

THE SOCIAL MEDIA IN PERSPECTIVE OF WOMEN EMPOWERMENT

Dr. Pratibha Dipak Suryawanshi*

ABSTRACT

Social media has quickly become a dominant mode of professional and personal communication. Education even through social media acts as a key to boost confidence, independence in thinking, online discussion forums, and online communities now supplementing traditional media outlets such as facebook, twitter, newspapers, magazines, Social media has become a dominant mode of communication, both personally and professionally. It plays a key role in boosting confidence and independent thinking. Online discussion forums and communities supplement traditional media like Facebook, Twitter, newspapers, magazines, and TV programs. Social media is changing how information is shared globally. It's increasingly used worldwide, showing potential to mobilize attention to women's rights and challenge discrimination. However, there's a virtual gender gap due to issues like lack of literacy, cybercrime, and cyberbullying, limiting women's full utilization of social media for empowerment.

Keywords: *Social Media, Empowerment, Literacy, Cybercrime, Cyberbullying.*

Introduction

"Women were the first human being that tasted bondage, women were a slave before the slave or slavery existed". - August Bebel. Long before the word 'empowerment' became popular, women were speaking about gaining control over their lives, and participating in making the decisions that affect them in home and community, in government and international development policies. Before the concept of "empowerment" became popular, women were already advocating for control over their lives and participation in decision-making at home, in the community, and in broader policies. Despite this, women still face discrimination based on various factors like age, ethnicity, religion, and socio-economic status. These intersecting forms of discrimination must be considered when addressing discrimination against women. Social media can play a pivotal role in women's empowerment. It encompasses online communication channels that allow users to create, share content, and engage in community-based interactions. Websites and applications like forums, micro-blogging, social networking, and wikis are examples of social media. Users access these services via web-based technologies or mobile devices.

Empowerment involves transitioning from a passive position in society to a more active role of social control. This shift can be seen in an improvement in the actual ability to control one's life. Since the roots of powerlessness lie in social processes, they need to be changed for women to be empowered. The empowerment process aims to uplift oppressed individuals and give them a rightful place in society. It is part of realizing one's humanity, as powerlessness prevents one from realizing their innate human potential. Since the sources of powerlessness are rooted in social processes it needs to be changed empowered. Thus, the empowerment process aims to uplift the oppressed human resource and the social structure giving them their legitimate space in the society

* Associate Professor, Sane Guruji Vidya Prabodhini, Comprehensive College of Education, Khiroda, Maharashtra, India.

Empowerment

Empowerment is a construct that links individual strengths, competencies, natural helping systems and proactive behavior to a critical understanding of their environment. This transition can manifest itself in an improvement from the passive situation to a more active situation of control. It is part of the realization of one's humanity, as a person who is powerless with regard to one's life and environment is not realizing one's innate human potential. Media and other contemporary media that is social/new media, society, to the people of society. Having said that, contemporary media or it can be said 'new media' is more social in nature than the traditional media. Simply it is because of monologues nature of traditional media and dialogues nature of social media. It means living in company of others, group life, commonness, sharing, cooperation, opinion-knowledge-services goods-ideas-information exchange, positive social learning (functional perspective); on the other hand, conflict of ideas, opinions, and abuse of power (power to write anything, using this fast communication medium for anti-human, anti-nationalist, anti-religious, activities), to create fear among people (Videos posted by terrorists on YouTube, Tweets on Tweeter etc), abuse of available information (Fake profile, misuse of photos), negative social learning etc (conflict perspective). Society has everything; it is ever-changing complex web of relationships. When internet technology is combined with computers, tabs and smart phones these days. These two technologies have connected the whole world irrespective of time and space. Internet provides different kinds of platforms for communication like actual society provide different kinds of communication; online office like actual office, online buying and selling like actual buying and selling, online relations with known ideas, socialization, like actual society provide knowledge through schools, colleges, by elders etc, online teachings of disciplines, cooking, dancing, games etc like we take in real society lessons of cooking, dancing, play games with friends and sometimes with unknowns, in online society personal communication is possible through e-mails, personal face-to-face communication is possible through Viber like it happens in actual society, along with private chats online society has public chats also like on tweeter, group chat similar to public spheres of real society, in online society people cheat others, misuse of information, conflicts of opinion, ideas, misuse of power takes place similar to actual society.

Role of Social Media in Empowering Women

Social media is becoming an increasingly important platform for women to share their voices and experiences when traditional avenues are limited. It is now being recognized as a powerful tool for raising awareness and driving action in the empowerment of women. Empowering women is crucial for the progress of not just women themselves, but also for their families, societies, and countries, enabling them to make decisions for their own personal growth. Social media has the potential to amplify the voices of women, which have been historically restricted. It also serves as a technological tool for the economic empowerment of women, providing opportunities for entrepreneurship and financial independence.

The online presence in social media offers women newfound freedom, independence, and control, allowing them to explore possibilities that were previously unimaginable. Social networking platforms provide opportunities to network and connect with people and places, ensuring that women are no longer isolated or dependent on others to fulfill their needs. Social media serves as a platform for asking and answering questions, providing solutions to various queries, and offering intellectual and emotional companionship without compromising one's identity. The more women engage with social media, the more they stand to benefit from its advantages, enabling them to connect with friends, followers, and contacts from all corners of the globe.

Media technology, including social media, plays a significant role in shaping modern society. With approximately 30% of the world's population actively using social media, and in India, this figure standing at 15%, it has become one of the most popular means of communication and information dissemination. Social media has become a crucial channel for communication, with many using it as their primary source for news and updates. It has also become an essential tool for activism and social movements, with information spreading rapidly across networks.

In India, social media platforms like Facebook and Twitter have become instrumental in empowering women and encouraging their civic participation. These platforms have provided a global communication pathway, allowing women to connect and collaborate across borders. Social media has also played a vital role in raising awareness and mobilizing support for various causes, forcing governments to take action on important issues. Overall, social media has become a powerful tool for women's empowerment, providing them with a platform to voice their opinions, connect with others, and drive positive change in society.

So as to make them take their own decisions for personal growth. For a long time voice of women is restricted and it can be made loud by way of social media. things that were impossible in the real scenario. Social networking and places. Women can no more be lost. Nor does she have to depend on others to carry out her requirements. Social Media is posing. It can really turnout to be a friend indeed that gives her both intellectual and emotional company without having to lose her identity. The more women use social media, the more she will benefit from it as well.

The word society' as newspapers, radio, televisions and social networking sites etc. Media as time has passed throughout history. Today, children understanding of various media technologies available. The media technology shapes the advance modern society. In the contemporary period, social media is the most popular among all other means of communication and information. 30 percent of World's population is whereas in India the are 15 percent of the population which is a sizeable proportion. India is second largest user of Facebook and third largest of Twitter. These social media sites pave a way for communicating across the globe. They also play a major role in empowering women, encouraging their civic participation.

When any incident happens, social media becomes a quick platform that helps people around the world to raise their voice, show concern and sympathy. Governments are forced to take action against such incidents. Such awareness and outburst can only occur due to presence of both Internet and Social Media. Women are now getting more knowledge about their rights and powers.

Conclusion

Women who are being initiative of alternative media groups and members and connect with people. There is no doubt that the developmental facts of women have always been the prime focus of planning since independence and a clear vision is needed to remove the obstacles on the path of women emancipation from the government and women themselves. The various challenges posed by the new era have forced us to provide a concrete and developmental aspects alternatives in lieu of empowerment of women through the possible available media. consideration women's empowerment a must need of the society. derogatory and indecent portrayal of women in media must go on simultaneously. Committed and gender sensitive men and women can implement gender sensitive strategies within the system and effective use of the media by activists outside the system can generate awareness and non scientist masses

It is crucial to address the challenges posed by the new era and provide concrete alternatives for women's empowerment through available media channels. This includes generating alternate media that empower women and challenging derogatory portrayals of women in mainstream media. Both committed individuals within the system and activists outside the system can play a role in implementing gender-sensitive strategies and raising awareness among the masses. By working together, we can continue to promote gender equality and empower women through the media.

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