

International Journal of Agriculture Extension and Social Development

Volume 7; Issue 11; November 2024; Page No. 277-281

Received: 24-09-2024
Accepted: 25-10-2024

Indexed Journal
Peer Reviewed Journal

Role of media in accelerating women empowerment

¹Ruby Kumari and ²Dr. Bandana Singh

¹ Ph.D Research scholar, Department of Home science, Patna University, Bihar, India

² Department of Home science, University Professor, Patna University, Bihar, India

DOI: <https://doi.org/10.33545/26180723.2024.v7.i11d.1325>

Corresponding Author: Ruby Kumari

Abstract

The media now plays a significant role in our daily lives. The mass media is advantageous to almost everyone. In fact, it has a great deal of power to declare our opinions and objectives about the empowerment of women. The prevention of all types of discrimination against women is the responsibility of governments, educational institutions, and non-governmental organizations. In addition to all of them, the mass media has a significant role in this matter. because the media has a significant impact on how a lot of information, innovations, and news are disseminated and interpreted. The ability of the media to reach a broad audience through mass communication and make an impact wherever it can reach—which is currently widely dispersed—makes it the most significant tool of society in today's world. Social media's constantly evolving apps and networking make it an unavoidable source of public influence. In this paper the powerful and positive role that the media can play in the empowerment of women and gender equality has been analyzed and identified.

Keywords: Women, media, women empowerment, women socialization

Introduction

Media is regarded as society's most significant instrument in modern time. It has the ability to reach a big audience and make an great impact on society. The effect of media on individual or society has now gone far and wide. Social media, with its constantly updated social application and networking, is an unavoidable source of public influence. By emphasizing on marginalization of women's positions in society, the media has been useful in aiding the women's emancipation and upliftment. Media plays a very significant role in Women's development. It is worth noting that the advancement of women's education and their participation in every sector has also aided media in their expansion. Media is most widely used medium for advocating gender equality and women's rights.

Woman empowerment in India is a contentious concept and a sign of a difficult task ahead, as it requires acknowledging the fact that gender gap issues and discrimination against women have existed as social evil for thousands of years. Currently, women's empowerment has emerged as one of the most sensitive issues of the twenty-first century. However, in practice, women's empowerment remains a speculation and women are still victimized by different social ills in our daily lives. In India, women's empowerment is still a long way off. The falling sex ratio in India exemplifies the discrimination women face at the birthing period. The increasing violence towards women due to their vulgar representation as sex objects, is a major contributor to the rising violence. Thus, it is very important to assess the role of media in empowering women.

In current scenario, print and electronic media give a

balanced picture of women's different lives and contributions to society which eliminated the stereotype portrait of women in the society. In most countries, women's understanding of media, as well as their access and influence over different kinds of traditional and modern media, is still limited. Women are becoming more empowered as a result of their increased engagement and access to self-expression and decision-making through the media and new communication technology. The media's significant and beneficial role in women's empowerment and gender equality should be encouraged and explored further.

Media is considered as the fourth pillar of democracy, which also serves as a watchdog over the functions of the other three pillars of democracy (legislature, executive, and judiciary). Media's role includes informing, educating, and entertaining the public and encourages citizens to engage in policy debates and decision-making. Women are considered a weaker element of society, therefore the government has created many schemes and policies to encourage women to work for themselves, such as the Nirbhaya Scheme, Nari Shakti Puraskar, Ujjawala Scheme, One Stop Centre Scheme. Government policies and programs are publicized in newspapers and publications so that women are informed about them. Aside from that, there are radio and television programmes on women's issues and growth. There are also numerous websites and social networking sites that promote women's empowerment in India. Media and new communication technologies boost women's participation and access to self-expression and decision-making, paving the road for women's empowerment. Thus, media has a key

role in empowering women by providing information. Women's contributions have been accepted in all spheres of life. In every society, they are considered as a solid pillar. Women are essential to the formation of families and contributing to the growth of a country. Women make up nearly half of the global populace (United Nations Reports, 1980). As therefore, women play an essential role to the development of the country and society. Women are equally important to the nation's development as its natural resources. Among women living in poor and underdeveloped nations, empowerment is a crucial issue.

Today, every developing nation emphasizes the importance of women's development and their active involvement in the process of development. Additionally, it is often recognized that in addition to managing women are leaving the house, bearing children, and working to make money from traditional Labour in the fields, industrial work, or small-scale businesses management organizations. According to Velu Suresh (2012), women's empowerment is also regarded as an active process that gives them the ability to recognize who they are and play a significant role in socioeconomic development. Knowing that gender inequality and discrimination against women have existed as social evils for thousands of years, women's empowerment in India is an issue of contention and an indication of a challenging task. Today, the One of the most important problems of the twenty-first century is the empowerment of women. However, in practice, women's empowerment remains an illusion. In our daily lives, we observe how women are affected by a number of social ills, such as child marriage, illiteracy, low female status, gender imbalance in employment, and more. Hygiene and sanitation, the dowry system, and sati practices, among others. Women struggle in all areas of life, including work, health care access, and property rights. In India, women's empowerment remains an empty have dreams. The bias that exists against women at the time of birth is clearly depicted by India's falling sex ratio. Although becoming famous in any field, women face daily harassment from their environment. They are the targets of crimes like rape, kidnapping, dowry, and kidnapping and extortion mocking, sexual harassment, molestation, etc. Approximately forty percentage women In India, domestic violence affects victims.

Objective

To study the micro level influence of each individual media elements on perceived importance for women empowerment.

The data table shows the age distribution of 300 respondents categorized into three groups. Young age groups (18 to 25 years) represent 31.67% of the sample, indicating a significant presence of younger individuals. The middle age group (26 to 45 years) is the largest, comprising 45%, age population. The old age group (46 and above) accounts for 23.34%, indicating fewer older participants.

Occupation

The data table presents the occupational distribution of 300 respondents across five categories. Businesswomen constitute the largest group at 36.67%, Teaching follows with 25%, and Government employees make up 18.34%, suggesting a notable public sector presence. Corporate employees account for 11.67%, while professional workers, including those in specialized fields, represent the smallest group at 8.34%.

Table 1: Age group

Age group	Respondents (n=300)	
	Frequency	Percentage (%)
Young age groups (18 to 25 years)	95	31.67
Middle age groups (26 to 45 years)	135	45
Old age groups (46 and above)	70	23.34
Total	300	100.0

Table 2: Occupation

Category	Respondents (n=300)	
	Frequency	Percentage (%)
Teaching	75	25
Business Women	110	36.67
Professional worker	25	8.34
Government Employs	55	18.34
Corporate Employs	35	11.67
Total	300	100.0

Educational Qualification

The data table outlines the educational qualifications of 300 respondents, categorized into three levels. The largest group, comprising 52.33%, holds a graduate degree or higher, indicating a well-educated sample with advanced qualifications. The intermediate category represents 29.33%, suggesting a substantial number of individuals with post-secondary education. High school graduates make up 18.33%, the smallest group, reflecting a lower level of formal education.

Table 3: Educational qualification

Category	Respondents (n=300)	
	Frequency	Percentage (%)
High school	55	18.33
Intermediate	88	29.33
Graduate and above	157	52.33
Total	300	100

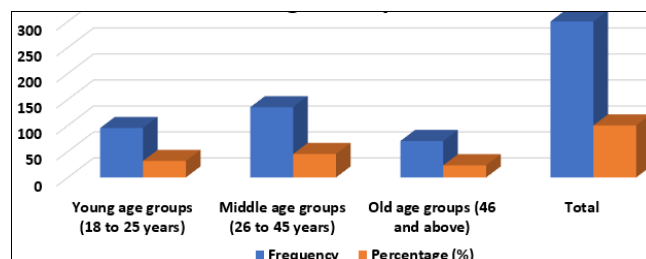


Fig 1: Age group

Table 4: Relationship between age and media consumption:

Age	Coef.	St. Err.	t-value	p-value	[95% Conf	Interval]	Sig
Broadcasting media	-.066	.02	-3.25	.001	-.107	-.026	***
print media	.036	.022	1.65	.1	-.007	.078	*
Internet media	-.073	.02	-3.67	0	-.113	-.034	***
Constant	2.365	.09	26.28	0	2.188	2.542	***
Mean dependent var	1.917		SD dependent var		0.738		
R-squared	0.112		Number of orbs		300		
F-test	12.456		Prob > F		0.000		
Akaike crit. (AIC)	640.535		Bayesian crit. (BIC)		655.350		
*** $p<.01$, ** $p<.05$, * $p<.1$							

The data presents the results of a statistical analysis examining the relationship between age and media consumption:

Broadcasting Media

1. **Coef. (-0.066):** Indicates that as age increases, broadcasting media consumption decreases.
2. **St. Err. (0.02):** The standard error of the coefficient, reflecting variability.
3. **t-value (-3.25):** A measure of how many standard deviations the coefficient is from zero; a larger absolute value indicates more significance.
4. **p-value (0.001):** Significantly less than 0.05, suggesting strong evidence against the null hypothesis. This indicates that the relationship is statistically significant.
5. **[95% Conf. Interval] (-0.107 to -0.026):** This interval does not include zero, further confirming the significance of the negative relationship.
6. **Sig (*):** Indicates a very high level of statistical significance.

Print Media

- **Coef. (0.036):** Suggests a slight positive relationship, meaning print media consumption may increase with age.
- **St. Err. (0.022):** Indicates variability in the coefficient.

- **t-value (1.65):** Suggests a moderate level of significance.
- **p-value (0.1):** This value is above 0.05, indicating a lack of strong statistical significance, although it is close to the threshold.
- **[95% Conf. Interval] (-0.007 to 0.078):** The interval includes zero, suggesting the relationship may not be statistically significant.
- **Sig (*):** Indicates weak significance.

Internet Media

- **Coef. (-0.073):** Indicates a decrease in internet media consumption with increasing age.
- **St. Err. (0.02):** The standard error of the coefficient.
- **t-value (-3.67):** Indicates a strong negative relationship.
- **p-value (0.0):** Significantly less than 0.05, indicating a highly significant relationship.
- **[95% Conf. Interval] (-0.113 to -0.034):** Does not include zero, confirming the negative relationship.
- **Sig (*):** Indicates very high significance.

Summary

Overall, the analysis shows that as age increases, both broadcasting and internet media consumption decrease significantly, while print media shows a weak positive relationship with age.

Table 5: Relationship between occupational status

Occupational status	Coef.	St. Err.	t-value	p-value	[95% Conf	Interval]	Sig
Print media	.08	.037	2.15	.032	.007	.152	**
Broadcasting media	-.286	.035	-8.20	0	-.354	-.217	***
Internet media	-.046	.034	-1.35	.177	-.113	.021	
Constant	3.447	.153	22.46	0	3.145	3.749	***
Mean dependent var		2.550		SD dependent var		1.349	
R-squared		0.227		Number of orbs		300	
F-test		29.009		Prob > F		0.000	
Akaike crit. (AIC)		960.728		Bayesian crit. (BIC)		975.543	
*** $p<.01$, ** $p<.05$, * $p<.1$							

The regression analysis results you provided explore the relationship between occupational status and different types of media consumption: print media, broadcasting media, and internet media.

Coefficients

1. Print Media

- **Coefficient:** 0.08
- **Standard Error:** 0.037

- **t-value:** 2.15
- **p-value:** 0.032
- **Confidence Interval:** [0.007, 0.152]
- **Significance:** Significant at the 5% level (**).
- **Interpretation:** For each unit increase in occupational status, print media consumption is expected to increase by 0.08 units, suggesting a positive relationship between higher occupational status and print media engagement.

Broadcasting Media

- **Coefficient:** -0.286
- **Standard Error:** 0.035
- **t-value:** -8.20
- **p-value:** 0.000
- **Confidence Interval:** [-0.354, -0.217]
- **Significance:** Highly significant (***).

Internet Media

- **Coefficient:** -0.046
- **Standard Error:** 0.034
- **t-value:** -1.35
- **p-value:** 0.177

- **Confidence Interval:** [-0.113, 0.021]
- **Significance:** Not significant.
- **Interpretation:** There is no statistically significant relationship between occupational status and internet media consumption, as the p-value is greater than 0.05.

Summary

In conclusion, the analysis shows that higher occupational status is positively associated with print media consumption, while it has a negative relationship with broadcasting media consumption. There is no significant effect on internet media consumption.

Table 6: Relationship between educational qualification

Edu qualification	Coef.	St. Err.	t-value	p-value	[95% Conf	Interval]	Sig
print media	.144	.022	6.44	0	.1	.187	***
Broadcasting media	-.043	.021	-2.07	.04	-.085	-.002	**
Internet media	-.005	.021	-0.23	.821	-.045	.036	
Constant	2.144	.093	23.17	0	1.962	2.326	***
Mean dependent var		2.340		SD dependent var		0.770	
R-squared		0.138		Number of orbs		300	
F-test		15.796		Prob > F		0.000	
Akaike crit. (AIC)		657.065		Bayesian crit. (BIC)		671.880	
*** $p<.01$, ** $p<.05$, * $p<.1$							

The regression analysis results you provided examine the relationship between educational qualification and various types of media consumption: print media, broadcasting media, and

Print Media

- **Coefficient:** 0.144
- **Standard Error:** 0.022
- **t-value:** 6.44
- **p-value:** 0.000
- **Confidence Interval:** [0.1, 0.187]
- **Significance:** Highly significant (***).
- **Interpretation:** For each unit increase in educational qualification, print media consumption is expected to increase by 0.144 units. This suggests a strong positive relationship, indicating that higher educational attainment is associated with greater engagement with print media.

Broadcasting Media

- **Coefficient:** -0.043
- **Standard Error:** 0.021
- **t-value:** -2.07
- **p-value:** 0.040
- **Confidence Interval:** [-0.085, -0.002]
- **Significance:** Significant at the 5% level (**).
- **Interpretation:** For each unit increase in educational qualification, broadcasting media consumption decreases by 0.043 units. This indicates a negative relationship, suggesting that individuals with higher educational qualifications tend to consume less broadcasting media.

Internet Media

- **Coefficient:** -0.005

- **Standard Error:** 0.021
- **t-value:** -0.23
- **p-value:** 0.821
- **Confidence Interval:** [-0.045, 0.036]
- **Significance:** Not significant.
- **Interpretation:** There is no statistically significant relationship between educational qualification and internet media consumption, as indicated by the high p-value.

Summary

In summary, the analysis reveals that higher educational qualifications are significantly associated with increased consumption of print media and decreased consumption of broadcasting media. However, educational qualification does not show a significant effect on internet media consumption. Relationship between annual income and media consumption

Review literature

Narayana and Ahmed (2016) ^[5] Analyzed the role of media in the empowerment of women and gender equality. They suggested that the media should emphasize on success stories of established, successful, and recognized women rather than improper depiction of women. Media could become a strengthening agent for women empowerment. Media workers should be well educated on gender issues, and a award giving system may be established for those who can represent women in a positive manner. Those who break the rules should also face legal consequences. Women must be shown in new and unique ways in the media, depending on Indian culture and society. To combat this threat, a strong legislative effort combined with widespread societal knowledge of morals and ethics is required, so that women are not seen as commodities but as individuals with rights

and dignity.

Bala P. (2017) ^[1] discussed the essential components of women's empowerment that the media should appropriately report and promote. Media supporting presence in the process of women empowerment cannot be overlooked. He has also discussed how the media can aid women's empowerment by raising public awareness of many social challenges and concerns such as gender inequality, violence against women, women's health, declining sex ratio, and women's education.

Vardhan, R. (2017) ^[7] says that media world has evolved in the previous decade, with social networking platforms such as websites, internet chat boards, and online networks increasingly replacing traditional media outlets such as newspapers, magazines, and television shows. Social media is becoming a catalyst for change. The manner in which information is communicated to and from individuals all over the world is changing. Its popularity is growing at a rapid rate in every area of the planet. The potential of online media to balance empathy and accountability for women's rights, as well as to monitor for prejudice and generalization, has been proven. It has turned out to be an excellent instrument for bringing the issues of women's rights to the attention of a wider audience.

Gupta S (2018) ^[2] Analyses the roles of media using multiple indicators such as socioeconomic and decision-making influences for women. The Indian government has implemented various of programmers and initiatives for women's empowerment around the country. Women have contributed in every sector. They are proud for country and source of inspiration for others. Media play a vital role in further empowerment the women

Aysha *et al.* (2018) Analysed the women empowerment by using a 4-point rating system based on nine factors. Women empowerment is a way of defining, assessing, and overcoming problems in a woman's life by giving her more authority over her surroundings. It is a multidimensional, functioning procedure that will allow you to comprehend their whole personality and strength in all realms of existence. Women's empowerment has been regarded as an indispensable requirement for alleviating women's suffering in industrialised countries by providing them with the same freedoms and resources as men. Women from the South Surma Upazila in Bangladesh's Sylhet area participated in the study. An example of 100 randomly selected women from a population of 420 are taken for study. The general empowerment value of women was calculated by adding together their ward predictor ratings. The relationship between the respondents' degrees of empowerment and their chosen traits was investigated using Pearson's correlation coefficient (*r*). The findings revealed that the majority of provincial women (50%) had a medium degree of empowerment, with 43% having a moderate level of empowerment, 5% having a minor level of empowerment, and just 2% having a high level of empowerment. The respondents' empowerment was directly connected to their age, family employment, career, contact experience, credit, and training. According to the research, women in the nation are more engaged in decision-making and private and political activities, but have a low level of versatility, capacity to participate in money-related activities, and other aspects of empowerment.

Conclusion

The role of Media is very important to accelerate Women empowerment which will lead to empowerment of women. The broadcasting Media, however, like all social media, are good and practical means to increase, through the dissemination of healthy concepts of being woman, of what is the role of women in modern society, of good examples that women give us every day, of the results they have achieved and continue to reach out to women in many fields.

Broadcasting Media could also make a strong contribution, with the implementation of media campaigns, to the dissemination of the concept of gender equality. If people see in the broadcasting media the overcome of the differences between men and women will bring him back into everyday life. The broadcasting Media have always unconsciously affected and influenced the thinking and behavior of society.

Reference

1. Bala P. Media: A great tool to accelerate the process of women empowerment. IOSR J Hum Soc Sci. 2017;22:61-5.
2. Gupta S. A Study on Role of Media in Women Empowerment in India. Int J Adv Res Ideas Innov Technol. 2018, 4(1).
3. Kashyap G. Role of Alternative Media in Empowerment of Women. J Mass Commun Journalism. 2014;4(209):2.
4. Krejcie RV, Morgan DW. Determining sample size for research activities. Educ Psychol Meas. 1970;30(3):607-10.
5. Narayana A, Ahamad T. Role of media in accelerating women empowerment. Int J Adv Educ Res. 2016;1:16-9.
6. Nirmala Y. The role of community radio in empowering women in India. Media Asia. 2015;42(1-2):41-6.
7. Vardhan R. Social media and women empowerment: a sociological analysis. Int J Econ Bus Rev. 2017;5(6):117-21.