

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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# GLOBALISATION, SEX INDUSTRY AND SEX MYTH: A COMPARATIVE STUDY OF SEX MYTH AMONG ADULT MEN AND WOMEN IN CHHATTISGARH & WEST BENGAL

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## ABSTRACT

*Sex industry has been affected by the Global changes in migration, health, employment, and public policy. In our India sometimes it is being encouraged by the sex myth. A sex myth is a false belief about sexual behavior or physiology that is either scientifically inaccurate or have questionable authenticity. Sex myths are never useful, and frequently they are baleful. While it can be argued that we live in an age of sexual enlightenment, there may be more heat than light in the sex lives of college men and women. Conservative views of sexuality are now the norm in the modern republic of India, and South Asia in general. However, with increased exposure to world culture due to globalization, and the proliferation of progressive ideas due to greater education and wealth, India is beginning to go through a western-style sexual revolution especially in cosmopolitan cities. Many sexual issues are used as ways of political parties garnering votes amongst conservative Indians. These issues are also matters of ethical importance in a nation where freedom and equality are guaranteed in the constitution of its own. Are college students who have progressed to more advance level of study less likely to endorse sex myth? Or alternately, does belief in sex myth? It is irony that sex which forms so much an integral part of our lives is so difficult to be discussed and talked about in a rational manner. There is probably no other area of our life which we care so much but know so little as sex. The present investigation examined the incidence of beliefs in sex myths in college students of two separate states i.e. Chhattisgarh and West Bengal. Qualitative and quantitative methods were triangulated; a questionnaire, in-depth interviews were all used. Knowledge about sex contained several misconceptions, misinformation, and myths rooted in pupils of both states, as the historical and contemporary social cultural context is same though geographical proximity is high. Sex myth related study mainly was confined in western hemisphere, and some oriental studies do not show geo-spatial variation of sex myth. This study reveals an inter-state spatial behavior of sex related myths. The prevalence of sex myths in college students suggest that serious attention needs to be paid to structured sex education.*

## KEYWORDS

Globalisation, Sex-Industry, Sex-Myth.

## INTRODUCTION

Most world religions have sought to address the moral issues that arise from people's sexuality in society and in human interactions. Each major religion has developed moral codes covering issues of morality, sexuality ethics etc. There are many laws and social customs which prohibit, or in some way have an impact on sexual activities. These laws and customs vary from country to country, and have varied over time. They cover, for example, a prohibition to non-consensual sex, to sex outside of marriage, to sexual activity in public, besides many others. Many of these restrictions are non-controversial, but some have been the subject of public debate. Most societies consider it a serious crime to force someone to engage in sexual acts or to engage in sexual activity with someone who does not consent. This is called sexual assault, and if sexual penetration occurs it is called rape, the most serious kind of sexual assault. The details of this distinction may vary among different legal jurisdictions. Also, what constitutes effective consent in sexual matters varies from culture to culture and is frequently debated. Laws regulating the minimum age at which a person can consent to have sex (age of consent) are frequently the subject of debate, as is adolescent sexual behaviour in general. Some societies have forced marriage, where consent may not be required.

Our own cultural attitudes toward sexuality are far from universal. Sex is treated as a form of spiritual energy. Because Hinduism is a collection of many different approaches to life, it encompasses a number of different sexual philosophies. In some societies, a man's special obligation to a guest or a friend are discharged by an invitation to have sexual relation with his wife, listed eight cultural groups in which kissing was unknown, pointing out: "when the Thonga first saw Europeans kissing they laughed, expressing this sentiment: 'look at them- they eat each other saliva and dirt'.

## REVIEW OF LITERATURE

Allen (1990) has also reported a close relationship between acceptances of sex myths and felt sexual anxiety. It is irony that sex which forms so much an integral part of our lives is so difficult to be discussed and talked about in a rational manner (Kumar, 1992a). Goldenberg (1977) has rightly observed that there is probably no other area of our life which we care so much but know so little as sex. And whatever little we manage to know about sex during our childhood and adolescent years, we know it in bits and pieces through sources like friends, acquaintances and cheap sex books which tend to mislead us more than to provide a proper understanding of human sexuality and for this type of thinking and little knowledge about the sexuality drives our society towards the sex industry. There are many ideological influences on the sex industry and these vary by country and culture, but the growth of sex as a commodity is reflected in the increased use of sexual images in advertising, the rapid growth of the adult entertainment industry, virtual and real, and the widespread availability of pornography on the internet. This growing market in sex continues despite the actions of many governments, faiths, and social movements to try and regulate or abolish it.

It may well be that at least some myths are promoted as warnings to inhibit sexuality. Well intended but ill informed parents may use sex myths to bolster moral training, and the emotion of guilt can come to inhibit not only sexual behavior but even seeking information about sexuality (Donald L. Moshe, 1979). Males in early adolescence in particular are exposed to homo-social peer discussions of sexuality that may be filled with exaggerations and distortions (Gagnon & Simon, 1973). Thus, males may learn more myths than females, and the different socialization of the sexes may involve the transmission of different myths.

## STATEMENT OF THE PROBLEM

The problem in this study deals with a concept that we are developing for ourselves from curious 15 year old titter on the slight knowledge of "Sex" to flamboyant young women who over the years have received knowledge from magazines and "experienced" friends. However, sex is a never ending topic for discussion. Just when you think you've aced it you realized that's not all there is to it. Sex industry has been affected by the Global changes in migration, health, employment, and public policy. In our India sometimes it is being encouraged by the sex myth. A sex myth is a false belief about sexual behavior or physiology that is either scientifically inaccurate or have questionable authenticity. Sex myths are never useful, and frequently they are baleful. While it can be argued that we live in an age of sexual enlightenment, there may be more heat than light in the sex lives of college men and women. Conservative views of sexuality are now

the norm in the modern republic of India, and South Asia in general. However, with increased exposure to world culture due to globalization, and the proliferation of progressive ideas due to greater education and wealth, India is beginning to go through a western-style sexual revolution especially in cosmopolitan cities. On the basis of these matters it would be tried to know that are college students who have progressed to more advance level of study less likely to endorse sex myth? Or alternately, does belief in sex myth? It is irony that sex which forms so much an integral part of our lives is so difficult to be discussed and talked about in a rational manner.

### OBJECTIVES OF THE STUDY

- To study the college students who have progressed to more advance level of study less likely to endorse sex myth.
- To find out if college men and women of two different states, who believe in sex myths.
- To know the health hazards faced.
- To know the differences of acceptance of myths among girl and boys students.

### HYPOTHESES

The present study was undertaken to find out if college men and women of two different states, who believe in sex myths. A sample of college students were asked to indicate their agreement with a series of statements reflecting their idea about some sex related questions. Purpose was to determine if acceptance of myths differed on man or woman of two states. Are there any differences of acceptance of myths among girl and boys students?

### METHODOLOGY

Data were collected from two metro cities of selected states i.e. Raipur of Chhattisgarh and Kolkata of West Bengal. College students and university students are also interviewed. In case of Chhattisgarh Pt R S S University and its affiliated colleges e.g. Durga college of Raipur and Bhilai Maitry college of Bhalai and for West Bengal Calcutta University and it's affiliated college e.g. Bagnan college and Panskura Banamali college were purposely choosed. Both colleges are selected on the back ground of geographical spread i.e. Durga College and Bagnan College are urban centric college and Bhilai Maitry College and Panskura Banamali College are urban periphery based college.

A list of 23 items showing sex related myths was prepared taking help from sources like stone and stone (1967), Goldenberg (1977), Wrightsman (1977) and Mosher (1979) and following intensive interviews of a groups of 25 college going students. These myths items were submitted to 5 psychologists to assess if the given item clearly expressed a sex related myth, 23 items showing 100 per cent agreement among the judges were taken to form the sex myth checklist for the study. Of those 23 items, 8 items belonged to female related myths, 7 items belongs to male related myths and the remaining 8 items belongs to myths applicable to both sexes.

### SOURCES OF DATA

**PRIMARY DATA:** Direct contact with the college students from Chhattisgarh and West Bengal and collecting the information by the college students through questionnaire.

**SECONDARY DATA:** Through journals, magazines, text books and website.

### LIMITATIONS OF THE STUDY

The research study can never be devoid of biased responses and prejudices of the respondents. The limitations are

- The research study is limited only to the colleges.
- The research is bound with the time as there is a change.

### SEX MYTH SURVEY SCHEDULE

TABLE 1

NO	Statement	True	False
1	Masturbation causes mental illness.	T	F
2	Masturbation causes impotency in men .	T	F
3	Masturbation is a sign of mental weakness.	T	F
4	Vasectomy inhabits sexual drive in men/women.	T	F
5	An intact hymen is a proof of that a woman is a virgin.	T	F
6	Semen is the essence of life; its loss damages one's health.	T	F
7	Sexually active women have large breasts.	T	F
8	Oral- genetic sex between a man and women indicates homosexuality	T	F
9	Sexually intercourse during of pregnancy harms the health of woman.	T	F
10	To enjoy best health, one should avoid sex.	T	F
11	Night discharge is an indication of sexual weakness.	T	F
12	Conception occurs when both man and woman experience simultaneous climax during sexual intercourse.	T	F
13	Conception occurs when both man and woman experience simultaneous climax during sexual intercourse.	T	F
14	Absence of hymen is a proof that a woman is not a virgin.	T	F
15	Most men lost their sexual drive around the age of 50.	T	F
16	Menopause terminates a women's sex life.	T	F
17	Blacks are sexually more potent than whites.	T	F
18	A large penis is a must for a women's sexual gratification.	T	F
19	The size of penis is directly proportionate to the body size of a man.	T	F
20	It is dangerous for man to have sexual intercourse during menstruation.	T	F
21	Having sex with a virgin rejuvenates one's body.	T	F
22	The size of penis determines the sexual potency of a man.	T	F
23	Over indulging in sex causes early aging.	T	F

### SCORING OF STATEMENT

23 items sex myth check was administered to group of 100 college going student – 55 male and 45 female in the age bracket of 18-25 years. Since the entire checklist items were positively worded, an item scored in affirmative was given a score of 1. The sum total of affirmative answer gave the total sex myth score for the person.

27 percent of Ss with the highest and 27 percent Ss with the lowest sex myth score served as criterion groups for item- analysis. 23 items showing discrimination value of .26 or above were finally selected to form the sex myth checklist (Garrett, 1962)

A numerical value of 1 is assigned to all the items answered to all the items answered as true. The total score thus varies from 0 to 23, giving the lowest to the highest myth score for the person.

TABLE 2

Sl no.	Areas	Items no	Total
1.	Male related myth	6,11,15,18,19,21,22	7
2.	Female related myth	4,5,7,9,14,16,17,20	8
3.	Both sex related myth	1,2,3,8,10,12,13,23	8
			23

**ITEM DISTRIBUTION TABLE**

Results: the mean, median and SD for the sample (N=100) were found to be 11.14, 11.50 and 4.05. The distribution appears to be slightly negative skewed.

TABLE 3

Mean	Median	SD	Skewness
11.14	11.50	4.05	-.26

Showing mean, median and SD (N=100)

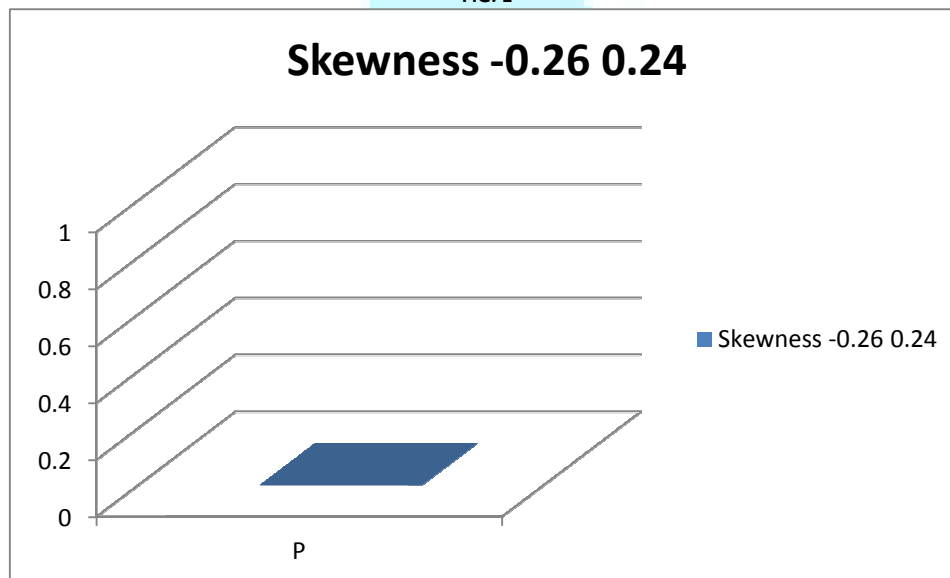
The standard error (SE) of mean, median and SD and Skewness has been found to be less than 1.98, .05 level of significance, showing that the sample does not differ from normality.

TABLE 4

INDICES	VALUE	SE	P
Mean	11.14	.41	NS
Median	11.50	.51	NS
SD	4.05	.28	NS
Skewness	-.26	.24	NS

Showing SE of mean, median, SD and Skewness.

FIG. 1

**STUDY POPULATION SAMPLE**

Participants were chosen from four stages on the basis of availability and willingness to take part in the study Recruitment for in-depth individual interviews was based on random sampling from the initial 221 participants. The mean self-reported age of the participants was 23 (range 17–25) years old. Education levels were mostly high 69% had attained some tertiary education, 28% had attained some master's education, and only 3(1.4%) participants had technical training.

**PROCEDURE**

We employed two data collection techniques, namely a structured questionnaire yes or no option and oral questioning. Triangulation of qualitative and quantitative methods acted as a check on validity and reliability of data collected. All data were collected in the local language Bengali in case of West Bengal and Hindi for Chhattisgarh. Students were instructed orally, on the consent form, and again at the beginning of the questionnaire to complete the survey in a private place and not to let anyone see their answers. They were asked to return the questionnaire within next two days and to place the surveys and signed consent forms in separate collection boxes.

**RESULT**

From the mean of sex myth west Bengal boys and Chhattisgarh boys are 13.73 and 14.04 respectively. Having a pooled standard deviation 4.41 and standard error mean difference is 0.62, the obtained value 't' value is 0.50, is insignificant at 0.05 level where df is 198. Hence, the hypothesis is accepted. It's says that there does not exist significant different between west Bengal boys and girls and Chhattisgarh boys and girls regarding sex myth. From the mean of sex myth west Bengal boys and Chhattisgarh boys are 13.73 and 14.04 respectively. Having a pooled standard deviation 4.36 and standard error mean difference is 0.87, the obtained value 't' value is 0.12, is insignificant at 0.05 level where df is 98. Hence, the hypothesis is accepted. It's say that there does not exist significant different between west Bengal boys and Chhattisgarh boys regarding sex myth. From the mean of sex myth in West Bengal boys and Chhattisgarh boys are 13.73 and 14.04 respectively. Having a pooled standard deviation 4.50 and standard error mean difference is 0.90, the obtained value 't' value is 0.80, is insignificant at 0.05 level where df is 98. Hence, the hypothesis is accepted. It's says that there does not exist significant different between West Bengal boys and Chhattisgarh girls regarding sex myth.

**DISCUSSION**

The present results demonstrated that inaccurate sexual information and beliefs in sex myths are too common in college students respective state boundary. Mythic beliefs about sex can only promote human suffering, since sexuality is both biologically and psychologically central to human living. The enculturation of humans into sexuality often proceeds without open discussion and frequently occurs in a context of negative emotions and negative injunctions. Sources of information about sexuality and sexual health included peers, siblings, films, radio, and to a lesser extent newspapers,

magazines, and posters in hospitals. The formal education system was hardly mentioned, perhaps due to the low levels of conservative attitude, as the majority had no exposure. Social norms proscribe against parents discussing sexuality with children. Peers were the predominant informers— providing both approval and disapproval about sexual choices made by parents and consultation in case of unwanted pregnancy or STDs. The film was a favorite for many because of the visual aspect. Kinsman, Nyanzi, and Pool (2000) discussed these films among the category of socializing influences mentioned by adolescents in the same study area. Radio provided information, although its content was criticized on grounds of being shallow, not catering to men's interests, broadcasting at unsuitable times, lack of visibility, and the cost of batteries. Transference of health education information through the print media (which government and development organizations employ) is hindered. Many participants thus miss or misinterpret the written word. The main problem is inaccessibility of accurate information. The media of communication do not get to the level of this particular population, which results in frequent miscommunication.

## CONCLUSION

From above discussion it is much cleared that the mystery about the sex is main reason to do wrong thing. The moral values are now absent in our society. Sexual myth and the little knowledge or wrong information about the sex drives our society to sex industry. To meet the need of sexual demand of men which is generally being created from the wrong perception about the sexuality, women are being used and exploited by the male dominated society. But the tradition, culture and religion of our India do not support this type of system. Indian tradition, culture and religion do believe in a prohibition to non-consensual sex, to sex outside of marriage, to sexual activity in public, besides many others. Many of these restrictions are non-controversial, but some have been the subject of public debate. Most societies consider it a serious crime to force someone to engage in sexual acts or to engage in sexual activity with someone who does not consent. This is called sexual assault, and if sexual penetration occurs it is called rape, the most serious kind of sexual assault. The sexual assault or the rape is happening everywhere of India. The ratios of sexual harassment on women are increasing day by day. National Crime Records Bureau or NCRB in their report stated that in West Bengal crime against women has been reached in the number of 30942 in the year of 2012. Mystery about the sex and the sex myth drives male and female basically the youth towards the watching of porn movies or blue films. For the selling of porn movies or blue films India is a big market. Sex myth and the mystery about the sex are increasing the demand of sexuality among male and female youth. It also encourages the prostitution. Men and women who exchange sex for money have always been at risk of sexually transmitted infections.

Instead, the messages within socio-cultural myths, peer influence, experience, commercial videos and films, and to a less extent radio are the foundational influences that shape knowledge about and attitudes toward sexuality and sexual health. The prevalence of sex myths in college students and the relation of sex myths suggest that serious attention needs to be paid to structured sex education and values clarification to complement and amend the haphazard and sometimes pernicious adolescent enculturation into sexuality. In particular, the hypothesized influence of the male peer group in learning sex myths requires further investigation and consideration.

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