

THE COMMERCIALISATION OF DRESS IS ONE OF THE PROMOTING FACTOR OF RAPE IN INDIA

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ABSTRACT

In order to study about the commercialisation of dress is one of the promoting factor of rape culture in India, at first we have to know what is meant by commercialisation of dress? where the bless of modernization and westernization, the people become highly westernised or using ultra modern dress, it is very attractive to look but sometimes these attractive dress become more harmful and dangerous for the younger or adult women. Mainly the dress manufacturer become more commercial in attitude always making dress for their more profit those who has strong belief on ultra modern fashion that can make only for their sale profit benefit. They never thought about traditional cultural values, manner, and etiquette and also they have no concern with the cultural and social values. So, their commercial motives and manufacturing a commercial dresses become gradually more harmful for young and adult women those who are wearing and using frequently this attractive and modern dress for their own personality development. In Indian scenario in contemporary Indian society system where repeatedly women have to face eve-teasing, assaulting and rape. But most of the time not only rape but rape and murder is happening very frequently, which is more pathological and so dangerous to our society, its a very vital social problems because where gender discrimination have a strong root in our patriarchal society. Where inhuman practice of dowry system has strong social sanctioned and also deprivation of women have become a normal social attitude, though where male domination, patriarchal values are more important than female. Not only male but most of the female never allowed more free and freedom of young or unmarried women for their jealousy and rivalry. But for frequent increase entry of rape and murder where has more responsible factors obviously but dress is one of them also where social media is very strong, which become most available for each and every group like child adult senior as well as most of the people are watching various kinds of necked and porn video etc. The country like India where a traditional culture, traditional value and morality is praveling from thousands of year. But now the western culture and western way of life become frequent to people, who is imitating and using westernize as well as commercialize dresses.

Key words: Westernization, commercial attitude, gender discrimination, pathological.

INTRODUCTION

Commercialisation of dress is one of the fundamental increasing factor of rape culture in India. Before going to discuss about the commercialisation of dress is a helping factor to increase the rape culture traditional Indian society, at first we have to know about the social system in India. Indian society is an enormously conservative and traditional society. It is not a recent traits but approximately 5000 year old tradition. Before British Indian, a strong traditional conservative culture were prevailed there. In each and every sphere, where they were preserving their traditional old heritage, for instance restriction on food habits and social intercourse, dress wearing, disciplined behavior and lifestyle restriction on married and kinship pattern. So where several prolong institutional practice were existing in their life. So where has a self controlled, discipline and social control among all the section of society in respect of caste& creed. But after intervention of British rulers and their profit-making attitude have made Indian traditional need based easy- agricultural cultivation become commercialize, for this commercialisation of agriculture a new commercial crop cultivation have started into the

food cereal cultivation. So, a food crisis have arised in British Indian society which was known as feminine (monnontwar). No one knew how many people have to left their life by the lack of food, which was an enormous effect of capitalism as well as more profit-making attitude of some capitalist or industrialists, they never thought about the harmful effect of common people and never judge any social phenomenal by socialistic attitude. Britishers have gone but their capitalistic mode of production have existed till now. Even most of the nation have joined with a rat race for expanding their business to all over the globe and introducing their produce everywhere by making attractive advertisement.

- So Capitalistic mode of production
- More profit making attitude
- Cunning introduce of alternative dresses
- Rapidly adversity by mass and social media
- Motivating, purchasing and wearing
- Managing impressions as westernise motives
- But never cooperate with the Western motives oriented action
- As labeling as eveteasing, assault, attempt to rape etc.

Because we are externally Western but internally traditional. If you observed 80% rape case is happening in cities. Adult women going out with the new friends to whom she cannot know well and ignore accompanied with parents and our relatives, such behavior this motivating by the motivation of the western culture and commercializing attractive less clothes, which is half naked. Adult men and women become so adamant and desperate, most of them are not confirming any family and Indian social norms. Here are five reasons that various police stations in UP shortlisted to explain white crimes against women were growing:

1.Indecent attire: Women wearing indecent clothes are most vulnerable to being raped. Since RTI query asked every UP district to respond separately to the questions, the police in places such as Firozabad, Etawa and Hapur said that rape is increasing because women wear clothes that attract men and encourage them to lose control of themselves.

2.Mobile phones: The Meerut police said that the easy access to internet and the extensive use of these phones have become dangerous for women. “With mobile phones, women have become easily accessible,” a police official said.

3.Western culture: The Etawah police said that women invite trouble with friendly hugs to male friend, and drinking with them. Going out for movies could be dangerous for women.

4.Vulgar advertisements: A police station in Moradabad blamed television commercials for the increase in sexual assaults. Advertisements portray sexual content which lure men to rape, the police explained.

5.Population growth: A few police stations in Uttar Pradesh also cited the increasing population as one of the reasons for the increase in the number of rape.

A senior UP police official attempted to explain these responses. “Small towns like Etawa, Alligarh or even Allahabad, men do not have an open mindset to accommodate the term sexy as an appreciation and think of it as an invitation,” he said.

Over the course of time as humans developed socio-cultural practices, reorganizational ships are likely to have occurred in cognitive and perceptual mechanisms. Since humans do not have direct access to others minds, they have to use external cues to infer the mental states of others [example; intentions, believes, desires, (Carruthers and Smith:1996). The ability to attribute mental states to others is called theory of mind (Premark and

Woodruff:1978) or mentalizing (Frith and Frith, 2003). Attributing mental states to others is essential for understanding others and for developing social communication and empathy. Barring some tribes in remote locations, humans are distinct from other animals in that they cover their bodies with clothes (or leaves and other natural artificial items). Both Neanderthals and prehistoric Homo sapiens are believed to have covered themselves with some sort of clothing.

Frederickson and Roberts (1997), developed objectification theory. According to objectification theory female bodies are scrutinized and evaluated to a greater degree than male bodies, leading to sexual objectification of women. Highlighting the sexual signaling function of clothing. The theory proposes that exposure to depictions of women and girls as sex objects as well as exposure to messages about the importance of appearance encourages women to be self conscious about their appearance and to objectify their bodies. As objectification theory was developed primarily with women in mind, most of the extent research investigating relationship between dress, sex and objectification of women.

Two types of objectification have been studied: self objectification and other objectification. Most of the research focus on self objectification. Self objectification can take two forms trait self objectification and state self objectification. Trait self -objectification is an enduring psychological state characterized by an over emphasis on physical appearance in appraisal of self worth. State self objectification is a temporary form of self objectification and refers to briefly one's body as an object for sexual pleasure. Fully clothed rather than wearing minimum clothing led to self- objectification.

Jeffreys (2005), points out that female clothing items also emphasize women as sexual objects aligned to male desires. To communicating biological sex, has been use of sexy dress to communicate sexual desire or attract sexual attention from others. As the dress items that comprise "sexy" are subject to fashion and thus, change overtime. How sexy dress was operationalized, some women say they use dress to communicate their sexual desire to men an attract sexual attention from men. Women used alluring and bold clothes to court a partner, meet new people, and flirt. Both men and women thought that women used sexy dress to indicate sexual interest and that men perceived more sexual intent than women. They believed women's clothing choice was actually used to signal sexual intent. Women may select sexy dress to appear attractive rather than to convey their interest in having sex. A women wearing low cut tight jeans with a short top that exposed her breast and midriff. Men indicated women's primary intentions for wearing sexy dress were temptation and seduction. Women indicated the women dressed that way to gain affection.

Montemurro and Gillen (2013), conducted in-depth interviews with US women, from 20 to 68 years old, to investigate the ways in which they expressed their sexuality. These women shared they thought women expressed their sexuality through their body language, their clothing choices and their cosmetics use. Women also provided their views about other women who dressed sexy. For them, overtly sexy dress suggested insincerity, low social class, lack of morals and values. Older women commented that young women dressing sexy were immature and were participating in their own sexual objectification. In contrast, others indicated it was okay to show off your body when you were young and looked your best.

Women wear red because it has romantic and sexual connotations. In an initial experiment young women were told they were going to interact with an unknown attractive man, unattractive man, or average looking women. Participants then selected either a green or a red shirt, to wear; women expecting to interact with the attractive man were more likely to select the red shirt than the green one. The goal of appearing sexy or attractive, constructing a sexy appearance via dress. Several women indicated their primary incentive was to appear

feminine. They shared that large breasts provided a way to appear sensual and sexy. Further, a desire to wear certain clothing styles (example low cut tops) was also key to their decision to augment their breasts. Women in their high fertility phase wore clothing that reveals skin and were rated by observers as trying to be attractive. An individual's dress motivated another's acts of sexual violence (example harrasment, rape unwelcomed touching) or put people at risk for becoming victims of sexual violence. In most of these studies, what researchers measured was the likelihood that violence would be directed towards a woman as a function of the sexy dress she wore.

Vali and Rizzo (1991), conducted an atheoretical survey of US psychiatrists addressing the role of young women's revealing apparel in inciting sex crimes. A significant majority believed that young women wore revealing clothing they were at risk of sex crimes. Participants also indicated that parents should consider what girls attire signals to men.

Dress and sexual harrasment: Interested in people's everyday beliefs about relationships between dress and sexual violence, Workman and Johnson (1991) employed an experiment to investigate the effects of cosmetics use (a body modification) and participant sex on undergraduates inferences concerning likelihood of provoking sexual harassment and of being sexually harrassed. Symbolic interaction guided their research. When wearing heavy cosmetic stuff model was rated highest on the likelihood of provoking sexual harassments followed by the moderate and no cosmetics condition. Men rated the model as more likely to provoke sexual harassment and to be sexually harrassed than women. When wearing non cosmetics the model was judged least likely to be sexually harassed. Thus the minimal cue of cosmetics was related to likelihood of sexual harassment.

CONCLUSION

In the concluding part we can say that the alarming rate of rape culture is increasing in our Indian society. Though it is a matter of sad and shame for our traditional India where women are treated as mother and Goddess. Yet in contemporary post-modern capitalist social system, where economical and commercial attitude became more prevailing than social and cultural values. Some commercial organization have started business of more attractive dress very cunningly by using sentiment of individualism and freedom.

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