

# WOMEN AND THE ROLE OF MEDIA IN SOCIETY

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**Abstract :** The present study was undertaken with a view to find out the role of media towards women empowerment in a society .To assess the relationship between the role of media and the social ,economic and cultural aspects of women ,we used a schedule (Self made test). This test also measure the various dimensions as decision making ,self reliance, capacity building and exposure to information media. Education enhances the self confidence of women and young women to be self reliant. Hence for the formation of progressive society, the role of media and education of women are necessary.

**Index terms:** Education, bridge , progressive, necessary.

## I. INTRODUCTION

"Education is the bridge that allows us to travel from where we are, to that further place ,where we can become who we want to be ,and do all the wonderful things we might otherwise only dream of."

A definition of education, expressed by Dr. Vartan Gregorian, the president of the Carnegie corporation . I particularly like this definition of education. Nowadays everyone wants the advantages in the data packs, when we recharge our mobiles .This definition creates the utility and significance of pack (10+2+3+....) of education system. We need a hope to go forward. Think for a moment, a time for optimism .Education transfers our cultural heritage to one generation to next generation. We might phrase the enduring value of what we do. We should serve as guardian of our culture .Another thing I learned growing up, was never to underestimate a woman.

## II. WOMEN EDUCATION

My mother devoted her life to raising her family, but she is both smarter and more competent than many of the C.E.Os of industry ,politics and education that I have met. I often wonder, what she might have achieved , had she enjoyed the benefits of a good education .The British philosopher John Stuart Mill said that the purpose of universities was to produce 'capable and cultivated human beings '.

A recent UNESCO report demonstrates the individual and societal benefits of education. The Report shows that:

1. Poverty would be reduced by half , worldwide, If 400 million extra people receive a secondary education.
2. Each additional year of schooling raises average GDP rate by 0.37%.
3. An extra year of schooling increases a person's income by up to 10%.
4. Children of educated mothers are more likely to be vaccinated and less the no. of children will suffer from malnutrition.
5. A child, whose mother can read is 50% more likely to live past the age of five years .
6. In India female literacy rate is 65.5% which is 82% for males .The remaining girls are not in schools.

The World Bank asserts that India has the potential of becoming the human resource capital of the world. "A University exists for the purpose of laying open to each succeeding generation the accumulated treasure of the thoughts of mankind". According to Mill that the purpose of universities was not to produce only the skilful doctors, lawyers and shoemakers etc.

## III. THE ROLE OF MEDIA

Media provides you with the facility to watch and listen anywhere . By searching in a browser we had preference that programs we like. we can share our thoughts , photos , videos of us and our friends with their permission. Hence media has become a drug to this

generation because media is changing the way we communicate and the way, we perceive .Every time people post photos or update status to each other, that is control the media and control the minds.

Media creates the seeming world ,so many people and situations are not real . Every day we get the news of frauds .After that people have started to come in depression. Mostly these things consist of new information about the newly coming trends. Wisdom or knowledge is absent. No creativity OR originality exists there . Only few of them prevent them from actively participating in these useless and time indulging activities . The growing tech loving generation is spreading information only and the values of hard work , cultural depth and social responsibility are absent.

#### IV. OBJECTIVES OF THE STUDY

1.To increase the participation of women in decision making through the media.

2.To encourage to develop self reliance among women through the media.

#### V. LITERATURE REVIEW

Moghadam (2007) investigated that media has raised issues of women .It has highlighted rights of women in the society. It has tried to mold the opinion of people regarding the rights of women .

Ray (2008) stated in his research study that media is a very useful tool for the purpose of training and education . He found that media is used for transmitting information to people at a large scale, a way of bringing changes in behavior and thinking styles of the society .

According to Asif(2013), the development of society can be improved if women are empowered . Role of media is important to empower women because it gives self reliance and there is a visible effect of media on all spheres of life .

In a blog, the new media and the global women's empowerment movement (2011) by Jammie Victory Abdullahi , he said that new media is the fact that anyone can be part of global information sharing process by anyone , anywhere in the form of article or information on social platforms .

Khan and Moin (2013) reported that with access to internet at homes, women are using it for multiple purposes . It has enabled women to participate in important daily affairs of state that ranges from household work to education , health and governance .

A report (2013) on "Women in decision making: The role of new media for increased political participation" suggested that the new media represents a further digital divide , a number of studies point to the potential positive impact of the new media for young women . Primarily , new media provides women with the opportunity to:

Network with other women .

Create online selves which build confidence .

Appeal to other women and peers through styles and issues that are directly relevant and attractive .

Subhash(2015) concluded in her study "Impact of Mass Media on Women : A Sociological Study of Gulbarga District ." that impact of mass media on women has enabled their empowerment , but still there are many suggestions given by women to restrict crime related programs , improvement of learning and knowledge , equal status of women , gender equality ,etc. Hence the media should take into the suggestions of women and their programs , telecasts , circulations knowledge and information .

Narayana and Ahmed (2016) revealed in their study that Media has a great potential for the empowerment of the women, however the overall use of this media by women is very low. It also suggested that the powerful and positive role that Media can play in the empowerment of women and gender equality should be supported and further explored . They also found out that how can increase the participation and access of women to expression and decision making .

Dr. Sonia Gupta (2017) concluded in her study on "A Study on Role of Media in women empowerment in India " that most of the respondents have high empowerment in final say on their health care and decision on employing servants at home which is 85-90% respectively , and this shows the high rate of empowered women . Further it was found that in the economic empowerment sphere most of the respondent are empowered nicely . It shows that women in India are empowered and their empowerment % indicates a medium level of empowerment and high percentage of influence of Media and technology .

#### VI. SUGESION AND RECOMMENDATION

Education empowers girls and young women creating the better way of life. Therefore women can face the problems of children's health ,their well being and chances of survival .From the sources of information as print and electronic media , they can reduce mal-nutrition and diseases.

Education helps women to make choices that can make much better their welfare as marrying after the age of eighteen plus and having two or three children for a ideal home and their education. They can prepare themselves by proper use of resources of media.

Education develops the awareness of their rights, boost their self reliance and give the chances to use their rights and privilege through media.

A good education builds their confidence and enables them to find jobs by various means of media. They can work and give support to their family.

By the information of organizations and government schemes through media women make their decision own .Hence they possess significant place in society .

Better encouraging environment increase the choices and opportunities for women. The influence of media has allowed women to empower themselves by using various ways of entrepreneurship and to develop the self reliance.

By information on various programs , reading other's experiences women can educate themselves and enrich their knowledge . Women are able to empower themselves by campaigns and voicing their opinions for equality rights without feeling any shame in society.

Media have a special responsibility in providing a platform to the government in chalking out the community specific development policy and programs and its implementation . The implementation of development plans needs an effective support and cooperation from NGO and others for their speedy and successful results.

## VII. CONCLUSION

Media should serve as a tool to reform and improve the society .In socialization ,women comprise half of the society. Any trend or change in the society affects all .The smallest unit of society is a 'family'. A family consists of husband, wife and kids .Women are life's essential reagents. They neutralize all negativity in the family and children. Women spread love by showering unconditional love on their family. Hence society must be affected by media and all policies. Media can repair and shape socialization. Due to arrogance and individuality in the society, social bonding is breaking .In our social structure, women empowerment should be good at an extent in the family. When one part have more or not playing their role (gender role ) properly ,the threads of socialization will be broken. As a result we see the negligence of Elders (grandparents ) and orphans (divorcee ,single parents ).

Our aim is to make a healthy society . Economic, social, and the cultural aspects of women and girls must be in good conditions and going towards a progressive society . Hence the role of media enhances significance of women in society.

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