

WOMEN EMPOWERMENT THROUGH MEDIA

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ABSTRACT

Contribution of media in women upliftment and women empowerment is not hidden from anyone. From ancient times to the present, in some form or the other, the means of media have contributed significantly in empowering women and in women's discourse. Although it is not that there has been a positive aspect of the media towards women, at some places it has also displayed the status of women in a negative way. But if we look at the ratio, it is more positive. If the media is believed to be one of the important reasons for the empowerment of women today, then it will not be an exaggeration. Today, when we read the newspaper, many of those news are seen in which the strong performance of women and the courage to take any of their work to the top has been published. Through TV, radio and other mediums of media, it is known that how women are achieving success and flying high in every field. Today women occupy the most important positions in the country and abroad and seeing all this, the future generation of women also gets motivation. Today's important means of media is social media, which has changed the traditional identity of women. The public also becomes aware of the oppression of women and the injustice done to them through the media. Media has been extremely helpful in providing employment to many women. Even in the media today women are working to a large extent. So today. The role of the media on the proverb "Aaj ki Nari, Sab per bhari" is fully characterized".

Keywords: Social Media, Empowerment, Contribution, Discourse, Exaggeration.

Introduction

As the development of media and its many mediums continued and its use started increasing, it started having a great impact on the society. Many changes took place in the society due to the influence of media. Some changes and effects were positive while some were negative. Positive effects such as receiving information from various fields, receiving new information related to education, development of personality of a person and the biggest thing is increasing the exchange of ideas between the person and the society etc. It has also had negative effects such as interference in privacy, alienation of public, information overload etc

In a democracy, apart from the three main organs of the government, the executive, the executive and the judiciary, media is considered as the fourth main pillar. The media has a significant role to play in shaping public opinion and influencing societal norms. Media acts as a bridge between different classes, power centers, individuals and institutions in the society. Media has a huge contribution in the progress and progress of any country. Media has played an important role from time to time in the development and change of various sectors of the society and among all those sectors, women empowerment is the most important sector. Women have been considered as the pivot of the society. Women empowerment is a critical issue that needs to be addressed in today's world. Empowerment of women is very necessary for the prosperity of the country and development all around. The media has done the work of making women aware of their potential by making them enter the modern and outside society, who were confined to the traditional circles created by the society. Media has also provided an opportunity to awaken their will power, to do something in political, economic, social field etc. So we can say that media has actually become a medium of women empowerment. Women empowerment is the power flowing in women so that they can take decisions related to their lives on their own, be able to

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make a place in the family and society and be able to get their real rights in the society. Women empowerment is the process of enabling women to have equal access to resources, opportunities, and decision-making power. Media is playing an important role in making women aware of these rights and getting them. The media has a crucial role to play in promoting women's empowerment. The media can influence perceptions about women and can help in promoting gender equality and women's rights. This research paper aims to analyze the role of media in women's empowerment, exploring the various forms of media, including traditional media and social media.

Meaning of Women Empowerment

Empowerment is a term that is very broad, it naturally includes powers and rights. Women empowerment mainly ensures participation of women in policy making, decision making process and inclusive development. Women empowerment means that women should be made equal partners in every field, be it politics, social or economic. There are many aspects in women empowerment such as women's safety, health, education, economic independence, decision making ability, social and cultural independence etc. Women empowerment is neither possible by reservation nor voluntary it is possible only when women themselves recognize their power and Change should be brought in the mindset of the society and for this media is playing the most important role.

Role of Media in Women Empowerment

According to Jo Bryant, "Media can play both positive and negative roles in the presentation of the status and image of women. On the one hand, where the media has raised the issue of women prominently, on the other hand, it has also presented a negative image of women." Media has both positive and negative effects on the society, similarly it has both positive and negative effects in women empowerment.

Women Empowerment through Media: Positive Aspects

Looking at it positively, the media has done the work of instilling confidence in women. It is because of the media that women's issues are so discussed today. Even though the constitution has given all kinds of rights to women and even if laws have been made for these rights, but its benefits will be received only when women are aware of it and the role of media becomes very important here. Various mediums of media, by bringing awareness among women, are making them aware of their rights and role. In the modern era, women have certainly become empowered through the media. Today we can see that earlier when there were no resources, women had to struggle a lot to bring their Ideas forward, their words could not reach the platform to which they wanted to reach, every crime, every trouble She could not show it, her voice could not reach the target on time, but today it is not so, today women can easily convey their words to every corner of the country and abroad with the help of media and moder tools of media. Today women are able to fight against all difficulties and what has made them capable and empowered today is the media. Programs related to women are continuously broadcast through various mediums of media. Everyone from print media to social media is working on this subject. Presenting a strong image of women and giving them an opportunity to be equal to men. We get to see many evidences of empowerment of women in mythology, but as the condition of the society changed, the society became male dominated, atrocities on women started increasing and the tendency to suppress women also started getting worse. Atrocities and inhuman treatment started happening to them. Indecent incidents like rape of women and small girls started happening. But the media played an important and positive role in bringing all these inhuman behavior on women in front of the society. Radio, TV, print media, social media etc. have worked to instill confidence in women, have brought a change in their thinking, today they are conscious to take their own decisions. Apart from this, the media has created an inspirational effect by showing the stories of successful women's struggle in the form of documentaries. Many women oriented cinema like Pink, Queen, Kahaani, Gunjan Saxena, Shakuntala Devi, Thappad etc. have served as a source of inspiration for women by showing the strong form of women. Today, social media is the biggest medium of media to bring the ability and power of it in front of everyone at the global level. In the era of modernity, in a conservative thinking society, social media is the biggest contributor to women to present their views and make them feel empowered. Social media provides a platform to women to put forward their views and opinions. What they feel, what is their opinion about the society, what are the things they want to change, these things become important when women present their views through social media. Through social media, women are empowering not only themselves but also other women. When she shares her progress and achievements on social media, other women get motivation and try to move forward by watching them. Due to social media, "Women Empowerment is increasing with a lot of enthusiasm.

Women's Participation in the Media

Earlier it was believed that the participation of women in the media is not suitable and safe but ever since dedicated and fearless journalists like Barkha Dutt, Ritu Joshi, Rajni Sharma have come in this field, this conservative misconception of the society has changed. Not only is the participation of women in the functioning and execution of media tools equal to that of men, but in today's era, women are more active in the media world than men and are taking steps towards success. It is difficult even for men to reach the important role played in media's work by Mrinalini Pandey, Manisha Kulshrestha, KirronKher, Tanuja Chandra, Ekta Kapoor, Meera etc. Women in every corner of the media world are handling the front with confidence and efficiency. Women's voices have emerged strongly in the world of print, electronic and social media. Today many women are working as editors, reporters and television anchors. Hindi journalism, be it print media or electronic, there has been an increase in the number of women journalists in the last few years. Women are now breaking the dominance of men in the field of media. An important reason for this rising is that the desired sensitivity required for journalism is naturally found in women. Journalism requires a certain kind of sensitivity and parallel skillful expression. Smart journalism is the well-planned combination of dialogue and sensitivity. The quality of expressing themselves at the level of dialogue in women is also better than that of men. This has been the reason that the dignified dominance of women in the media has increased. To increase the role of women in the media, the 'Women's Features' service was started in 1978 under the supervision of UNESCO. Today it is working as an independent unit. The headquarters of Women's Feature Service is in New Delhi. In conclusion, Through the media, women have got opportunities to prove themselves, which they have used very well. Media has emerged as an important and positive source of women empowerment.

Women Empowerment through Media: Negative Aspects

While on one hand media is influenced by social values, on the other hand it also works to challenge social values and create a new image. Similarly, while the media has raised the issues of women prominently on the one hand and has strengthened their power and has played an important role in presenting their positive aspects, on the other hand, it has also played an important role in presenting the negative aspects of a woman, the example of which is increasing violence against women. Those mediums of media that spoil the image of women the most and cause the most plight are television, cinema and advertisements. In most of the advertisements, women are presented only as objects of consumption. Women are being portrayed in television and movies by presenting her humble image. Media's role towards women has been narrow. The media has mostly presented the image of women as wife, mother or servant of man. On March 8, 2020, the Indian Institute of Mass Communication and the Institute for Studies in Social Development released a two-part research paper titled "Women for Change: Building a Gendered Media in South Asia". Compiled from country reports from countries India, Pakistan, Bhutan, Sri Lanka, Bangladesh, Myanmar, Nepal, Maldives and Afghanistan, it shows how the media either marginalises or uses her for commercial purposes. According to study research billions of rupees are spent in the world of advertisements, but there is gender stereotyping here. The personal choices of women in advertisements are limited to the purchase of cosmetics, household cleaning products and cooking items. In the matter of buying cars, electronic appliances, computers, houses, etc., men make all the decisions and women decisions is isolated, she is not shown to make any decisions on her own. Women are mostly shown in home related advertisements and business related advertisements are shown to be dominated by men. Even if a woman is brought in front to launch any products, her body is only used for commercial use, while many laws have been made against indecent exposure. Not only in films, television and social media, but also in various newspapers and magazines The main point of attraction in many printed advertisements is the display of women's bodies. Most of the celebrities are cast in advertisements because their 'body image' is sexy. Although media is the medium of freedom of expression, but media is showing its negative impact and role by encouraging extreme freedom, unnecessary interference in personal life, obscenity and women harassment etc. Today many women are working in the positions of editors, reporters and television anchors. Be it Hindi journalism, print media or electronic, there has been an increase in the number of women journalists in the last few years. But women in these areas of journalism, mainly news media, have a heavy workload, they do not get flexi-time and crèche facilities are not provided. 55.3 percent get 10,000-30,000 salary. HR policy is also anti-women. In addition, there is a lot of discrimination in the matter of promotion and discharge. In terms of security and vulnerability, all nine countries were found to be in the same condition. In the context of work, gender discrimination, gender stereotyping, bullying, display of male dominance in the workplace are common. Media organizations will have to work on a lot of suggestions based on the research book prepared on the basis of 9 countries, in which the main ones are – online complaint system of sexual

harassment, giving gender sensitive environment to women and recognizing their merit and giving them positions accordingly. To portray women in a healthy manner and give them the right to equal pay. Today, along with the women's liberation movements, women have thrown off the shackles of their centuries-old traditions, but despite such a big change, the media has presented women in the same conservative and feudal nature. It is traditional and will remain so. The presentation of women by the media has been done by hiding her qualities by presenting her as a weeping and wailing age-old woman instead of portraying today's living courageous woman. We can say that no matter how modern the times become, but the media has played a negative role in demonstrating the empowerment of women

Conclusion

In the above article, after knowing both the negative and positive aspects of media in women empowerment, it is concluded that in modern times the positive role of media has been more in empowering women. If today women are able to understand themselves and know how to respect themselves, then only the media has contributed in this. March 8 is celebrated as Women's Day. On this day, women have got the feeling of their completeness only through the media. When the deadly epidemic called Corona had spread its legs all around and there was a global lock down due to which all the institutions whether school, college, office or any office were all closed, at that time the media was the strongest means of communication. On Women's Day, the work of honoring them, encouraging their work and their contribution at the global level, etc. is being well presented by social media and its positive impact will be immense on the women of the country and the coming generation. Through the webinars organized at different times, everyone has got the opportunity to get the knowledge of women's abilities and its biggest medium is social media. Confirming the facts of their research, the Macbridge Commission has said that whether it is a developed country or a developing country, the image of a woman depends on her social thinking and the media is considered to be a major responsible factor in this field. In the end, I would like to say that the media is a double-edged sword, if it is used with restraint and discretion, then it can lead the world and society towards development and can make women empowered and strong because today it has become the biggest medium of expression of women's thoughts. But on the other hand, if it is not used with restraint and discretion, then it can prove to be destructive and fatal for the country in the society. The responsibility of the media has not ended but has increased and the media today has to think more seriously about the issues of women and empowerment of women. Lastly, media can play a vital role in empowering women by providing a platform for their voices to be heard and promoting positive representation of women in various fields. By portraying women in leadership positions, highlighting their achievements, and addressing gender inequalities, the media can contribute to changing societal attitudes towards women and increasing their participation in the decision-making process. However, it is also important to recognize that the media can perpetuate harmful stereotypes and reinforce existing power structures, which can hinder women's empowerment. Therefore, it is essential to ensure that media outlets prioritize gender equality and promote women's empowerment in their content and practices. Ultimately, by harnessing the power of media to promote gender equality, we can create a more inclusive and equitable society for all.

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