

## **ROLE OF MEDIA IN WOMEN EMPOWERMENT**

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### **ABSTRACT**

#### **Purpose:**

The effect of the media is very large in the dissemination and interpretation of a lot of knowledge, innovation, and news. Today, the media constitute a big part of women's empowerment. The newspaper writes about women achievers, and there are columns for women in all the newspapers, and magazines, which affects us more in our day-to-day life. On television, there is an interview of women achievers, cookery shows, reality shows, and soap operas that talks about empowerment. Social media today have many pages for women's stands. Through social media, people can connect easily to each other in a very short period.

This study discusses the effect of media in changing women's lives, and gender equality as well as changing people's mentality toward women's education, and careers through motivational ways.

**Methodology / Design /Approaches:** the study used descriptive research design in this research. Some interviews and observation are the methods we applied. This method would include anything from interviews to observations to surveys. This is the method of research where you find information or data on your own.

**Findings and results:** The media is encouraging women to come up in life in all fields. Men are supporting women's empowerment as a father, husbands, sons, friends, and family. Gender equality is raising today. Women are raising their voices for rights through the media. Articles, reality shows, interviews, movies, and soap operas are playing a big role in empowerment.

**Originality/value:** Application of women empowerment through media and women are becoming more self-sufficient in their life.

**Type of Paper:** Descriptive paper with Content Analysis.

**Keywords:** Women, empowerment, media, gender equality, economically, social media, reality shows.

### **INTRODUCTION**

The effect of the media is very large in the dissemination and interpretation of a lot of knowledge, innovation, and news. Today, the media constitute a big part of women's empowerment. The newspaper writes about women achievers, and there are columns for women in all the newspapers, and magazines, which affects us more in our day-to-day life. On television, there is an interview of

women achievers, cookery shows, reality shows, and soap operas that talks about empowerment. Social media today have many pages for women's stands. Through social media, people can connect easily to each other in a very short period. Education is playing important role in women's empowerment. The attention of women can be grabbed easily through mass media. Mass media is a big world, it informs society about happenings, which reach people soon as well attracts attention in a very short period. Viewing television for entertainment can help sometimes in empowering women through show messages. The media is also encouraging women's education differently. So that educated women can bring change to society. Raising awareness and mobilizing campaigns on a variety of issues using social media will get the global audience's opinion on a topic very easily. This will lead to change and empowerment. As the matter reaches to global audience women rights activists from every part of the world raise their voices for women. That's why social media has recently played a very big role in the world of Communication. Social media has demonstrated women's rights issues such as discrimination, gender inequalities, and negative stereotypes. Society never achieves progress socially, economically, politically, and culturally without the active participation of women. Today women are coming up and telling their own stories of achievement through media to encourage women empowerment in society as well as decrease gender discrimination. Many businesses are run by women today and they are successful in their field their inspiration and support through media will bring economic empowerment. Some achiever's life will be taken as inspiration through media, their philosophy can be followed to achieve success in life. Women are part of the political field now. They are playing an important role and achieving political empowerment. All achievements led to media from where changes started taking and through media, it inspired many women to full fill their dreams.

## **OBJECTIVES**

- Effect of Mass Media on changing Women's life.
- Gender Equality
- Women's Education Motivates Empowerment.

## **INDICATORS OF WOMEN EMPOWERMENT**

### **a) Psychological Empowerment:**

We can't neglect the empowerment of women psychologically. Once we start making women realize their capabilities, they would eventually start believing in themselves. So, it will build self-confidence in them. If at the same time to ensure their self-confidence they start participating in programs, and discussions and mingle in social groups. If women are given equal opportunity in media then they will bring more changes and put effort to bring better content. If a woman is good at cooking and she has a small canteen where she does different dishes, but when she sees a cookery show on television and publicity the other women's businesses it will increase her wish to participate. That wish needs a push from family, and friends their discussion takes place and that discussion finally leads to her participation in the cookery show. So, in some or another way she is becoming a role model to other women to achieve her dream.

### **b) Sociological empowerment**

Communication within the group and between the groups empowers women. Mass media are playing important role in helping women to communicate their needs. Education programs on television for the group people there discuss government schemes where they work in groups for their development. Soap operas on television that give a message of social empowerment,

documentary, and radio programs where achievers give suggestions so many roots will open for women empowerment. She will understand her capability and this will help to bring out a strong personality. Because of media in the present day women are able to identify a position in society.

**c) Economic empowerment**

These days' women are playing an equal role in the business world. They are also working and earning well for themselves. But still, in some decisions, their pay is less. Men are paid well compared to women. Media is empowering women through many shows and giving ideas for business, allowing them to prove their identity. Comes up with shows where they talk about the women entrepreneurs' achievements. Their struggle story and their suggestion will encourage others to take up some steps for their economic development. Economic empowerment is possible only when financial independence is achieved by women. For that, she needs to know about her capability. Their life skill is used to earn their livelihood. The media is helping them through their programs. The empowerment of women entrepreneurs is a new mantra for the development of an economy.

**d) Philosophical empowerment**

Media is a strong weapon which reaches people soon and the effect of that will also come at the same speed. These days so many women-oriented cinemas are screening and they talk about their achievements. So that encourages others to know about them as well as uplift them. Not just a cinema, soap opera, documentaries, articles, web series, interviews so on. When women want to serve society, they may be encouraged by the article that talks about Mother Teresa. It is necessary to look back then only we can go forward. If we turn back there are many achievers and role models we will get. For example, movies about freedom fighters like Manikarnika where inspire women to fight for their rights. It may be related to the freedom fight but in the modern era, we can interconnect that to our personal life and get inspiration. Many women become role models in society. Achievers don't need to be from the olden days that change people's mind-sets they are considered role model. For example, in one recent dance reality show, the winner of show had talent but her father wanted her to become a doctor. So, he uses to visit every time to see her dance but never smile. Finally, he understood her fashion in dance and come to know how many youngsters are following footsteps and admiring her. And finally, her father before she wins the show opens a dance class for her in her place. This is changing people's minds and empowering them through achievement.

**SUGGESTIONS**

The media is showing problems which are faced by women as well it's showing the solution to that problem through plays, soap operas, cinema, and documentaries. In the same way, more positive stories in media will bring change. Development stories and motivational stories number have to increase in media. And it should be able to catch more audiences then it will lead to empowerment. Negative stories should not give more importance it will mislead people on a large scale.

**CONCLUSION**

Media inform society about happenings, which reach people soon as well attracts the attention in a very short period. The attention of women can be grabbed easily through mass media. Mass media reaches a larger audience through, print, television, radio, internet, and cinema.

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