

PROBLEMS AND PROSPECTS OF WORKING WOMEN IN VISUAL ELECTRONIC MEDIA IN ASSAM: A SOCIOLOGICAL STUDY IN DY365

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Abstract: The development of a nation depends on the development of its human resources which includes both men and women of the country. Like male members of society women role is very significant for the entire development of a nation. Now a day's women have been finding their own space by walked in every field of occupation. From the top most position to the lower position women have been playing significant role at their workplace. Early days women have to play their role i. e. mother, sister, wife, daughter etc, but today educated women have come out from the definite boundary which was limited within the four walls of the home and are taking all kind of responsibilities, as scientists, teachers, doctors, engineers, advocates, managers, officers, media persons, pilot, ministers, musicians, clerks, stenographers and what not? Besides looking after all the responsibilities of the family, they are participating various activities which are related to the progress of society, economy, polity etc. These types of active participation of women are very much essential for the growth of a healthy nation. As per socially prescribed values and expectation it is commonly observed that some activities have been strictly restricted for women folk in human society. Some activities or work has been considered as challenging and risky for women. But in course of time women have been empowering themselves to accept any kind of challenges for participating all kind of activities which were not suppose to be done by women earlier. Therefore women have been seen in every field of occupation throughout the Globe. Modern educated women are not only involved with those professions which are not risky as well as easy enough for a woman, but they are engaged with those professions which are challenging and risky too. In the last couple of decades a number of glamour's professions have been emerged in the automatized modern societies throughout the Globe. Among these working in media sector is one of the fast growing professions. Especially working in Visual Electronic Media is one of the fast growing challenging professions of the Global World. Therefore, the objective of this Study is 'to find out the problems and prospects of working women in Visual Electronic Media in Assam.'

Key Words: Electronic Media, Visual Electronic Media, Working Women

I. INTRODUCTION:

The development of a nation depends on the development of its human resources which includes both men and women of the country. Like male members of society women role is very significant for the entire development of a nation. One may not be able to point out the name of a single sector where women have not yet contributed. Now a day's women have been finding their own space by walked in every field of occupation. From the top most position to the lower position women have been playing significant role at their workplace. Women constitute half of the total population of the country, so unless the improvement of condition of women, welfare of the nation is almost impossible. Early days women have to play their role i. e. mother, sister, wife, daughter etc, but today educated women have come out from the definite boundary which was limited within the four walls of the home and are taking all kind of responsibilities, as scientists, teachers, doctors, engineers, advocates, managers, officers, media persons, pilot, ministers, musicians, clerks, stenographers and what not? Besides looking after all the responsibilities of the family, they are participating various activities which are related to the progress of society, economy, polity etc. These types of active participation of women are very much essential for the growth of a healthy nation. "The metamorphosis of human society depends not only on men but also on women".¹ As per socially prescribed values and expectation it is commonly observed that some activities have been strictly restricted for women folk in human society. Some activities or work has been considered as challenging and risky for women. But in course of time women have been empowering themselves to accept any kind of challenges for participating all kind of activities which were not suppose to be done by women earlier. Hence the nature of activities for livelihood is being changed and it converted to acceptable and dignified profession for both patriarchal and matriarchal society. Significantly modern educated women are of their feet by glitter of modernity, by wave of westernization and by intoxication of new emancipation, self dependent and equality. Considering egalitarian understanding of human society women never wish to recognize themselves as subaltern and marginalized group. Therefore women have been seen in every field of occupation throughout the Globe in. In light of this a good

¹ Saikia, J. P. : Problems of Education and Rural Women, D. V. S. Publication, Guwahati, Assam (2008), p-1

number of women have been aspiring for their careers outside the home. Modern educated women are not only involved with those professions which are not risky as well as easy enough for a woman, but they are engaged with those professions which are challenging and risky too. In the last couple of decades a number of glamour's professions have been emerged in the automatized modern societies throughout the Globe. Among these working in media sector is one of the fast growing professions. Especially working in Visual Electronic Media is one of the fast growing challenging professions of the Global World.

Origin of print media:

Although women are latecomers in the field of mass communication, but the process of mass communication is very old. "The inventions of paper and printing and later news papers were the first steps towards mass communication. It is believed Johannes Gutenberg of Germany was the first to develop around 1439. With printing, there was a revolution of the development of communication. News papers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the World."² In the light of this journalism as a craft, a profession and as business was started throughout the World."³ Journalism was started in India during the British days by Englishmen. Later national leaders and social reformers started to use news papers as the medium of public opinion. "The first newspaper meant for publication was 'announced' in 1776 by William Bolts. He asked those interested to come to his residence to read the news. This 'Newspaper' had the twin function of information the British community of news from 'home' and of ventilating grievances against the colonial administration"⁴ s

"Like other parts of the Globe as well as India, in Assam too, the history of print media is more than 160 years old. The journey was started with 'Arunodoi'. It was first published in January, 1846 from Sivasagar. Dr. Nathan Brown was the first Editor of the monthly magazine."⁵ After independence, Assam witnesses numerous daily and weekly news papers and the journey is still going on.

Origin of Electronic Media:

Although the invention of paper and printing and later newspapers were the first steps towards mass communication, but it was only through telegraph, that message could be sent by long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the Radio by Marconi in 1901 which made possible sending of human voices over long distances. In 1947 the invention of the transistor made the radio the most popular medium for sending voice messages. After Radio, Television was invented by John Logie Baird in 1920. It was the first step in the field of Visual Electronic Media. However before Television people were introduced only with the audio Electronic Media, which was not visualized. The invention of Television opened a new chapter in the field of mass communication. Communication was developed slowly; photography was developed in 19th century. Later colour photography could be taken by using an emulsion.

As like other parts of the World, in India Television started on 15th September, 1959 on an experimental basis. The first Television station was set up in Delhi. But it was considered as irrelevant to the government development agenda. In 1982 Television became available in colour. However from early 1990's Satellite Television also came to India which helps to recognized it as mass medium. Today there are 300 TV channels in India.

Assam has also a history of Electronic Media as like India and other places of the Globe. In 1948 the Radio station was started in Assam at Guwahati with the efforts of first Chief Minister of Assam, Gopinath Bordoloi. The first Assamese Radio news bulletin was broadcasted from AIR Guwahati only in 1957. Before that, news bulletin were transmitted from Kolkata. In 1961 the government of Assam established 'Jyoti Chitrabhan' the only film and television institute of entire North-East India, which open a new era in Assamese Film Industry. After that Doordarshan Kendra, Guwahati, was launched in 19th November, 1982 as a milestone of the history of Visual Electronic Media of Assam. Similarly the era of Satellite Television in the region started with Northeast Television. Soon more satellite news channel namely News Live, DY 365, News Time Assam, Frontier TV, Prime News, News Network joined the list.

History of women participation in media:

With the development of mass communication throughout the Globe, working in media becomes a responsible and glamour's profession. In the beginning of the late 19th century, women have been agitating for the right to work as professional journalist in North America and Europe. Anne Royall was the first female journalist in America. In the late 1700's she edited and published a newspaper. Nellie Bly was the most noted century reporters. Evelyn Shuler was the noted reporter in the history of

² Wilbur Schramm: Mass communication, Illinois, Illinois Press, (1960), p-20

³ Kumar, J, Keval: Mass communication in India, Jaico publishing House, Delhi, (1994), p- 52

⁴ Kumar, J, Keval: Mass communication in India, Jaico publishing House, Delhi, (1994), p- 61

⁵ Baruah Prafulla Cd. (ed): Dersha Basariya Batori Kakotor Itihahs, DBBK Udyapan Sammitt, (2008)

female journalist. And lots of the example of those brave ladies who have been occupied the position of reporters, editors, anchors and other positions and broke the traditional concept that 'journalism is the profession which is only for man'.

Indian women took the plunge into the rough and tumble of professional journalism during the first half of 20th century, including several editors of journals like Asha Devi, Madhavi Verma, Radha Devi etc. Bombay was the first city of India to open the door of journalism to women. Roshan Peiris is the pioneer female Indian journalist. Homai Vyarawalla was the India's first women photo journalist.

With the development of mass communication journalism became a profession in Assam also. The process is growing faster with the development of the satellite era. From the age of 'Arunodoi' many British women were involved in the various activities for the publication of the magazine, but during that period they were not recognized as journalist. On the other hand they were not indigenous Assamese Women as well. However, Nirupama Borgohain is the most noted among the pioneers of Assamese female journalist. Although the Assamese Women started to find their entry in this field, but only a considerable number of women were working in news papers with different responsibilities in the last few years. Now, in the era of Electronic Media, Assamese women are finding most important place in Visual Electronic Media. Women even successfully established themselves as most competent, dignified and skilled workers in Visual Electronic Media throughout the World.

Key Concept (Visual Electronic Media and Working Women):

- (i) Visual Electronic Media: Visual Electronic Media (VEM) is the media which are visualized to audience and it use electronics or electromechanical energy for the audience to access the content. It encompasses access to information through computer based means.
- (ii) Working Women: Working Women are those, who work in organizations and earn wages or remuneration for their work.

II. Review of Literature:

A good number of social scientists have done their works on women in media professions, their social status, economic status working condition etc throughout the World. They have concerned with different kind of findings in their research.

Ceulemans Mieke, Guido Fauconnier (1979) publishes a report on "Mass Media: the image, role and social condition of women" where they examine that the image of women in mass media and women's participation in the production of messages disseminated by the mass media cannot be studied in isolated from broad socio-economic, political and cultural world at a specific point of time research on women and mass media has focused predominantly on the portrayal of sex roles in various mass media. How women are represented in radio, television, the press and film as documented in such studies are discussed in this report.

Creedon J. Pamela (1993) involves in a research work namely "Women in Mass Communication" which gives emphasis on race and culture, leading scholars in the field provide compelling analysis of the ways in which feminist theory and perspectives have been incorporated into mass communication. This work examines the status of women in the mass communication industries, from sporadic breakthroughs to the continuing sexism and economic inequalities that pervade the profession.

Feminist writer Liesbet Van Zoonen (1994) in her research work "Feminist Media Studies" provides a critical introduction to relation between gender, media and culture. Feminists have long recognized the significance of the media as a site for the expression of or the challenges to existing constructions of gender. In this broad ranging analysis the author explores the ways in which feminist theory and feminist research contributed to the full understanding of the multiple roles in media in the construction of gender in contemporary societies.

Creedon J. Pamela and Judith Cramer (2006) provide an insightful examination of women in the journalism and mass communication professions in their mostly known work "Women in Mass Communication". They also offer ideas and directions for improving the status of women and men working in the field.

Byerly M. Carolyn and Karen Ross's (2002) work on "Women and Media: A Critical Introduction" is a thoughtful cross-cultural examination of the ways in which women have worked inside and outside mainstream media organization since the 1970's. The work provides original insights into women experiences and their economic status as working women. They found that women's have organized their internal and external campaigns to improve working condition and established women owned media to gain a public voice. In this book, identifies key issues and developments in feminist media critiques and intervention over the last 30 years, as these relate to production, representation and consumption.

Paisner Daniel (1989) in his work "Imperfect Mirror: Inside Stories of Television Newswomen" provides numerous insights into the lives and careers of television newswomen in the form of quotes from celebrities and lesser known's in the field. This work

includes, what demands are made of women but not of men and how females cope with sexism and pregnancy etc a variety of contemporary and real issues. Through this work, the author has shown the challenges of women within the media industry.

Thomas Elizabeth and Dale Ann Stieber (2004) in their research work "Growing up Female in a Media World" found that media is a lot more complicated for today's girl's and women's. Women are rightfully concerned about the role that the mass media pays in their lives. The challenges facing women today is to develop the skills to discern and interpret the images presented by the media. This observation touched upon how women are seen in both news and entertainment.

Thornham Sue (2007) involves in a research work on "Women, feminism and media", which examines that over the past few decades women have a major influence on the field of media, film and cultural studies. At the same time the cultural shifts towards 'post feminism' has raised questions about the continuing validity of feminism as a defining term for this work. This work explores the changing and often ambivalent relationship between the three terms women, feminism and media in the light of this recent debates.

Ann C. Hall (1998) in her work "Delights, desires and dilemmas: essays on women and the media" express her view on three major trends in feminist media studies. The liberal feminist perspective, which focuses on the media's tendency to misrepresent and oppress women, the postmodern perspectives, which illustrates the ways in which women can participate in, enjoy and sometime subvert the dominant media, and the more recent attempts to identify and challenge the obstacles that threatens to obliterate feminist gains. The contributors cover a wide range of subjects.

Biagi Shirley and Marilyn Kern Foxworth (1997) in their work "Facing Differences: Race, Gender and Mass Media" cover a wide range of topics, groups and issues. It seeks to explore the images of women provided to audience by the Mass Media. It analyzes the mass media's employment, treatment and portrayals of issues concerning race and gender.

III. Significance and Objectives of the Study

Now the Visual Electronic Media is the prime centre of expression, producing and transmitting information which is very significant for equilibrium and ordered society. The progress made in last two decade. VEM has made a way to provide new possibility for women to improve their economic status. On the other hand they get to build an integral vision of themselves with special opportunity in media houses. Now it is true that women work hard for long hours in various areas of media organizations and contribute to the economy as like male counterpart. The women's employment in this sector has increased, but at the same time they have to face lots of challenges in this profession. Considering this, the role of Women in media as worker is very significant from Sociological view point. Their Social and Economic Status are certainly manifesting the real plight of Women in VEM. Many of the working women in VEM have to face lots of problems, while some of the hindrances come out due to gender inequality in this profession. However; though the working women in VEM are facing a large number of problems in the media profession, but at the same time, no one can deny the prospects which comes from the media profession. Therefore, the objective of this Study is 'to find out the problems and prospects of working women in Visual Electronic Media.'

IV. Field of the Study:

The domain of this Study relates to the problems and prospects of working women's in Visual Electronic Media in Assam. There are nine (9) Visual Electronic Media in the State, which cover their telecast entire Assam. These are Doordarshan, Northeast Television, News Live, DY365, News Time Assam, Frontier TV, Prime News, News Network and prag Channel. These channels are run by both private and government organization which cover its telecast for entire Assam through satellite, cables and other means. But for the purpose of this Study one of the most popular satellite news channel of Assam i. e. DY365 has been selected where a sizeable number of women are associated as worker.

DY365 is a regional satellite news channel covering all the eight States of the Northeastern region. It is a popular and widely viewed satellite television channel of Assam and Northeast, which is broadcast 24 hours a day continuously. It telecasts a number of programs which is based on news, entertainment, current affairs, discussion, cookery, business, sports, lifestyle and many other such categories. The owner of the channel is 'Brahmaputra Tele Productions PVT. LTD'. The channel is launched at 23rd October, 2008. The Head office of the channel is located at Gorchuck, near to NH37 of Guwahati and also has a branch office in Delhi. The channel not only offers news and current affairs programs which are information oriented or fact based, but also offers programs related to the social, political, economic and cultural affairs of the Northeast region of India. It is committed to provide and deliver news and views so that the people of Assam and Northeast can be benefited and remain well versed with the present situation. The channel covers different types of programs so as to fulfill the requirement of all domains of people and has accordingly managed to provide all of them through a very well defined list of schedule. The news reading of this channel is done in multiple languages including Assamese, English, Hindi and Bengali. It has many entertaining programs like movies, music, comedy, fashion, health etc and some special shows. It telecast movie and other cultural programs on a weekly basis at different times of the day. Besides general news reading there are also many special shows which are included in the daily schedule on different occasions according to the demand and

interest. The satellite news channel DY365 is based on INSAT 4A (C Band) and is broadcast at an operating frequency of 3949 MHz with QPSK modulation. The administration panel comprises of the managing director and editor in-chief of the channel are the top position of the panel. It has its bureau at different places in the Northeast region which includes Dibrugarh, Tezpur, Dhubri, Bongaigaon, Haflong, Manipur and other places of the region as well as in India.

V. Methodology

The Study was carried out in a private media house situated in Guwahati, Assam. The women who work in different levels of this media houses were considered as respondents. It was found that only 30 women, both married and unmarried serve for the organization and earn money for their own livelihood. The study is exploratory by nature and hypothesis is not needed. In this Study the following methods are followed-

The data were collected from two sources i. e.(i) Primary and (ii) Secondary. To collect the primary and secondary data some techniques were adopted i. e.(i)Interview Schedule and (ii) Observation.

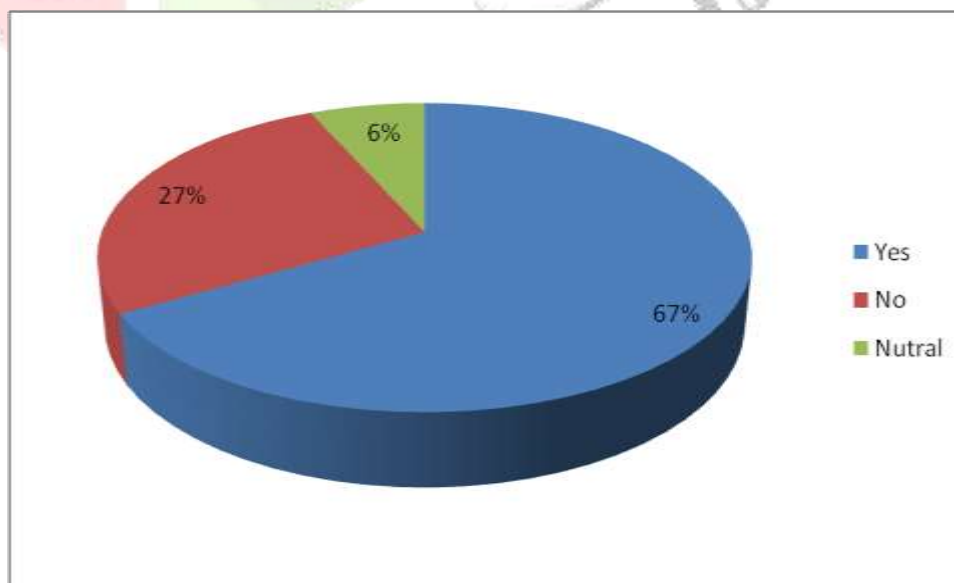
At first the primary data were collected through the Interview Schedule. Data were collected from each of the women employees of DY365. In this Study in depth interview was also adopted to collect data. This method was adopted as a supplementary technique to provide more accurate information about the economic status of the respondents. Besides these, to some extent, observation also helped to know the attitude of the respondents towards the issue of this Study. After field study data were classified. Classification of data were done question wise. Since possible alternative answers were provided to each question. Various responses were classified into homogeneous groups. All the quantitative data were transformed into finding as the study had a significant objective.

VI. Analysis and Findings

Since the Study is concerned with the problems and prospects of the working women in VEM i. e DY365. Here it is found that total 170 employees associated with DY365. Out of 170 employees, the numbers of female employees are very less i. e. 30 (17.64%). Out of 30 respondents 10(33.34%) are married, 18(60%) are unmarried and 2(6.66%) are divorce. The prime objective of this paper is to find out the problems and prospects of working women in VEM i. e. DY365, hence attempted to study the problems and prospects of working women in VEM, which includes respondent's working environment, physical infrastructure of the organization, physical, psychological, social constraints and sexual harassment at work place etc.

Proper Physical infrastructure of an organization is very essential factor which is related to the satisfaction of the workers of an organization. The Lack of proper physical infrastructure may create problem among the workers of the organization. It hampers to the physical and mental condition of the workers as well as working environment of the organization. One could not work with a free mind in an inadequate physical infrastructure. Inadequate physical infrastructure may create two types of problems. Firstly, many of them are general problems being applicable to both male and female workers; secondly, some of the problems created by inadequate physical infrastructure are being applicable only for female workers.

FIGURE-1: Respondent's feelings of satisfaction with physical infrastructure of their organization



During the field visit it has been asked to the respondents that whether they are satisfied or not with the present physical infrastructure of their media organization. Out of total respondents i. e. 170, 20(67%) women expressed their opinion that they are satisfied with their present physical infrastructure of their organization. 8(27%) respondents indicated dissatisfaction on their physical infrastructure and only 2(6%) are neutral on this matter. From the above table we try to show the respondents satisfaction with the physical infrastructure of their media organization.

TABLE - 1
RESPONDENTS FACING ANY PROBLEM WHILE PERFORMING THEIR DUTIES

Sl. No.	Problems in performing duties	Number of respondents	Percentage
1	Yes	23	76.66%
2	No	7	23.34%
Total -		30	100%

During the field visit, it has been asked to the respondents that if they have faced any kind of problem while performing their own duties. In response to this question out of total respondents, 23 respondents i. e. 76.66% said that they have faced problems in performing their duties and 7 respondents i. e. 23.34% answered that they don't get any problem while performing their duties.

TABLE-2
TYPES OF PROBLEMS FACED BY THE RESPONDENTS

Sl. No.	Types of problems	Number of Respondents	Percentage
1	Physical Constraints	5	21.75%
2	Social Constraints	2	8.69%
3	Psychological Constraints	10	43.48%
4	Any Other	6	26.08%
Total-		23	100%

Above table shows that out of 23 respondents who have faced problems in performing their duties, 5 respondents' i. e. 21.75% have faced physical Constraints, 2 respondents i. e. 8.69% have faced Social Constraints, 6(26.08%) have faced problems for any other reason and the highest number of respondents i. e. 10(43.48%) have faced psychological constraints while performing their duties.

TABLE-3
RESPONDENTS EXPERIENCE OF SEXUAL HARASSMENT

Sl. No.	Sexual harassment faced by the respondents	Number of Respondents	Percentage
1	Yes	3	10%
2	No	23	76.67%
3	Neutral	4	13.33%
Total -		30	100%

From the above table it has been observed that out of 30 respondents 23(76.67%) respondents have not faced sexual harassment, 4(13.33%) respondents were neutral on this matter and interestingly 3 respondents' i. e. (10%) respondents have faced sexual harassment at their work place.

TABLE - 4
FACTORS RESPONSIBLE FOR THE SEXUAL HARASSMENT RESPONDENTS HAVE TO FACE

Sl. No.	Factors responsible for sexual harassment	Number of Respondents	Percentage
1	Proprietors	1	10%
2	Senior staff	3	30%
3	Co- colleague (male)	2	20%
4	Any other	4	40%
Total -		10	100%

From the above table it has been noticed that out of 10 respondents who have faced sexual harassment the highest numbers of respondents i. e. 4(40%) were harassed by any other while 10% respondents were harassed by proprietors,30% were harassed by senior staff and rest 20% were face sexual harassment by male co-colleagues of the organization.

TABLE - 5
RESPONDENTS FACING ANY PROBLEM IN CASE OF PROMOTINAL OPPORTUNITIES AS WOMEN

Sl. No.	Equal promotion with male	Number of respondents	Percentage
1	Yes	10	33.33%
2	No	18	60%
3	Neutral	2	6.67%
Total -		30	100%

Form above table it has been noticed that the maximum number of respondents i. e 18(60%) are not agree with the view that women has been given frequent professional opportunities with male members of the organization, 2(6.67%) don't have any opinion regarding this issue and rest 10(33.33%) respondents believe that women has been given frequent professional opportunities with male members of the organization. They strongly believe that promotion is depending upon the works of the employees and seniority basis, gender isn't a discussable matter in case of promotion.

TABLE - 6
RESPONDENTS FACING ANY PROBLEM TO GET HIGH POSITION IN VEM AS WOMEN

Sl. No.	No bar for women to get high position	Number of respondents	Percentage
1	Yes	6	20%
2	No	23	76.66%
3	Neutral	1	3.34%
Total -		272	100%

Above table indicates that majority respondents i. e.23 (76.66%) think that still there are some hindrance for women to get high position in the media organization. 1(3.34%) respondents have not any opinion regarding this topic and rest 6(20%) respondents feel that no bar for women to get high position in media organization.

TABLE - 8
REASONS FOR DISSAISFACTION OF RESPONDENT WITH THE JOB IN MEDIA

Sl. No.	Reasons for dissatisfaction	Numbers of respondents	Percentage
1	No economic security	20	80%
2	No social status	1	4%
3	No space for leisure activities	1	4%
4	No power to emancipate from any constraints	1	4%
5	Any other	2	8%
Total -		25	100%

Out of total respondent's i. e. 30, only 5(16.66%) respondents are satisfied with their job in media organization and majority of respondents i.e. 25(83.34%) respondents are not satisfied with their job in media organization. From the above table it has been seen that out of 25 dissatisfied respondents the highest number of respondents i. e. 20(80%) are not satisfied due to no economic security, 1(4%) respondents are not satisfied due to no social status, no space for leisure activities and no power to emancipate from any constraints, and rest 2(8%) respondents are not satisfied for any other reason.

The prime objective of this study is to find out the problems and prospects of working women in VEM. Problems of working women in VEM is measured in terms of problems related to respondents own life, facing undesirable experience at work place, to move from home, at night shifts, while collecting news etc. However public attitude towards working women in media is also being observed. Some of the prospects in media profession are also discussed. Regarding the problems of working women in media profession, some major problems has been found in the time of field visit. In this Study it has been found that all of the total respondents i.e. 30 reported they all have lack of subsidies hygienic canteen facilities and majority of them i.e. 28(93.33%) express their opinion that they have lack of recreational and refreshment room. Many of them said that without a refreshment room and recreational facilities its become tough for them to adjust yourself with the physical and mental pressure which is created by more work load in the office. In this study it is found that majority of total respondents i.e. 23(76.66%) reported that they have been facing many problems while performing their duties, and regarding the types of problems, highest number of them i.e. 10(43.48%) pointed out they have to faced psychological constraints, which is one of prime problem for them while performing their duties. some respondents i. e.15% express their views that that have to face psychological constraints due to the pressure of management

committee on them. They don't have freedom of speech and freedom of broadcast news without the permission of management committee. Sometimes against their ethics they have to broadcast news and other discussion programs.

In this study, an attempt has been made to study about respondents problems to work with male colleagues. And it was found that majority of the respondents 95% have not getting any problem to work with the male colleagues. But interestingly it was found from the study that 30% respondents have faced sexual harassment at their work place and those 30% respondents who have experience of sexual harassment 55% proclaimed that they are harassed by senior staff and proprietors. From this Study 80% respondents reported that they are getting problem for more work load but in comparison to their work load their salary is not satisfactory at all. Interestingly all 30 respondents said that they are not satisfied at all with their salaries and low salaries is one of the prime factor of their dissatisfaction in this media profession. In this study it has found that the organization has not provided any residential facility for its employees and with less salary it's become very tough for the employees to stay in a good rented house along with this low salary create problems in their livelihood. In this Study, majority of the respondents 80% have said that their social status is remaining same as earlier after they joining in the media profession and 20% respondent proclaimed that they have got more respect from society after joining the media profession, interestingly out of total 20% respondents who are agree with the view that they are getting more respect after joining in VEM industry, majority of them i. e. 75% are reporters, and rest 25% are news readers. It indicates that those workers who have to present yourself in front of camera or people can see them in television they feel that they have given a high position in society. Interestingly the highest number of respondents feel that the majority of the decision makers are male in the organization, women don't have given preference in the decision making process.

Although respondents have to face some kind of problems in the media profession, but similarly some benefits they could also be able to receive in this profession. Findings of the Study shows that there are remarkable changes among the women in the context of economic security, social status and emancipate yourself form some of the traditional restriction. There are a few women who are taking some kind of responsible position in this profession. In true sense, VEM gives women a platform to express yourself, through which they can raise their voice to any kind of discrimination, participating in any issues etc. Media world, which was think as the 'men's world' in few decades ago, now the strong entry of women make it true that its not men's world it's a profession where both men and women equally can participate.

VII. Concluding Remarks

Women have occupied an important place in every aspects of human society. But still women are not able to get an equal position with men in a patriarchal society like India in general and Assam in particular. Working in Visual Electronic Media is one of one of the fast growing profession where women associated with various activities and face challenges from various sides i. e. economic, social and others. On the other hand working in Visual Electronic Media is a very lucrative job at the present day situation. People believe that this profession has tremendous glamour with full responsibility of civilized World, for which women express their willingness to associate with the activities in Visual Electronic Media, but in real the working women in VEM have to faced lots of problems in their profession. They believe that the management of the publishing house provides very less facilities for their labour. Although they achieve tremendous glamour in VEM and it gives inner satisfaction to continue their day to day activities, but their economic status make them handicap to survive in modern complicated market. Of course, it is also true that accepting the challenges in this profession, they are contributing to the economy of their family and also improving their own social status in society.

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