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Media and women

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Abstract

It is an established fact that media today is playing a very pertinent role in exposing various problems rampant in the society whether the problem is political, social, religious or the problems related to women. Today, media is reflecting all the important issues related to females like the evil of dowry, sexual harassment as well as the problem of identity. Females are also getting ample opportunities to raise their status through media as we come across the fact that women are also no less than men in the society and are working neck to neck with men which is also contribution of media.

Key-words: Media, Women Empowerment, Social Status, Dignity

Paper

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From the time immemorial, even if Luxmi was hailed as the goddess of wealth, Saraswati was known as the goddess of education and knowledge, and goddess Durga was worshipped as the goddess of power, Raja Ram Mohan Roy, Swami Vivekanand and Savitri Bhai Fule also attempted for the growth of education, and even in the Indian constitution also many effort were made in the direction of equality of women and their rights, but at that time, the knowledge of the women did not reach to the public because of the role of media was confined and limited. With the passage of time, when as media, as an instrument advanced, there was progression of women's problems and expansion of their rights.

After the independence of India, slowly and gradually, there was an enormous increase in the newspapers. After the introduction of radio and television in India, there was proper guidance regarding the rights of women among people. People started watching all these things on television. People were hopeful and confident that trough media including radio, television and newspapers, there will be a change in the position of women in the society. But, it was unfortunate that media did not play a

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significant role in bringing a change in the social position of women. Consequently, women were lagging behind in all spheres of life. But, at present, in order to bring about changes in the social status of women, efforts have been applied at war front. The result of this is that media is playing a leading and prominent role in reviving the rights and dignity of women in the society.

The present time is, undoubtedly, the time of social media. It is that platform where the information is conveyed to people in the society in a rapid manner. Without any shadow of doubt, women in the present society are being benefitted and also getting awareness in the changing winds in the society. if looked from modern outlook, women require changes in their social status. It is, no doubt, a mean that cannot curtail the liberty of women and even cannot confine it. The main reason behind it is media today is totally based on internet and a person who uses it, can easily form groups online and also can share his or her ideology, message, opinions and personal views. Means of media comprise of Facebook, Whats app, Instagram and Twitter.

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In the wake of globalization, no field of our life is untouched by media as it is playing its dominating role in making the women empowered. But, in India, it has not proved successful in making the women empowered which is quite contrary to the expectations of Indians in the past. It is because media is not able to explore and highlight the problems faced by women in family, services, and working in factories where we can witness a number of cases of discrimination against the common women living in villages and towns. Media is unable to expose the hardships and predicaments in that proportion in which it explores the beauty and glamorous life of film celebrities.

In the contemporary world also, media does not expose those harsh and hard realities which should have been highlighted. It never pays attention towards the Dalit women who suffer from discrimination on every step of their life. There is no doubt in denying the fact that media is the true reflection of our society. in media, we can witness all the incidents and situations in a vivid and clear manner, but on the other hand, media is emerging as commercial and materialistic media in these days where the main emphasis is on the factors like the popularity of Bollywood and

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political celebrities who are always conscious of their T.R.P. which is possible only when it broadcasts different types of news having no relation with common man.

On the other hand, where we come across different rumours regarding women empowerment in the field of media, on the other hand, media is unable to raise its voice against the problems and crimes against women. In newspapers, one usually finds the news related to domestic violence, quarrel and sexual harassment, but news is concealed and the reality of the situation never comes to the surface as media is not playing its active role and is totally mute. It appears as if media is a puppet in the hands of effective and bold politicians. Criminals who get political support are spared from any type of punishment.

It goes without saying that media is the voice of common people, and if it is mute and speaking nothing then there is no possibility of getting any type of justice in any way. In the modern scenario, we find people connected with media and are also socially active which makes it clear that any type of injustice against women's suppression takes no time to spread in a few while. It is such a medium which enables the news to spread all around and,

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women can put forward their views in front of huge population. It is making all the women benefitted which is only due to the significant and active collaboration of media played in the society.

In the modern context, women are getting awareness because of the changing winds surrounding them. Undoubtedly, the main focus of media is to bring about sea change in the social status of women in the society. But, if it is done with patience and responsibility, then and only then, the results will be different. In that situation only, media can help in raising the positive image of women in the society. Social media has provided them with a platform where they can share their views regarding education, and health that can bring changes in the social sphere of women.

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