



MEDIA'S ROLE IN EMPOWERMENT OF WOMEN IN INDIA

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The most significant and longest social movement continuing is movement for emancipation of women. Though the primary goal for women empowerment is to improve the qualities of life of women but it has also deep ramifications in socio-economic and political scenario of the polity. The media through its reach to people at large has been instrumental. Though not to the extent desired in supporting the movement for women emancipation by focusing neglect and marginalization of the position of the women in society.

A vast majority of Indian women work throughout their lives but the fact in time it is not officially recognized. Statistics on work force shows low figure of women workers. There is no serious underestimation of women's contribution as works even though when given a chance they have convincingly proved their ability.

In such a rapidly changing environment, women in media have a large responsibility. It is not only changing attitude towards women but also shaping public opinion. With women holding responsible position in newspaper or electronic media, their competency should extend to a wider area and a range of issues. More importantly, a women journalist is expected to show more sensitivity to issues relating to women and to more meaningful insights and perspectives.

Like most professions, in the media too, women have struck out boldly, beating a path, which is both impressive and inspiring. The last five years have been then pouring out in to the mainstream, acquiring hitherto unattainable positions and proving their mettle, be it the print or the television media. In short, women have become indispensable in the field. Women's organizations and media groups must play an active role in promoting this change. It is heartening that a wide variety of women's media initiatives are making a positive impact.

Women have been late comers in media profession owing to social religious taboos which operated as social sciences. The empowerment of women in media assumes critical importance at this juncture of our economic development.

Finally the media has the to make a far greater contribution to the advancement of women. They can create self-regulatory mechanisms that can help to eliminate misleading and improve gender based programming.

Media, which wields image power in a democracy-power which is any expending and not diminishing needs carrying out a focused attention about women-related issues and the portrayal of women. It is perhaps, necessary that the stabilizing force of women must be brought home to the Indian people.

The subject women and media is quite relevant in the present day context from platforms the discussions on the subject is being initiated.

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