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## WOMEN EMPOWERMENT THROUGH MEDIA

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**Abstract:** Media is one of the most powerful tools of the society to reach out and communicate all types of information to the audience at length and breadth of the world within a shorter duration. Social media updates its technologies, networking and invent new apps to communicate faster and better. It influences the humankind of all age groups. Print and Electronic media have been effectively bringing out liberation and enhancing the position of women in society. Media also enlighten and motivate women to come out from the household works, educate themselves and to take up responsibilities in the society. Media organizes various programmes that are centralized and focused on the negligence of women, physical abuse and violence against women. Women are aware of their position in society and get motivated and strengthened to overcome such difficulties not only in their life but also help others who are in need. Government and Non-Government Organizations are showing concern towards the liberation of women. Various awareness programmes are planned and conducted to protect the dignity of Women. Media plays a powerful role through mass communication in uplifting women across the globe.

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**Introduction:** Media is considered to be the most important means of society in the modern times as it has the power to reach out to a large audience by mass communication and create an impact wherever it reaches across the globe. Social media is an inevitable source of influence on mass. Communication is extremely important for women's empowerment and mass media play a vital role. If Media can be a powerful driving force of social change, it can be an equally powerful agent of oppression. It is undoubtedly a dominant medium for the promotion of gender equality and the status of women. Yet the media may also reinforce conventional pictures of girls and their roles in society. As Media has a greater influence on people, it should act responsibly before publishing news. The increase in the participation and access of women to self-expression and decision-making through the media and new technologies of communication is in a way of empowering women. The powerful and positive role that the media will play within the management of girls and gender equality ought to be supported and any explored. Education is a very important tool irrespective of gender. It is heartbreaking that some communities still discriminate against the education of the girls. Education is the key factor for women empowerment, prosperity and progress.

Women and their contribution to society have always been overshadowed by the news of their hardships and atrocities inflicted upon them. It is indispensable that the print and electronic media gift a balanced image of women's numerous lives and contributions to society in an exceedingly dynamical world. The portrayal of women which is derogatory to their image by media is evidence of lack of gender sensitivity and has called for making them accountable for such representation of women. Women's data regarding media and access to and management over the assorted sorts of typical and trendy media remains restricted in most societies. The powerful and positive role that the media will play within the direction of ladies and gender equality ought to be supported and any explored.

**Role of Media on Women Empowerment:** Primarily educational institutions play an important role in the empowerment of women through the various curricular, co-curricular and extracurricular activities. Governmental and non-governmental organizations are dependable for the prevention of all forms of discrimination against women. In addition, the responsibility of the media is immense. The role of media has become very important in shaping present day's society. Media is the part of life, all around, from the shows, one watches on television, music on the radio, the books, magazines and newspapers. It educates people about the current issues and influences public opinion. The folk consider media to grasp about happenings within the society. Media has the power to pressurize and criticize the drawbacks of democracy. It is instrumental in bringing about unity among the masses and is the backbone of the nation. The reach of media to folk has exaggerated and beyond any doubt media has earned the role of awfully powerful organ in just about all spheres of life. The electronic media, significantly TV, has become the foremost prestigious medium of mass communication in Asian nation. The electronic media, particularly television, has become the most influential medium of mass communication in India. Television contains a myriad of various goals, which range from entertainment to education. It is serving to ladies to empower themselves by mistreatment totally different tools of media. It is to be noted that the growth of women's education and their entry into employment has contributed to the growth of media. In all spheres of life whether or not for dominant increment, the spread of literacy or improving quality of life for vast masses, women have a crucial role to play. However, ladies will be expected to play this role once they become awake to their strength and don't seem to be deliberately marginalized by male domination. In this context, the media has a crucial role to play – to form associate degree arousal in ladies to realize their potential because the prime movers of amendment in society.

In today's world, print and electronic media play a vital role in effectively conveying the message that needs to be conveyed. The effect of media is very large in the dissemination and interpretation of innovations and the news. In today's world media represents a major role. Almost everyone worldwide is benefitted from the media. Mass Media have always unconsciously affected and influenced the thinking and behaviour of the citizens in all the continents. Other than the mass media, the social media like Twitter, facebook, google, Instagram etc are finding their way, influences in many aspects of our lives, as the world becomes more and more connected. Mass media plays a tremendous role in shaping women's roles in society - in the past, many stereotypes portrayed in mass media have unfortunately held women back from progress. Fortunately, there appears to be a new wave of consciousness and action emerging, where women are being portrayed as strong and capable, achieving anything they set their mind to. The article "Shattering Stereotypes Through Ads" is a recent example of these efforts to change perception and create positive role models. Social media has rapidly, and extensively spread feminism ideologies. Hashtags and online campaigns have given women a voice around the world. Social media, through its pace of broadcasting, has become a massive tool for women empowerment. It has served as a virtual hug to each other and women are able to empathize with those who share their personal experience online.

**III Effects of Social Media:** Social media has been used to spread misogyny and have encouraged some sexists when they see that hateful comments receive many likes. Additionally, the term "slacktivism" has also been used to describe digital activism, since liking and sharing online makes people feel good, even when the online campaign has no real concrete political or social impact. Women must be cautious about falling into this trap. However, social media will continue to play a role in women empowerment and the advancement of feminism. What matters is how well and responsibly people use it for different purposes. It is also a known fact that social media has also been used to silence the voices of women, through online abuse. Women in power and girls journalists area unit particularly targeted in these attacks. Studies have consistently shown that the threat and attacks against women online are distinctly different from the other gender. While each genders receive physical threats, those against ladies area unit sexually-related.

**Need of The Hour:** During the past decade, advancement in info technology has expedited a worldwide communications network that transcends national boundaries and has a bearing on public life. Everywhere the potential exists for the media to form a way larger contribution to the advancement of

girls. The continued projection of negative and degrading images of women in media communications - electronic, print, visual and audio - must be distorted. Print and electronic media in most countries don't give a balanced image of women's various lives and contributions to society during a dynamic world. In addition, violent and degrading or sexy media merchandise also are negatively touching ladies and their participation in society. Programming that reinforces women's ancient roles may be equally limiting. The worldwide trend towards consumerism has created a climate in which advertisements and commercial messages often portray women primarily as consumers and target girls and women of all ages inappropriately. It's the need of the hour that women should be empowered by enhancing their skills, knowledge and access to information technology. This will strengthen their ability to combat negative portrayals of girls internationally and to challenge instances of abuse of power. Self-regulatory mechanisms for the media got to be created and strong and approaches developed to eliminate gender-biased programming. Most women, especially in developing countries, are not able to access effectively the expanding electronic information highways and therefore cannot establish networks that will provide them with alternative sources of information. Women, therefore, need to be involved in decision-making regarding the development of new technologies in order to participate fully in their growth and development.

**Integrated Approach:** An integrated approach and consistent efforts of Government, NGOs, Professional bodies, International organizations through the Media may bring in desirable transformation in the existing status of women over the entire globe. The following initiatives could be implemented.

- Encourage the use of communication systems, including new technologies, as a means of strengthening women's participation in nation building
- Encourage the participation of women in the development of professional guidelines and codes of conduct to promote balanced and non-stereotyped portrayals of women by the media.
- Create networks among and develop information programmes for non-governmental organizations, women's organizations and professional media organizations in order to recognize the specific needs of women in the media, and facilitate the increased participation of women in communication and to promote the human rights of women and equality between women and men.
- Promote research and implementation of a strategy of information, education and communication aimed at promoting a balanced portrayal of women.
- Encourage the media to refrain from presenting women as inferior beings and exploiting them as sexual objects, rather presenting them as creative human beings.
- Institute effective measures, including appropriate legislation against pornography and the projection of violence against women and children in the media.
- Promote the equal sharing of family responsibilities through media campaigns that emphasize gender equality and non-stereotyped gender roles of women and men within the family and disseminate information aimed at eliminating spousal and ill-usage and every one variety of violence against girls, including domestic violence.
- Disseminate media materials on women leaders, as leaders who bring to their positions of leadership many different life experiences, including but not limited to their experiences in balancing work and family responsibilities, as mothers, as professionals, as managers and as entrepreneurs, to provide role models, particularly to young women.
- Promote extensive campaigns, making use of public and private educational programmes, to disseminate information about and increase awareness of the rights of women.
- Support the use of all means of communication to disseminate information to and about women and their concerns.

**Recommendations:** Mass Media have always unconsciously affected and influenced the thinking and behaviour of society. Media should focus success stories of established, successful & renowned women instead of the indecent representation of women. As an important agent of socialization, the shaping of gender roles, its mechanisms for checks and balances with respect to gender need to be strengthened. The media should enable the projection of women in a decent and dignified way and promote respect to women avoiding negative portrayals. The media professionals need to be sensitized on gender issues and

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a system of rewards may be developed for those who are able to portray women in a positive manner. Likewise, stringent efforts should be taken against those who defy the norms. Media has massive potential for the empowerment of women, however, the overall use of media by women is very low. The means media has contended its half in representational process concerning the atrocities faced by the women and empowering the women, no other sector has done. In addition, the availability of the following information will be of immense use for empowering women through media.

- Global educational opportunities.
- Employment/Job Prospects over the globe
- Research prospects in the area of women development
- Career advancement facilities.
- Fashion and Beauty techniques and careers
- Matrimonial advertisements
- Entertainment of various types
- Social Support system for working women.
- Childcare & Healthcare facilities.
- Educational facilities at their doorstep.
- Dowry system, other legal rights like self-help, violence etc.
- Information about NGO's.
- Awareness about judicial safeguards for women

The role of Media is incredibly vital to accelerate Women empowerment which can cause economic empowerment of women. The Mass Media, however must focus on dissemination of healthy concepts of being woman, the role of women in modern society, focus good examples that women give us every day, results they have achieved and continue to reach out to women in many fields of economics and beyond, the social consideration of women, giving to young women good ideas and examples for their economic empowerment. Mass Media contribution, with the implementation of media campaigns, to the dissemination of the concept of gender equality. Mass Media might conjointly create a powerful contribution, with the implementation of media campaigns, to the dissemination of the concept of gender equality. Mass Media have invariably unconsciously affected and influenced the thinking and behaviour of society. Media should focus success stories of established, successful & renowned women instead of the indecent representation of women. As a crucial agent of socialization, the shaping of gender roles, its mechanisms for checks and balances with respect to gender need to be strengthened. The media should enable the projection of women in a decent and dignified way and promote respect to women avoiding negative portrayals. The media professionals have to be compelled to be hypersensitive on gender problems and a system of reward is also developed for those who are able to portray women in a positive manner. Likewise, stringent efforts should be taken against those who defy the norms. New innovative good presentation of girls, supported Indian culture and society through media should be introduced. A strong legislative effort coupled with a widespread social awareness with morality and ethics is needed to fight this menace so that women are perceived as individuals with right and dignity

**Summary:** Women empowerment is very essential for the development of the country and it could not be denied that women have the capacity to change the destiny of a nation. Women are offering their services on the domestic and economic front. It needs recognition that for the socio-economic development women participation is mandatory and they have the ability to mould the nation's fortune. The social and economic progress couldn't be achieved without mass media in the era of technology. Media is often considered as the strong pillar as it has the power to reach out large audience through mass communication. The empowerment of women is much required for the social and economic progress of any society. They are the creators, professors and developers of any human generation. On the other hand, media being the fourth pillar of our democracy has certain duties to follow in the betterment and transformation of society and thereby the nation.

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