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MEDIA _____ A TOOL (FOR EMPOWERMENT OF WOMEN)

DR.C.Nageswara Rao Associate Professor, Y.A.Government U.G & P.G College, Chirala, Prakasam District, A.P.

V.Hari Hara Prasad Assistant Professor, Y.A.Government U.G & P.G College, Chirala, Prakasam District, A.P.

ABSTRACT Empowerment of women is a much vibrating and debated topic because of the fact of gender divide issues and discriminations against women and social malice since thousands of years. They have been confined to hearth and home. In India religious conditioning that have traditionally kept women suppressed and unable to see their capability.Mass media plays one of the significant role in womens development and its empowerment. It can create an outstanding inspiration among women to make them as good personalities to change the society. **The presentation of paper specially enlighten positive perspectives of alternative media as a development tool of women in the society .**

KEYWORDS : empowerment, Gender, Discrimination, Mass Media, Perspectives.

INTRODUCTION :

In India though women comprise more than 50% of population they are discriminated, marginalized and oppressed though they have been the transmitters of culture in all societies. It is a well known fact that women is the true index of cultural social religious and spiritual level of the society. Women should realize that they have constitutional rights to quality health care, economic security and access to education and political power. Mahatma Gandhi very aptly said that if men are only educated it means an individual is educated otherwise woman is educated the entire family and the entire nation is educated. So education is the prime needs of women towards development and empowerment in the society.

Alternative media has branched out from printed publications to the inculsion of low budget movies as well as independent radio and television broadcasts that were syndicated on low frequency media outlets. In the pre-independent period were more for the cause and concern of the people. Some of the objectives of alternative media are to provide an alternative platform to voice the plight of women against various marginalization and atrocities done to them. It connects amongst the weaker sections of the society who are deprived of their will to fight against their basic human rights. In 1970, the movement by the women to seek equality with men gained ground all over the world.With this movement called feminism the educated women in particular and poor rural women in general realized to break old shackles to breath in the open space. The pro feminist perspective theory which can create a cult of belief among the grassroots woman to promote and empower them in the society. Such kind of medium can be treated as a breakthrough means of communication to bridge the traditional people through their traditional form of communication like community radio, folk art, folk music folklores, puppetry etc. which often portray a strong alternative effective tools at the grassroot level.

In general the other constraints effecting women empowerment are illiteracy, isolation of women among themselves, heavy work load, no funds, negative and sensational coverage of media, discriminatory policy environment. Alternative media like woman community radio should be promoted which effectively nurtures equality, diversity and promotes democratic values among women. Community radio is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting and worked as an effective tool of alternative medium for the plight of the voiceless and marginalized women. Anna FM was first campus community radio station launched on 1 FEB 2004.

Conclusion:

Alternative media like community radio,alternative news papers or developmental journalisam can come to the rescue to highlight their problems and guide them their intrinsic and extrinsic rights.

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