc. The key to a happy and healthy intimate relationship in marriage is open and honest communication that focuses on the good and assists the relationship to move forward into a more positive situation for both partners. Though women in modern era try to be tough they will always be looking for affection and love in their partner like seen in movies, serials etc.

4.4 EXTENT OF IN-LAWS/EXTENDED FAMILY INFLUENCE ON MARITAL EXPECTATION

4.4.1 Extent of In-laws/Extended Family influence on marital expectation of young unmarried females

Variable		Frequency	Percent
In-laws/Extended Family	Low Effective	29	29
	Moderately Effective	48	48
	Highly Effective	23	23

The above results indicate that there exists significant influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried females though want to have a nuclear family, they agree upon having in-laws or extended family living with them is very helpful. With the advances in media and the change in story lines like showing in movies, TV, and social Medias has come to have a greater impact on how females expect in their marital life.

Nowadays most of the Serials, movies shows in-laws as very supporting not the typical negative roles they're usually given. This has given a greater impact on the perception of having other family members with them.

Previously media portrays in laws or extended family as negative influence in a married couples, this has changed in the modern family life. Because having in law's or extended family is a great support for the couples. They will help them to look after the children when they have to go to work. But most of the women nowadays want nuclear family. They do not want to look after the old parents. And girls are also afraid that living with the in laws are tough because of what they have seen media portraying in laws. Media also shows having in laws or extended will help the working parents to look after the child when they go to work. So this has been a great impact in marital expectation.

4.5 EXTEND OF KIDS INFLUENCE ON MARITAL EXPECTATION

4.5.1 Extent of Kids influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Kids	Low Effective	0	0
	Moderately Effective	30	30
	Highly Effective	70	70

The above results indicate that there exists significant influence of kids perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of kids perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried females are expecting their partners equal involvement in their child rearing. From the findings of Goldscheider & Waite, (1991) study men are known to take a more involved role with their children, but TV producers still give the mother the primary caregiver role, especially when it comes to the children. But nowadays the movies and all shows men and women are equally involved in child rearing. This has been a great impact in the advanced life. This gave the importance of having both male and female in a children's life.

Media mostly portrays women's as the one looking after the children while the husband goes to work. This was the scene that can be seen in old serials, movies etc. But this has changed in the modern day's movies, serials and all. In that it can be seen that both father and mother will be working in most families. Because they know the importance of both of them working. Mother will mostly look after the baby through the 6 months to one year, after that the grandparents will look after the baby or getting them to daycare can be seen. This gave the women in real life an encouragement to go to work rather than just sitting at home. Media also gives example about how women can work from their home and still look after the child. This has been a great inspiration to the females.

4.6 EXTEND OF HOLIDAYS/CELEBRATION INFLUENCE ON MARITAL EXPECTATION

4.6.1 Extent of Holidays/Celebration influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Holidays/Celebration	Low Effective	2	2
	Moderately Effective	28	28
	Highly Effective	70	70

The above results indicate that there exists significant influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women's wants to go to celebrate birthdays and festivals once in a while. Almost all women want to celebrate their birthday or festivals with their partner or along with their children as seen in the most movies, where the couples enjoying the festivals or giving surprise birthday celebration. While understanding that each spouse has other time commitments, spending quality time with each other is very important.

For women, more so than for men, anniversaries are very special occasions. They are full of meaning and importance. Women want their spouses to remember their anniversary without any hints. They look forward to special treatment on these occasions with flowers, and intimate, thoughtful gifts. These types of gifts include jewelry or perfume (not cookware or vacuum cleaners). They also like to be treated to dinner at a nice restaurant, and other such things. These types of gesture can be seen in the movies, dramas, serials etc. And women always want these

from their spouse. They always expect their spouse will take them to vacations and to celebrate their special occasions. These all are the gestures that will tighten the marital relationship.

4.7 EXTEND OF CHORES INFLUENCE ON MARITAL EXPECTATION

4.7.1 Extent of Chores influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Chores	Low Effective	2	2
	Moderately Effective	65	65
	Highly Effective	33	33

The above results indicate that there exists significant influence of chores perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of chores perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women want their partner to help them in their household chores. In a content analysis of Scharrer, Kim, Lin, and Liu (2006) found that male characters were more likely to be found outside the home like at work, while females were found doing domestic chores, usually cleaning a bathroom or in the kitchen. Which indicates, females were most likely to be involved in housework and childcare. When males were shown doing domestic tasks, they were often depicted as incompetent. So women want there to work with them not only in child rearing but also in doing the household chores.

In the old days media shows women as housewife. They will always be taking care of the children, old parents, husband and household works. In most house the reality was that too. Women are seen as household works. They won't earn like the spouse does and they are treated as servant's. But this has changed in the modern era. Even movies, serials and all shows women as working person. So household work will be shared with their spouse, which means the husband will also help them in kitchen or in taking care of children, like bathing them etc. This has gave the women to want a life like seen in the movies, serials. This also gave them that it is okay to work and equally contribute to their house. This will gave them that women also can take education and work like the husband.

4.8 EXTEND OF ORGANIZED VS. DISORGANIZED INFLUENCE ON MARITAL EXPECTATION

4.8.1 Extent of Organized vs. Disorganized influence on marital expectation of young unmarried females

Variable			Frequency	Percent
Organized Disorganize	**Vs.**	**Low Effective**	**1**	**1**
		Moderately Effective	**29**	**29**
		Highly Effective	**70**	**70**

The above results indicate that there exists significant influence of Organized family perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that

"There will significant influence of Organized family perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women want a structured family. Women nowadays live a life that is much planned. They will plan when to marry, have children, even finding their own quality time. They want their partner to be organized, planned like they wish like seen in the modern movies and shows.

While differences in organization habits and cleanliness are common among any two roommates, it seems to be a topic of dispute particularly among couples. In a nationwide survey of 300,000 couples conducted by Lasting, the nation's number-one couples counseling app, the two most common sources of conflict expressed were "how exactly cleaning gets done" and "what 'clean' looks like." Women are always on the clean side while men are always on the messy side. This can change in some cases too. But women always look for a clean and tidy house that's seen in the media. They always want everything organized. They expect their spouse to help organize with them. This study shows that most of the women are highly expecting an organized and well planned partner.

4.9 EXTENT OF ENTERTAINMENT/VACATIONS INFLUENCE ON MARITAL EXPECTATION

4.9.1 Extent of Entertainment/Vacations influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Entertainment/Vacations	Low Effective	2	2
	Moderately Effective	75	75
	Highly Effective	23	23

The above results indicate that there exists significant influence of entertainment perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of entertainment perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women want to have entertainment in their life. Most of the movies shows women as character who will always in the kitchen serving to their partner and children. They are not given any entertainment for themselves. Men are mostly seen to go for vacation in the movies or serials. But women wants to have relaxation in their lives too. This will help them to reduce the stress and also helps to have a healthy family relationship.

In all movies, serials there will a song or scene that shows the couple going on vacations or holidays. This help the couple to strengthen their love and marital relationship. Mostly women are the ones who may want to go on vacations. They will a desire to spend some quality time with their family like with children and spouse without worrying about anything. Most women look

upon movies, serials to look for the place they want to go like their favorite actors and actresses go. A vacation that can also help couples revive the romance and deepen their connection might comprise

4.10 EXTENT OF COMMUNICATION INFLUENCE ON MARITAL EXPECTATION

4.10.1 Extent of Communication influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Communication	Low Effective	9	9
	Moderately Effective	55	55
	Highly Effective	36	36

The above results indicate that there exists significant influence of Communication perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of Communication perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women want an open communication with their partner. Holding unrealistic expectations is a significant risk factor for marital distress and divorce. Effective communication allows good thoughts and feelings to flow between a couples. With the right skills, bickering, hurt feelings and resentment will go way down. Effective Communication with the partner helps to make them understand what they are expecting in this relationship.

Women always want their spouse to be emotionally available to them. They always want to know that their spouse will be stand with them and support them no matter what the situation. They will be clingy towards their spouse. Likewise they will also want to be emotionally available and gave immense support to their spouse too. Women will be looking upon their favorite actors in the movie, serials for this. They will want a communication like their favorite characters seen in the movie. Movies also shows that a good communication can help them survive situation that will be difficult to survive.

4.11 EXTENT OF CONFLICT STYLES INFLUENCE ON MARITAL EXPECTATION

4.11.1 Extent of Conflict Styles influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Conflict Styles	Low Effective	14	14
	Moderately Effective	69	69
	Highly Effective	17	17

The above results indicate that there exists significant influence of Conflict Styles perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of Conflict Styles perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women want their partner to hear their thoughts when a conflict arise. For a beautiful marital life women knows that

respecting each other/valuing partners perspective/supporting our partner is important. Because this is how media portrays marriage and most of the women are expecting a life like that.

Husbands and wives have numerous expectations of each other, and these expectations are shaped by gender role attitudes alongside cultural and societal norms. Unmet expectations and deviation of behavior from the perceived norms can result in the development of marital conflict which can escalate to intimate partner violence. These are clearly characterized in the modern movies, serials etc.

4.12 EXTENT OF SPIRITUALITY INFLUENCE ON MARITAL EXPECTATION

4.12.1 Extent of Spirituality influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Spiritual	Low Effective	14	14
	Moderately Effective	81	81
	Highly Effective	5	5

The above results indicate that there exists significant influence of Spirituality perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of Spirituality perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women is mostly beliefs in spirituality. They always want a partner who will equally gave importance to spirituality like going to temple/church/mosque and takes part along with them.

Media has played an important role in changing the mindset of many human in the case of spirituality. Using media can actually have a great positive impact on your spiritual growth. Women always prefer their partner who is spiritually involved like themselves. But most men are ashamed to show off their spirituality in public. Media has done a great job in closing off these thoughts. Through media people can share their beliefs, practices, and journey with others, regardless of physical location. This has helped many other to join on their journey.

4.13 EXTENT OF WORK/CAREER F INFLUENCE ON MARITAL EXPECTATION

4.13.1 Extent of Work/Career influence on marital expectation of young unmarried females

Variable		Frequency	Percent
Work/Career	Low Effective	6	6
	Moderately Effective	30	30
	Highly Effective	64	64

The above results indicate that there exists significant influence of Career perceived from media in the marital expectation of young unmarried females and hence the Hypothesis that "There will significant influence of Career perceived from media in the marital expectation of young unmarried females" is accepted.

From the results given above it is understood that the most unmarried women's wants to have a job before marrying. They want this because the media portraying marriage shows that women who is working will always have a healthy family environment. They can contribute to the family equally and can show their independence through this.

Men are expected to be providers and decision-makers of a family and women are expected to take the role of a caretaker and take a secondary role when it comes to decision-making. This is how the old movies, serials have been showing how an ideal wife should be. But the new movies and media's has shown a different variation of these. Women can be seen working along with the husband to provide for the house. Women are also getting equal educational qualifications like the men. Media played an important role in changing these thoughts.

4.14 INFLUENCE OF TV MOVIES ON MARITAL EXPECTATION

4.14.1 Influences of TV movies on the marital expectation of young unmarried females using Kruskal- Wallis Test

Variables	TV movies level	N	Mean Rank	Chi Square	Asymp. Sig (2-tailed)
Media maritalLow expectation	Low	60	47.73	3.255	0.071
	High	40	54.65		

The above results indicate that there exist a significant influence of TV movies in the marital expectation of young unmarried couples and hence the Hypothesis that "There will be significant influence of TV movies in the marital expectation of young unmarried couples" is accepted.

From the results given above it is understood that the most unmarried women watch movies and want a marital life just like the marriage portrayed in the movies. Girls always want their marriage to be a fairy tale. And wants their marital life full of romantic shown in the movies. Prior to marriage, even before arrangements are made for the ceremony, women often concoct images and expectations of married life. With the deification of romance by popular media, the banalities of intimate relationships leave much to be desired. Real life and real love appear boring and unfulfilling in comparison to forever "feeling fascination, passion burning, love so strong". Not that fancies or fantasies are bad; in fact, some scholars have confidence that they can serve practical purposes, if managed constructively (Baucom & Epstein, 1990; Galician, 2004). The problem is when these fancies evolve into "wishful thinking"—a belief or expectation that is influenced by one's wishes to the extent that relevant, consciously known facts are subconsciously ignored or distorted. As the beliefs about love and romance bind together, women begin to use those beliefs not only to gain an understanding of what their marriage should be like, but also as a base upon which to establish marital criteria. So seeing movies have placed a great impact in women's about how they expect their marriage.

CHAPTER 5

SUMMARY AND CONCLUSION

5.1 Summary of the study

5.2 Method of the study

5.3 Major findings of the study

5.4 Conclusion

5.5 Tenability of Hypotheses

5.6 Implications

5.7 Limitations

5.8 Suggestions for further Research

As previously stated, this study has been conducted to for the purpose of understanding the influence of media in young unmarried females. This chapter discusses the results of the data analysis and presents conclusions pertaining to the research questions posed in the beginning of the study. A summary and suggestions for further research, implications and limitations evolve from the study are also included in this fifth chapter.

5.1 SUMMARY OF THE STUDY

The aim of the present study was to assess the influence of media on marital expectations of young unmarried females. Quantitative Research design was adopted for the study. The variables selected for the study were,

- Marital Expectation

- Media Influence

General Objective;

- To understand whether media influence marital expectations.
- To what extend media influence females perception about their marital life.

The hypotheses formulated were;

1. "There will be influence of media in the marital expectation of young unmarried females"
2. "There will be influence of money perceived from media in the marital expectation of young unmarried females"
3. "There will be influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females"
4. "There will be influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried females"

5. "There will be influence of kids perceived from media in the marital expectation of young unmarried females"

6. "There will be influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females"

7. "There will be influence of chores perceived from media in the marital expectation of young unmarried females"

8. "There will be influence of organized family perceived from media in the marital expectation of young unmarried females"

9. "There will be influence of entertainment perceived from media in the marital expectation of young unmarried females"

10. "There will be influence of Communication perceived from media in the marital expectation of young unmarried females"

11. "There will be influence of Conflict Styles perceived from media in the marital expectation of young unmarried females"

12. "There will be influence of Spirituality perceived from media in the marital expectation of young unmarried females"

13. "There will be influence of Career perceived from media in the marital expectation of young unmarried females"

14. "There will be significant influence of TV movies in the marital expectation of young unmarried couples"

5.2 METHODS IN BRIEF

Quantitative research design is used for the study. The sample of 100 unmarried females from around Kerala were taken using purposive sampling method. The data was collected using Media Marital Expectation Scale. The data analyzed was using statistical techniques.

5.3 MAJOR FINDINGS OF THE STUDY

1. "There is a moderate to high influence of media in the marital expectation of young unmarried females"

2. "There is a moderate to low influence of money perceived from media in the marital expectation of young unmarried females"

3. "There is a moderate influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females"

4. "There is a moderate influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried females"

5. "There is a high influence of kids perceived from media in the marital expectation of young unmarried females"

6. "There is a high influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females"

7. "There is a moderate influence of chores perceived from media in the marital expectation of young unmarried females"

8. "There is a high influence of Organized family perceived from media in the marital expectation of young unmarried females"

9. "There is a moderate influence of entertainment perceived from media in the marital expectation of young unmarried females"

10. "There is a moderate influence of Communication perceived from media in the marital expectation of young unmarried females"

11. "There is a moderate influence of Conflict Styles perceived from media in the marital expectation of young unmarried females"

12. "There is a moderate influence of Spirituality perceived from media in the marital expectation of young unmarried females"

13. "There is a high influence of Career perceived from media in the marital expectation of young unmarried females"

14. "There exist a significant influence of TV movies in the marital expectation of young unmarried couple"

5.4 CONCLUSION

The study aims to understand the influence of media on marital expectations of young unmarried females. The present findings of the study indicate that media has a major influence on the marital expectation of unmarried females. The results indicated that most girls have moderately high expectation about their marriage life like how their partner should be, how their life should go on, etc. In this study, it was found that, those whose media viewing patterns included a large quantity of romantically themed programming were more likely to hold unidealistic views of marriage. Media is negatively associated with idealistic expectations of marriage in unmarried girls. They largely look upon media in the case of marriage. This research also studied the influence of media in the components of marital expectation, which shows that unmarried females are mostly affected by the components like romance & affection, household chores, kids, holidays, vacations, spirituality, and work/career. They have high expectation about their patner when it comes to doing household chores, looking after the child, supporting them in the time of crisis, going for a vacation once in a while, celebrating their birthdays and all, etc.

5.5 TENABILITY OF HYPOTHESES

No	Hypotheses	Tenability
1.	There will be influence of media in the marital expectation of young unmarried females	Accepted
2.	There will be influence of money perceived from media in the marital expectation of young unmarried females	Accepted
3.	There will be influence of Sex/Romance/Affection perceived from media in the marital expectation of young unmarried females	Accepted
4.	There will be influence of In-laws/Extended Family perceived from media in the marital expectation of young unmarried female	Accepted
5.	There will be influence of kids perceived from media in the marital expectation of young unmarried females	Accepted
6.	There will be influence of Holidays/Celebration perceived from media in the marital expectation of young unmarried females	Accepted
7.	There will be influence of chores perceived from media in the marital expectation of young unmarried females	Accepted
8.	There will be influence of organized family perceived from media in the marital expectation of young unmarried females	Accepted
9.	There will be influence of entertainment perceived from media in the marital expectation of young unmarried females	Accepted

10.	There will be influence of Communication perceived from media in the marital expectation of young unmarried females	Accepted
11.	There will be influence of Conflict Styles perceived from media in the marital expectation of young unmarried females	Accepted
12.	There will be influence of Spirituality perceived from media in the marital expectation of young unmarried females	Accepted
13.	There will be influence of Career perceived from media in the marital expectation of young unmarried females	Accepted
14.	There will be significant influence of TV movies in the marital expectation of young unmarried couples	Accepted

5.6 IMPLICATIONS

The important findings of this study are that unmarried females look upon media to imagine how they want their marital life to be. This study shows that Medias like mass media and social media, both have a major impact on the unmarried females when it came to their marital expectation.

As they have high expectation about their marital life because of the influence of media, there can be issues in their marital life as they're expecting their marital life like the one hero and heroine had in the movie, or serials. When the reality of marital life strikes it can affect their marital life hugely.

From the study it can also understand that though females love to live in a fantasy life. They love to watch movies, dramas, and series and wish to have a fairy tale life like that. But media also gave them the importance of educating oneself, having a job and contributing to their family. So the results can be used to understand the positive and negative influence of media in unmarried females.

5.7 LIMITATIONS

Given the increasing popularity of the Internet and social media websites like Instagram, Facebook, YouTube and Twitter, this research could br expanded into these media and can ask the participants about their activity and usage. Research can conduct as what contribute to the expectation of marriage in the case of unmarried females when compared to mass media and social media.

The age of participants could have been a limitation. Although a lot of the research was based on adults, this sample was taken from an older age group. The teens from age 15 to 19 can be taken as participants as they are more involved in social medias, and they can be to know how they think media portray marriage, and how much it influence them when it comes to relationships, as they are the one that will come to contribute more to the society.

5.8 SUGGESTIONS FOR FURTHER RESEARCH

This study has moved us forward and has provided some answers which could warrant further study. As there no studies based on this topic in Kerala, more studies can be conducted in using a larger sample size. The sample taken for the research is limited to unmarried females, so the study can be done using different sample like married females, teens and can also be done to boys also.

More research in this area of study is needed and would help clarify the role expectations play in marriage as well as add to the knowledge of what contributes to marital happiness.

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APPENDIX A

Informed Consent Form

This research is conducted as part of the PG programme (MSc Counselling Psychology) run by the Department of Counselling Psychology, Loyola College of Social Sciences, and Thiruvananthapuram under the guidance of Dr Pramod S.K and (Head of the Department of Counselling Psychology). The informed consent form is to ensure that the rights of the participants are protected at all times during this study.

Researcher: Ms. Anaz Narayan

The study is entitled as **"The influence of media on Marital Expectation of young unmarried women".** The purpose of the study is to understand the extent of PTSD and perceived stress among the flood affected influence of media on Marital Expectation of young unmarried women. For this study, you have to answer a sets of questionnaire and a personal data sheet. Please respond to all the statements. None of the responses are right or wrong. The information provided by you will serve as a very important input in the direction and completion of this study, so please try to be honest, and careful. The information will be kept confidential and will be only be used for the purpose of the study**.** Thank you for investing your time completing this questionnaire.

You are free to ask further information regarding the study. Your participation is voluntary. Please sign in the space given below if you have understood your rights, and you agree to participate in this study.

Name: _____ Signature: _____

APPENDIX B

Personal Datasheet

1. Name

2. How old are you?

- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25

3. Mark your current relationship status

- Single
- In a relationship
- Living together

4. What is your class standing?

- UG
- PG
- MPhil
- Employed

5. What is your Family Type?

- Joint Family
- Nuclear Family
- Others

APPENDIX C

1. On a typical day, how many hours u spend on media?

2. Rate each of the following on a scale of 1-10. (rate only based on what u watch)

- News
- Drama
- TV Movies
- Web series
- Comedy
- Reality shows
- Sports
- Game Shows
- Educational (History channel, documentaries)
- Commercials and Ads
- Others

3. Where do you get your information about love and marriage? (mark only what applies to you)

- Parents/family members
- Friends
- Partner/boyfriend/girlfriend
- TV
- Internet
- Newspapers/magazines/other media
- School/teachers
- Social organization

4. In general, how do you believe media portrays marriage?

1	2	3	4	5	6	7	8	9	10

Negative   Neutral   Positive

APPENDIX D

MEDIA-MARITAL EXPECTATION SCALE

Strongly Agree - A, agree - B, undecided - C, disagree - D, strongly disagree - E

1.	Media gave me an idea that money is more important in a relationship than love	A B C D E
2.	Media gave me an idea that women should gave their earnings to husband because husband is the main	A B C D E
3.	Media gave me an idea that people who have money will have a happy life than those who don't have	A B C D E
4.	I expect my marital life will be as romantic like the one media shows	A B C D E
5.	Media motivates me to be affectionate in my marital life	A B C D E
6.	I expect my in-laws will be loving and understanding like the one's shows in media	A B C D E
7.	Media portraying marriage gave me the idea that women should be working to have value in front of in-laws and husband	A B C D E
8.	Living together with in-laws is very helpful and supporting in case of working parents	A B C D E
9.	I expect me and my partner's equal participation when it came to making a decision about our future children.	A B C D E

10.	I expect my partner to be equally & actively involved in childcare.	A B C D E
11	Marital life in media gives the idea that after having children marital life is all focused on children	A B C D E
12	After marriage, I expect to celebrate birthdays/anniversaries with my partner and children	A B C D E
13	I wish to go on holidays with my partner once in a while like seen in the movies, serials, etc.	A B C D E
14	I expect my partner to help me in household chores like seen in movies, serials, ads, etc.	A B C D E
15	I expect an organized but a free spirit partner like seen in movies, serials etc.	A B C D E
16	If I am busy with my work or children, I expect my partner to help me organize things at home	A B C D E
17	Media influence me to go for vacation with my family to have some relaxation	A B C D E
18	I expect me and my partner to be emotionally available to each other like seen in the movies, serials, ads etc.	A B C D E
19	Watching marriage portrayed in media makes me feel that marriage is a kind of adjustment between two people	A B C D E
20	Watching media that portrays marriage made me understand that respecting each other/valuing partners perspective/supporting our partner will have a happy beautiful marital life	A B C D E
21	Media gives me the idea that when a misunderstanding or fight starts in a marital life, women should keep quiet, otherwise the problem gets worse	A B C D E
22	Media motivates me to have a partner who is spiritual in nature - goes to temple/church/mosque and takes part along with me	A B C D E
23	Unemployed women suffering in the marital life shown in the movie wants me to get a job to have a safe and secure life in my marital life.	A B C D E
24	Media portraying marriage showed me the importance of women working and contributing to the family	A B C D E