

CONTRIBUTION OF VERNACULAR JOURNALISM IN MEDICALISATION OF CHILDBIRTH–IN THE CONTEXT OF COLONIAL BENGAL

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Received: 10 Dec 2018

Accepted: 15 Dec 2018

Published: 21 Dec 2018

ABSTRACT

India, in the Colonial period, experienced the emergence of print culture. From infusing the ideals of Nationalism to opposing the evils of existing social norms, the print culture acted as a catalyst in every sphere of social reformation. Similarly, it also played a vital role in the field of Medicalization of Childbirth. In the nineteenth century, women of the Indian society used to live inside Zenanas. The impenetrability of these Zenanas, secluded women from the outer world & hence they had no knowledge about the world beyond their Zenanas. However, with the arrival of vernacular journalism, even the women living inside Zenanas started gaining knowledge of the world outside. From the second half of the nineteenth century, many women magazines & medical journals were published in Bengali, with the aim of educating Bengali women on their health issues & personal hygiene. These publications began to criticize the existing birthing practices & asked for reformation in the field of maternity health care services, thus preparing the mindset of women for accepting the medicalization of Childbirth. This research paper will focus on the contribution made by vernacular journalism in medicalization of Childbirth in the context of Colonial Bengal.

KEYWORDS: *Vernacular Journalism, Midwifery, Dhais, Childbirth, Sutikagriha, Bamabodhini Patrika, Medicalization of Childbirth*