

Role of Media in Women Empowerment

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Abstract

Government has made many laws, plans, rules and regulations to enhance the situation or condition of women but in reality there still a gap of thought process and implementation of these provisions. Sometimes women herself is not aware that she is being exploited by her own family, society or in her offices. Countries in all over world are developing day by day but women are still discriminated in many ways. It became the need of an hour that some effective and powerful channel should be used that can re-portray the image of women in mind of society. Media is one of that effective tool as it has very wide reach and can communicates or share ideas and information at wider level. As now a day's media share successful and inspirational stories of women, it encourages other women also to stand for themselves and fight for their rights. Media helps in decreasing the ills of societies like gender inequality, illiteracy among women, exploitation, and eve-teasing etc.by generating awareness among people. Women also come to know about their rights and capabilities through various channel of media. Media provide information about new laws and provisions for women empowerment and showcase many debates and discussions for women related issues. People participate in many programs and try to solve women issues and find the ways to empower the women. Various researches are done to find out the impact of media on women empowerment and usually it is found out that media play significant role and had great impact on society and the image of women portray by them are taken as true and people believing in them.

Introduction

Media is a huge communication channel that has an impact on all over the world. It is powerful and prompt and people consider all the information provided by them is true and correct. People believe whatever they represent, so it become responsibility and duty of every media tool that it provide valid information. Media is also an important tool that helps in enhancement of women empowerment. Media provide information about opportunities that women can avail, debates and discussion on women issues, various influential stories of women, rights, laws made by government etc. Women are becoming attentive and start taking a stand for themselves. They know that if any time they face any discrimination or gender inequality, they can take help of media and strict action can be taken against the culprit. Mass media encourage women to come

forward and speak for themselves. But sometime knowingly or unknowingly, Media portray wrong or negative picture of women that result in bad impact on image of women in mind of society. So government has made many laws and regulations to have control on media. Government also establish media watch group, that monitor media and consult with them to make sure that women's concerns and needs are properly revealed.

Literature Review

Narayana, A. and Ahamad, T. (2016) explore that Media's role is very significant in empowering women that actually lead to women economic empowerment, as effect of Media is very huge in the dissemination and explanation of lot of information or knowledge, revolution and news. Media focus should be on success stories of women i.e. Successful, legendary and established women instead of rude or impolite image of women. Media experts should be sensitized on issue of gender and reward system can be developed for those who represent women in optimistic manner. In the same way strict action can be taken against those who disobey the norms. Media must introduce new innovative representation of women that based on Indian society and culture. With the execution of Media campaigns, Mass Media provides strong contribution to the dissemination of gender equality concept. A strong judicial effort along with social awareness and ethics and morality is required to fight this threat so that women should not be taken as commodity rather taken as an individual with dignity and proper rights. Media should project women in dignified and decent manner and enhance respect and pride of women and avoid negative image of women. Government, non-government, educational institutions are answerable on preventions of all types of women discrimination. Along with these organizations, mass media is also responsible to create an image of women in society. Media power showcases the thoughts and objectives of society about women empowerment. This paper identified and analyzed the Media's positive and powerful role in empowering women and gender equality. Women empowerment is become a need of an hour as they are not treated equally and they did not get respect as they deserve. So it become necessary to change the thought of people and Media is the most reachable and trusted source of spreading information to mass people.

Premlata and Jukariya, T. (2018) argues that women have a potential to alter the countries destiny so it is necessary for countries development that women is empowered. Women can perform services in both domestic and economic simultaneously. In this era of technology, economic and social empowerment cannot be accomplished without mass media. Media is democratic information medium and reflected as societies 4th pillar. Mass media become the most important medium in shaping the present and future of society. In India, Electronic media especially television is the most influential powerful medium of mass communication. Government is doing their part for women empowerment by strengthen the legality in protecting the women dignity, made amendments in the year 2012 in Indecent Representation of Women (Prohibition) act,1986. New technologies like electronic media and MMS and some others left earlier are added in this act as a precautionary action for women respect and dignity. Media

encourages non-stereotyped and balanced representation of women and use in a more liberal way and avoids its ill effects. Women's awareness regarding media and its access and control on various orthodox and modern media is still inadequate in most of the part of societies. If women are aware of their strength and know their caliber then there will be hardy chances of domination by men on her. In this situation media play a significant role and generate awareness among women and in society regarding their potential and capabilities. Media helps in generating self-esteem and respect among women and in eyes of society.

Dr. Gupta, S. (2018) attempts to evaluate the women status by analyzing various factors like economic, social and power of decision making. Indian government took various initiatives, and made policies and programs other than legal and constitutional precautions for women empowerment in the country after independence. Women's are consider as wealth of India and made the country feel proud at various events and have made contribution in nearly every area. They are actually the source of inspiration and creating milestones for everybody. Although in reality, Indian society actually discriminates and neglect women from years whether in terms of health, education, property rights or domestic violence. It is like a dream for women empowerment in India. Fear of violence becomes the most powerful factor that restricts women's behavior and their freedom. There is still a big gap exist between government efforts and actual condition of women in Indian society. Media fill this gap by generating awareness among women and society about ethics and morals, right and wrong. Media is like a society mirror and reflects the happening of society. Mass media plays an important role in Indian society for women empowerment as communication and awareness about women condition and their achievements is important to disclose to whole society. Media has enormous power to influence the masses and IT invention increases this power. In this study primary and secondary sources are taken as base. Findings shows that education and employment only enhance the women empowerment and accomplishment towards the aim, but it largely depend on the perception or attitude of the people for gender equality. In this research paper, general problems of women and role of media in empowerment of women are highlighted.

Kashyap, G. (2014) explore that chats, social networking websites and other apps which help people in communicating globally are highly influenced Society. Websites include Discussions and debates allow women to share grievances and participation in discussions. IT (Information technology) modifies the new and improved communication channel that helps in spreading message or information all over the world. This helps a lot in women empowerment as people comes to know about problems and challenges face by women in different part of the world. Many NGOs and other government or non-government agencies raise their voice or make laws against discriminations and try to remove these problems. Media present the real picture of women to society. Women feels empowered as she can share her emotions, thought, feelings etc. which were not paid attention earlier. Women have freedom to add friends, communicate or block people as per their choice. This research paper concentrates on alternative media role in women empowerment where she can freely share her views and discuss anything she wants or

still there are restrictions on her. Alternative media brings new platform and challenges for empowerment of whole society. Reach of this alternative media is very wide and women come to know about her strength and power and then able to come out of her shell.

Padmaja, G. (2017), found that in this challenging environment, Media holds a big responsibility includes change of attitude for women as well as modeling opinion of public. Women employed and hold reputed position in electronic media or newspaper; they are competent to explore the major issues or problems face by many women. Sensitivity is expected from female journalists related to women and help in enhancing meaningful vision and viewpoint. The primary or main goal for empowerment of women is to highlight the qualities of women in front of society so that they give respect and right of equality. Media having its high scope to reach mass of people act as an instrument to create awareness and support women to empower but sometime represent the neglect and disregarding position of women in society. So media should take extra care while projecting the image of women, as media is consider as a mirror of society and whatever communication done be media is taken as true and society try to follow it. They can construct self-regulatory devices that help in removing improper and confusing gender based programs. Media that exerts image power in democratic world need to be focus on women related problems and representation of women. It is necessary that power of women must be realize as she multitasking and can contribute a lot in economy of the country.

Bala, P. (2017) explore that to spread awareness in various area media becomes the important instrument as it has capacity to cover large population. Conventional media include print media like novels, magazines, books, newspapers, journals etc. television, video games, movies, cell phones, music, various software and internet. To discuss empowerment of women it is important to deal with the current women conditions in India. This paper studies the main factors that are related with women and can facilitate the procedure of women empowerment which media should cover. Media provide supportive presence in the procedure of empowerment of women. It is also define how media increase the women empowerment procedure by generating awareness among people about various issues of society and problems like crime on women, gender inequality, health of women, downfall of sex ratio, education of women etc. so media should encourage dignity and respect for women by avoiding stress on negative image of women. Media is big stage that helps in making the women empowerment procedure faster. Correct message or information given by media empower women of rural and urban area and protect them from different issues. Media like blogs, social sites, facebook and other internet activities are used in women empowerment by generating awareness, education of women, information, self-decision making and economic development. Relationship between women and media is important as whatever is the image of women is in our society, it is due to media. So it is necessary that media should be conscious while dealing with matter of women and efforts are done to improve the condition of women rather than destroying their image and try to increase their role in development of nation.

Akhter, N. and Naheed, F. (2014) argues that in developing countries women are still not empowered in most of areas of life. They are dependent on male members by various ways. There is no doubt on that training and education is one of the best tools for women empowerment. Media plays positive and important role to endorse awareness for women empowerment in society. This research paper objective is to analyze the media role and discover measures that can be taken to improvise its role in women empower in Pakistan. Data is collected from 499 literate women by survey. Structured questionnaire is prepared. Findings show that most of the women rarely or never use any media channel and those who used share that they got positive response on their status. Findings also reveal that there is positive relationship between usage of media and empowerment of women. Critical analysis showcase that media has definitely played positive role to generate awareness about women empowerment but still some improvements are required. It highlights violence cases of women and educates them to adopt inspiring life and fight against ill of society. Media also promote social awareness among women as well as society and educate women about their responsibilities, capabilities, rights and society problems. Its efforts are remarkable but it still lack in women professional development. Media lack in educating women regarding the technique to generate the income and methods to be adopted to get equal status in society. Suggestions are given that efficient writers should write about benefits of women empowerment to family, society and specially man and promote this thought and educate people regarding the methods that can be used to increase the status of women by empowering them in society.

Khan, O. (2015) explore that development of women becomes the need of all developing countries. This is a hot issue for debates and discussions on writing columns or TV channels or in Newspapers articles. Women in today's scenarios act strong part of society and had proven their capabilities and demand rights and dignity in this masculine society. Here concern arise that what and how media as a 4th pillar of democracy is participating in enhancing the voice of women from their difficulties and how to emphasize their life and what efforts Indian Print Media is giving for women empowerment. As a strong part of the world, women have always done lot of struggle to set up their identity and their views or perceptions are mostly influence by mass media. Reason behind low self-esteem of women's is portray of women in all type of media that she experienced. Image of female in these media like movies, television or advertisements is so unrealistic and ideal that it become difficult to emulate them with those images. These images lower self-esteem of women by consciously or subconsciously and affect her behavior at every stage and age of her life. Gender inequality also consider as one of the obstacle in women empowerment. Still in this IT world, women are not treated as respectful as men. Their progress or participation is still limited fewer fields. UNESCO report in 2009, declare that to achieve gender equality in media, it will take another 75 years. This paper is done on the principle that media continue degrade and reflect negative image of women that affect the thoughts and perception of women and society. So media should also showcase her positive image or her contribution to society.

Vardhan, R. (2017) argue that media framework is changes over the decade and new channels like online forum for discussions, online communities, blogs are now becomes addition of traditional media like magazines, television programs and newspapers. Social media can brings lot of change in perceptions of society. Channel of communication is changed and information can be distributed in whole world. It has a potential to deal with sensitive topics like discrimination challenges, stereotypes, violence on women and spread to wider public. This research paper based on secondary data study the contribution of social media on women empowerment. Findings shows that social media contribute in women empowerment but still there is a gender gap virtually due to cybercrime, lack of literacy, cyber-bullying etc. and due to this new space is still not be fully utilize by women. This study reveals that women are to be trained so that they can take maximum benefit of Information technology in expressing their views choices and communication. It is also ensured that women get equal access to use new and updated IT (Information technology) so that they get maximum support in empowering women through social media.

Rajendran and Anusuah. (2015) explore impact of social media on women empowerment. In whole world Social media is coming as an effective and important tool for communication. Since 1990, there was a speedy growth in ICT industry. Facebook, LinkedIn, Twitter, WhatsApp and other social networking sites become the best way of socializing. PEW research center internet project survey in 2014 reveal, that the growth of smart phones made socializing at social networking sites very simple and reachable. Social networking site is used on cell phone by nearly 40% of users. According to rank, India is on second rank in usage of Facebook and third rank in Twitter. Along with providing way to communicate with whole world, these networking sites also play important and significant role in women empowerment like encourage the basic women participation in Asian, Western and Middle East countries. This research paper main focus is on the role played by social media in conservative country like India to empower women. It also reveals the advantages and disadvantages of participation of social media.

Benoy Krishna Hazra (2017) found that media have dramatic impact for broadening rural women empowerment and it help in achieving socio economic objectives. Rural women must take media junction as tool of empowerment that provides meaning to life. Lack of flexibility and experience on computer might create hindrance in women empowerment and welfare of rural area. This research paper evaluate how new channel of media such as computer, mobile, internet and recent mass media can help women in health, economic and socio-culture educational sector un rural areas. In rural west Bengal, due to cultural norms of India, women are sidelined because of their low ability in raising voice when the matter of women empowerment arises by using latest communication media. Mass Media has slowly transformed our culture, our society and thoughts of people in rural areas. Using social media is a bit complicated and difficult to use especially for women in rural areas. The main objective of this paper is to attain attention of NGO's, Government and non-government organization who make policies and suggest to

classify the important field in gender discriminations and to discover the elements of success that influence the use of media communication by lower rural women for empowerment.

Conclusion

In this 21st century, which is full of modernization, inventions and technologies, condition of women in various countries are not admirable. They still face gender discriminations, violence, disrespect, inequality in various countries and fields. Women are educated, aware and work on higher posts but they always remains the secondary earner or priority of family and society and sometime face many type of exploitations. It is now become important that perception of women and society should change towards women empowerment. Media irrespective of print, digital or social contribute a lot in portraying the image of women in front of society. It can be said that whatever image a women is having until now is also because of media. People consider that any information provided by media is mostly true and when media like movies portrays negative or false image of women then consciously or unconsciously most of society members take it as true that create huge problems for women. Eve-teasing, domestic violence, gender inequalities are some of the difficulties faced by women due to these images. So Media is responsible and accountable to the consequences obtained due to any image portray. It became duty and responsibility of Media that they should present actual fact and correct picture of women. They can share information about successful and powerful women stories so that other also came forward and fight for their success and freedom. Governments have also made many laws and make a provision of strict action against those who portray wrong or negative image of women. so it can be concluded that media and women empowerment are closely related and there is a big impact of media on empowerment of women.

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