

SOCIAL MEDIA AND MARKETING IN PERSPECTIVE OF WOMEN EMPOWERMENT

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ABSTRACT

The perspective of the media has varied a lot in last 10 years with the advent and rise of social media. Social media tools like online journals, online debate facilities and online fraternity are now supporting traditional media tools like print media and electronic media. Social media is acting as a mode of evolution. It has transformed the way of interaction among persons throughout the globe. More and more people are getting hooked to social media with each passing day. No other media can bring to fore the concerns of women entitlements, prejudice and categorization better than social media. It is turning out to be a strong tool to make the general public aware about the concerns of women entitlements, turning public opinions into mass movements and facilitating the governments to shore up their efforts in ensuring equality of gender. In this article, we have made a sincere effort to study the impact of social media on the empowerment of women. On the basis of our analysis, we have reached the conclusion that social media has been a boon to women empowerment but its real potential will only be realized once the issues of illiteracy, online offences and online harassment are addressed.

Keywords: Social Media, Women Entitlements, Media Tools, Empowerment of Women.

INTRODUCTION

The perspective of the media has varied a lot in last 10 years with the advent and rise of social media. Social media tools like online journals, online debate facilities and online fraternity are now supporting traditional media tools like print media and electronic media. Social media is the amalgamation of communication and internet. It is a participative platform and new connections come to the fore with the click of the mouse. Social media is acting as a mode of evolution. It has transformed the way of interaction among persons throughout the globe. More and more people are getting hooked to social media with each passing day. No other media can bring to fore the concerns of women entitlements, prejudice and categorization better than social media. It is turning out to be a strong tool to make the general public aware about the concerns of women entitlements, turning public opinions into mass movement and facilitating the governments to shore up their efforts in ensuring equality of gender. The vast reach of social media, online feminist movements and the extent to which

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women are getting attracted towards internet can prove out to a great boon towards making society gender neutral and also put the women issues in the forefront of governments and traditional media. The rank of India in the use of facebook is second across the planet. The rank is third in the case of twitter. These interactive sites have changed the way of communication among people across the planet. They have also brought in concerns of women empowerment and played a great role in increasing the involvement of women in society in developing nations.

SOCIAL MEDIA

Media is the flow of expression, message or leisure in community. Traditional media was playing this role for long but now a day, the role and relevance of social media has increased a lot. The advent of technology has added to the speed and comfort of flow of expression. Even our kids are incentivized to use technology for acquiring knowledge in schools that means schools expect the kids to have adequate exposure to technology. The technology being used by media gives direction to present day community. Among all interactive media tools available today, no one can match the fondness among people for social media. Across the globe, near to one third of the population is on social media while in India, this figure stands in between 10 to 20%. This is of course a sizable chunk of population. The users of social media are expected to increase significantly every year. More than half of the population active on social media is young so the risk of online crime and related issues is considerably high. A sizable chunk of Indian population is using internet mainly for socializing. The activities' users enjoy most online are creating/updating profile on interactive sites and sharing and updating information on these platforms.

EMPOWERMENT

The link between the traits like personal courage, proficiencies, pro-activeness, community schemes and community development is called empowerment. The empowerment connects development of an individual with development of society at large. Empowerment is not only attainment of objectives, it also includes the pain put in to reach the resources and understanding the important aspects of prevailing demographic culture of the society. The empowerment is a journey of transformation from dependency to a state of self control. Empowerment makes one the master of his destiny and provides the individual with basic knowhow of the society he lives in. The betterment referred above should be actual and not the believed one. So empowerment is betterment from static to alive state of affairs. It is way of realizing the self potential and making the society respecting your potential. The origin of our meekness lies in the social customs that have left the many sections of the society meek. So, the objective of empowerment is to make the individual fight the constraints within and in the society and emerge stronger.

The theory of empowerment is carving out its space among other modern day theories of society and is working towards narrowing the gap between self and people, personal and community at small level as well as at large level. Understanding the link between solo and society has been biggest task of sociologists. This is because one has to find the synergies between personal, society and competent empowerment both at small and large scale. The

thrust of social personality brings the concept of women empowerment. A woman is an integral part of the society and as she grows older, the difference of views among her and the community also grows. If one woman who is in meek state due to prevailing social norms mixes with other such women then the impact of their efforts can be witnessed in the whole society of women.

India's population is around 130 crores and nearly half of them are women. The condition of women has seen many positive changes with the passage of time and credit for the same should be given to studies, working women and entitlements women received due to the efforts of the reformists and administration. After independence, we have seen women rising up to many important government as well as corporate world posts. As India progresses forward, we cannot afford to leave half of the population backward. These days, technology has penetrated into every field and it is giving women a platform to present their views on world stage. As per a recent survey by google, Indian women are gaining comfortable reach to the information using online tools and the same is helping them in the decision making. As per a survey done in June 2013, 15 crore people use internet in India. 6 crore out of these are women. The advent and popularity of smart phone too has played an important role in bringing women closer to online activities.

ROLE OF SOCIAL MEDIA IN EMPOWERING WOMEN

Social media has been gaining popularity as a model for women to socialize and raise their issues. Groups have been created online that are not only helping women in their concerns but also providing them with platform to get them heard. The area of women empowerment has been strongly associated with social media because of its sheer popularity and outreach. Women empowerment is customary to improve their lives and also for the betterment of their families, community and the country at large. Empowerment enables the women to take decisions for themselves which in turn ensures their development. The women of our country have been confined to their homes for long, social media is enabling them to come in open.

Social media has provided technological edge to the concept of women empowerment. With women entrepreneurs on rise in the country, women are no longer dependent on others for their financial needs. The participation on social sites is enabling women with lots of opportunities to act as free person and take control of their lives like never before. It enables them to endeavour into activities which they can't even dream of in actual world. Online connections help them to socialize and increase their circle. Social media is making Women Street smart. Women are becoming self dependent. Social media is turning out as a solution to most of the issues faced by women. It has been emerged out a true friend of women on which they can bank upon in need and from which they can expect worthwhile solutions. As women are getting more and more involved in social media, they are reaping numerous benefits. Social media is allowing women to socialize with the people not only across the country but across the world. She is free to like the things and shares what she likes and posts her own things on social media.

BENEFITS OF SOCIAL MEDIA

Social media is easy on pocket and pretty simple of learn. It provides the best way to socialize with minimum of cost and efforts. It helps you to socialize, present your views on the posts of others, posts your own views. It also allows you applaud or protest any social initiative.

SOCIAL MEDIA AND INTERNET IMPACT ON WOMEN EMPOWERMENT

Just couple of days past the dreadful December 16th gang rape, a facebook group was formed with the motive of safety of women in Delhi. Around 1 crore 75 lakh likes were recorded on group in very short span of time. After that many more such groups were formed. These kind of groups on social sites galvanized public opinions and served well to the cause of women empowerment at both India and world sphere. With its ever increasing popularity, social media has been evolved as face of the people. Social media has become most popular platform in the quest for justice. People freely present their views on social media on any latest happening.

Social networking sites are the most visited ones' on the internet. Social networking sites allow the users to present their views openly and be a part of local/global social movements. It was the outcry on social media after December 16th Delhi gang rape that forced Central government to enact tougher laws. Social media can be a very powerful tool for women empowerment and rising above prejudice and typecasting. Social media has brought the concerns of women entitlements at the centre stage, has gathered the support across the world and facilitated the governments to create a gender neutral society. The brisk rise of social media and unprecedented interest of the women in the same has created a conducive environment to bring the global concerns of equality of gender women's entitlements to the centre stage. Social media is taking over the leadership role rapidly from traditional media in many areas. The real time information available on internet at the click of the mouse has added to its popularity. Online marketing has produced the concept of e-commerce. A survey of social networking sites and the way they are facilitating the success of businesswomen across the globe has been widely witnessed and it is becoming a foundation for the future of women empowerment. Social media is transforming women job searchers into entrepreneurs or the provider of jobs. Owning the business inculcates innovation and social media is empowering several young minds to become business owners. With the rise in women social status, also rises their ways of living, stimulus, outlook and belief in self. Furthermore, it makes them a master of their fortunes. Social media is fast turning out as women's data source and mode of strength. Over the last 10 years, internet in general and social media in particular has witnessed vast expansion across the length and breadth of our country. Many of these sites cater to empowerment of women and focus on niche areas like fitness, facts, ways of living, studies etc. With the expansion of social media, the text and live examples on women empowerment are readily available. Whenever any unexpected incident happens in any part of the world, news spread across the world at rocket speed via social media. Furthermore, social media enables users to be part of the movements related to the incident. Social media has the power to transform anger of the people into mass movements that can put pressure on

the governments to act swiftly. Such kind of mass movements were not possible in pre social media era. As internet is bringing the whole world events at the click of the mouse, women are getting more aware of their entitlements. Furthermore, they get to know the entitlements about themselves across the world and help them fight for their rights in the proper way. As the popularity and usage of social media is increasing with each passing day, the frequency of these movements is going to rise. Increase in cybercrime with rise in use of internet and social media is not allowing the full fruits of women empowerment.

CYBER CRIME

Cyber crime is a world level concern. With the rise in use of computers, cyber crimes in general and against women in particular have been increased. It has raised serious questions on security of the women in the cyber world. Although, India do have a robust IT legislation in the name of Information Technology legislation 2000 to fight crimes related to internet, there are many areas related to security of women that are not covered under the legislation. The captioned legislation has criminalized some serious online menaces like unauthorized access to somebody's workstation, posting inappropriate things online, changing some authentic data online with malafide intent. Some very important areas of women security online remain uncovered in the legislation. The most dreaded crimes against women online are following women online against their wish, troubling them through e mails, threatening online, tampering with personal data/pictures of women online, sending abusive emails and disgracing women online. A strong legislation is required to fight this menace only then the true potential of social media in women empowerment will be realized.

SUMMARY

Women, who were not having basic civic entitlements and were treated as unwanted creatures are gaining strength via social media. These women can resort to media blogs available online and raise their grievances. Development of women has always been the prime focus of our governments since independence but work need to be done on mission mode to weed out obstacles in the path of women welfare. Social media has provided an alternate and very strong platform to women not only raise their concerns but also get the same addressed by the concerned authorities and that too in time bound manner. Social media is facilitating governments in adopting practical approach on solving the issues related to women. Social media is also home to social movements run online to provide due respect to the women and raising their self esteem. Government is creating gender sensitive environment by the involvement of people with the help of social media. On the basis of our analysis, we have reached the conclusion that social media has been a boon to women empowerment but its real potential will only be realized once the issues of illiteracy, online offences and online harassment are addressed. We hereby endorse that women should be provided with special training of technology so that on one hand, they truly realize the benefits of social media for their empowerment and secondly, they can be saved from falling prey to cyber crimes.

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