

# Empowerment of Women – A Media Lookout

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**Abstract:-** The One of the main of objective of the present study is to throw light on comparative social levels of women. The impact of media is to expedite the literacy campaign and other socio-economic measures. The second objective is to know how modernization has taken place due to media exposure are the two inter dependant impacts on a community's socio-economic status as well as its capacity to absorb modern ways and concepts. Media is not only an echo of society but also a tool of social change. It must notify and educate the society and also act as intermediate of communication between various components of the society. It reflects the aspirations of the people and to spread noble ideas. As per findings, women are in a competition for adapting new media flows and it has been found that there is a tremendous growth in media users thereby increasing the rate of literacy and level of education as well. At the end, its pertinent to mention here that whether its Electronic or Print media, it plays a pivotal role in overall personality development among the youth especially Women under study. Here we study what are possibilities in shape of social & traditional media that women particularly women can publicize their perceptions freely by breaking this vicious circle to achieve justice and equality in all walks of life.

**Keywords:** *Women, Media, Modernization, Society.*

## I. INTRODUCTION

Media is considered as one of the mainstays of the society. The contemporary media has gone through remarkable changes in terms of content, style and approach and the journalistic set-up which is now not only constrained to simply the printed letter, but has broadened its base by including the medium of broadcasting, telecasting and new media. Now in the era of internet, the journalism has lost the physical boundaries of communication of news. The free flow of information and the race among the owners of various media has shown inconsiderate haste in sole criteria of making news. The deterioration in the content of the media of every organization has ripped off the mask of decency and ethics in the family. It is true that the profession is shifting and it can be said that at present situation most of the media establishments are fetching 'social entertainers' and profit making is the mantra for them.

The most important and need of the hour task is the movement for liberation of women and its empowerment. As such, the principal goal for women empowerment is to improve the women status and their rights, The media through its expanse to people at large has been doing wonders by highlighting the related issues at a broader level but not to the desired extent. Mass media should focus on supporting the movement for women liberation by focusing inattention and relegation of the situation of the women in our society.

### Objective

The main aim of the study is to find out how women folk use mass media to raise women related social issues and cases of atrocities against them and ensure social justice with equality.

### Area of study

Madhya Pradesh, a central Indian state is known for landmarks. Located in the centre of state, the bygone city of Bhopal (The city of lakes) is well deserved the capital of the state which was separated from Sehore district in 1972. The city got world attention in 1984 when a pesticide manufacturing plant leaked deadly gases which consumed thousands of lives. The city of Bhopal which is one of the cleanest cities of India shares its border with two large and scenic lakes. As far as modern cities of India are concerned, Bhopal is also a modern city distributed into two fragments - the old Bhopal and the new Bhopal. The old Bhopal is positioned in the northern portion of the city, while the southern portion is known as the New Bhopal. In addition to the outstanding position of Bhopal, the city is welcomed



with stunning landscapes, busy profitable canterers, peaceful inhabited areas and historical memorials. The geographical position of the Bhopal City lies within North Latitude 23°16' and East Longitude 77°36'. The setting of Bhopal falls in the north-western portion of M.P. (Madhya Pradesh). If perceived in the Map of India, Bhopal dwells the central most region of the country. The two lakes of the Bhopal City are referred as the Upper and the Lower Lakes. The old Bhopal mainly comprises of heritage buildings made by Mughal dynasty and some tourist attractive places while as new Bhopal is a commercial hub carrying business enterprises, shopping malls etc. (Source: Report by UDD, Government of MP and BMC, 2012) [4]

## II. METHODOLOGY

As per approaches surveyed in maximum social science researches, present study is centred on the both primary and secondary source of the data collection. On the, "Role of mass media in social justice and equality (A study of women)". For in-depth study ten college of the Bhopal city was selected. Educated Muslim women of graduate/under graduate level from different Colleges of Bhopal City of Madhya Pradesh, were randomly selected for the study. Interview technique was used for data collection comprising of calculated questions keeping in view the purposes of the study. Social background information of the respondents was poised through an interview program which carries information about age, education, family category, social involvement and basis of

material of the respondents. Other sections of the instrument dealt with the questions to collect statistics regarding the utilization pattern and reasons of using the mass media by the educated Muslim women, the availability of mass media viz. Mobile phones, journals, newspapers, hoardings, advertisements, magazine, radio and television. Data collection was carried out by personal interview at the study centres of the subjects.

### Universe & Selection of Sample:

The selected district is well-known of numerous educational institutions with nearly bulk students, out of which we have nominated only three colleges for present research study. From each college only fifteen (15) respondents were designated for the gathering of research data keeping in view the demographic formation of the Bhopal city. As such, forty-five (45) samples were selected in aggregate from the concerned universe. Before questioning the respondents of the urban areas, a detailed study was piloted in the area to accumulate the necessary material regarding the urban dwellers and women in the district. Afterwards with the help of random sampling, fifteen (15) respondents from each college are selected for the collection of research data. There are numerous research designs to conduct the research or fieldwork on a precise type of research problem. As far as captioned research is concerned, exploratory research design has been put in place. The data available to us disclosed that the captioned issue can be more exploited by further research work as it has been recommended by exploratory research design.

**Table 1:- Profile of Respondents:**

Selected College	Social Media Users			Family Income		Qualification		Media User		
	FB	Whatsaap	Tiweter	Low	Middle	UG	PG	D	P	O
Hamidia College	15	15	8	10	5	8	7	15	10	3
Excellence College	15	15	5	7	8	10	5	15	9	2
IPC	15	15	6	9	6	6	9	15	11	4
TOTAL	45	45	19	26	19	24	21	45	30	9

Note: (FB= Facebook, y= years; UG= Under Graduate; PG= Post Graduate; D= Digital: P= Print: O= Others & IPC= Indra priyadarshani College)

From each college, we have taken 15 respondents making a total sample size of 45 respondents, out of which all 45 are FB users as well as whatsapp users while only 19 respondents use twitter. 26 respondents are from Low Income group while as 26 belong to Middle Income group. Whereas 24 respondents are pursuing Graduation and 21 have completed Graduation courses. And according to Mass Media-wise distribution 45 respondents' use Digital Media channels, 30 female respondents use Print Media and 9 utilise others.

## III. ANALYSIS

**Table 2:- Regular watching/reading of TV/newspaper (Media)**

Option	Response	Percentage
Yes	30	66.67
Sometimes	15	33.33
No	0	0.00
Total	45	100.00

Out of the forty-five (45) respondents, a minimal percentage of 15% of the samples said they were not fixed users while as majority i.e. 66% respondents established that they are consistent users of Mass Media and a very. The results visibly confirmed that in the current modern age, Mass media has seemed to be the most widely and healthy media podium used by the youngsters.

**Table 3:- Frequency of Usage of Mass- Media Tools**

Usage of Mass- Media	Response	Percentage
Daily	28	62.22
Average	15	33.33
Sometimes	2	4.44
Total	45	100.00

The above table data made it very indistinct that Mass Media has certainly booked the place of being the most prevalent media amid the women, especially educated women, although they might be consuming it for different purposes. Major portion of the samples, i.e. 62% of them used media daily. 33.33% of the sample replied that they used Mass media in average while as meager amount of respondent replied with sometimes. The findings are clear hints that educated Muslim women are much habituated towards Mass media. Therefore it becomes very essential to find out their occurrence of the consumption of media so that it becomes indistinct as what level of standing do they attribute to these tools. The tabulated data clearly shows that maximum samples are daily users of media tools which also justify the prevailing trend in the modern era.

**Table 4:- Purpose behind using Social Media**

Purpose	Response	Percentage
Getting Information	20	44.44
For Study purpose	3	6.67
To share and build up opinion on numerous issues	22	48.89
Total	45	100.00

A major discovery of the research study was concerning the purpose behind youth making use of Mass Media. Mainstream of the respondents, i.e. 44.44% of them were of the strong belief that they used Mass media for assembly information about latest concerns, happenings and developments of the society. A major outcome which appeared from the study was that the slightest number of people, i.e. only 8% of them currently uses social media just for the entertainment purpose. Thus a good number of 74% of the youth these days use this tool very fruitfully for being educated and aware. It displays that in the present times individuals, specially educated women who are the regular operators of Mass media reflect it to be as one of the major updated sources too besides just using it as an instrument for interacting with friends or for entertainment. 34% of the sample's judgment was that they use this media for study purpose. 22% of the samples were of the opinion that social media nowadays show-casing various noticeable issues and

happenings of the society, especially women issues add to great extent in sharing and constructing strong belief groups amongst the common people.

**Table 5:- Mass Media as an influential platform for swaying the mind-set of the viewers about the noticeable issues related to women.**

powerful	Response	percentage
Yes	45	100
No	0	0
Tool	45	100

A foremost study was to find out the outlook of Bhopal educated women regarding the role of mass media in emphasizing women allied issues and problems. The outcomes exposed a major fact that almost the whole samples of population which comprised of educated Muslim women i.e. 100% were of the view that Mass Media is an impressive platform for swaying the viewer's approach towards women related issues. Thus the Bhopal educated women strongly believe that Mass media in a way has appeared as a podium which has given power of speech to the overlooked and the very neglected and strenuous women sectors of the society, where they don't felt reluctant in highlighting their throbbing stories amongst the masses and such stories greatly effect and impacts the mindset of the women especially the young educated women driving them to come forward and point their view on it.

**Table 6:- Women Issues which attracts the consideration of the respondents to the most.**

Issue	Response	Percentage
Rape and Sexual	18	40
Molestation	15	33.33
Gender Bias	2	4.44
Dowry	5	11.11
Domestic Violence	5	11.11
Total	45	100

The results made it flawless that presently mass media has become one of the solidest stages where women can talk about their irregular worries and pain and agitating the daughters of the nation and convincing them to come on the streets to validate their concord in struggling for gender righteousness and equality. One of the distinguished aims of the study was to know the outlook of educated Muslim women regarding the feelings that Mass Media has developed as a very strong reserve media in showcasing women concern issues and confusions and does it really encourage the masses to come frontward and fight for gender uprightness. Most of the respondents, i.e. 40% and 33.33 of the sample were of the belief that concerns related to rape and sexual molestation are mostly addressed. Only 4.44 % of the respondents were mostly inclined by issues of gender bias. 12% of the respondents revealed that circumstances of domestic ferocity enticed their attention to the most and a very minimal number of people, i.e. 11.11%

were affected by cases of dowry linked tortures and deaths. 5 respondents (11.11%) of the opinion of dowry attract the attention of masses.

**Table 7:- How can Mass-Media be exploited to highlight the atrocities on women and form strong public opinion and safeguard justice?**

Scale	Response	Percentage
Strongly Agree	30	66.67
Agree	15	33.33
Undecided	0	0.00
Disagree	0	0.00
Strongly Disagree	0	0.00
Total	45	100.00

A foremost aim of the study was to catch out how youth make use of Mass media to bring before women related issues and cases of violence against women. 66.67% of the respondent uses Mass media for deliberating and discussion on various issues of women annihilation and gender equality and justice thus forming a strong group of harmonious people. The above tabled data shown that the majority of the respondent 30 in number were strongly agree on scale, 33.335 agree while as zero percentage give negative response. We are quite happy to see the responds of the selected samples as how they feel that the power of mass media has no boundaries.

#### IV. CONCLUSION

The current research ended in a strong conclusion which declares it flawless that Mass media has arisen as a very strong and unbiased podium. It is the most broadly used platform which makes an individual more expressive and modern. Through social media exposure, a woman truly believes that she is not behind males in any aspect of life. She feels modernized due to availability of outreach sources and wants to shoulder higher responsibilities. No doubt we see that all those cases regarding women whether it's concerning women rights or various types of atrocities against women, mostly rape cases which go overlooked in the mainstream media. The study on Bhopal educated women exposed that women significantly make impression that this is one of the robust platforms which highpoints women issues, especially those where women have been the sufferers of all kinds of mayhems like rape and sexual harassments and taking into deliberation the very cooperative and participating nature of Mass media. It is quite evident that gender based issues have risen manifolds over the last few decades but on the other hand, mass media being like an observer has put checks on the incidents and played a pivotal role in addressing such issues. It has also given the women epically educated Muslim women a universe to make protest against the slack and tired attitude of the government. As long as this section of the population makes no efforts of self-empowerment, it will be a long and laborious task and process for the interlopers to empower them and bring social equality. In cases of women atrocities and violence which earlier remain unnoticed, now women

get a chance to swift their healthy opinion on countless gender issues, thus giving intensification to various forms of disapprovals and protests both on mass media stage as well as on the ground which finally marks in resounding the government or any other concerned to change their mechanism and guidelines in the course of rebuilding of women impartiality and social justice.

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