

Media and women

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BY:-MRS.RINKI KUMARI
DEPTT.OF EDUCATION
MMHA&PU,PATNA

What is Media?

- Media is a truncation of the term *media of communication*, referring to those organized means of dissemination of fact, opinion, entertainment, and other information, such as newspapers, magazines, banners and billboards, cinema films, radio, television, the world wide web, billboards, books, cds, dvds, videocassettes, computer games and other forms of publishing .
- Media images are powerful tools of socialization, shaping and reinforcing both positive and negative attitudes (Rider, 2000).

Gender Inequality

- A vast majority of Indian women work through out their lives but the fact is that it is not officially recognized. Statistics on work force shows low figure of women workers. There is a serious underestimation of women's contribution as workers even though when given a chance they have convincingly proved their ability.

Woman Influences

. Media Image

- We have seen 350,000 advertisements, half of which are selling food. Over half of these commercials stress the importance of being thin and beautiful.

women and Media

- By and large the media scene in India is that media does not address serious issues about exploitation and in equal treatment to women in different spheres but is keen in reporting sex related incidents by way of sensationalizing news of atrocities on women. Thus instead of highlighting the exploitation of woman they end up becoming one of the reasons in increase of violence as their coverage more often than not tend to glorify the crime against women

Limited coverage in Media

- Newspapers cover women's problems drawing the attention of policymakers to issues requiring immediate attention such as the adverse sex ratio, infant and maternal mortality, crime against women and the effects of poverty on women and their families. But this coverage is very limited with the rest of the space occupied by cinema actresses, models, video jockeys and the rich women and their hobbies.

The Media Advocacy Group made the following recommendations on reporting violence against the women.

- Media needs to take an extended, broader view of crimes against women. It has to be instrumental in conducting a social audit on factors responsible for increasing crimes, particularly against women and children, including indifferent investigative procedures, miscarriage of justice, and growing social impunity of the perpetrators of crime.

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- It also has to be instrumental in creating an awareness among civil society of the causes and nature of the crime itself, and of the preventive measures.
- When treating these issues, media has to be extremely factual and empirical.

STRATEGIES FOR CHANGE

STRATEGIC OBJECTIVES OUTLINED BY BEIJING FOURTH CONFERENCE:

- To increase the participation and access of women to expression and decision making in and through the media and new technologies of communication
- Promote a balanced and non-stereotypical portrayal of women in media.

Women Journalist in Media

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

Media's Role in empowerment of women in India

- Communication is extremely important for women's development and mass media play significant role. It is to be noted that growth of women's education and their entry into employment have contributed to the growth of media.