



MEDIA AND WOMEN

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Abstract

The term “Media” coined in the 1923 by H.L. Mencken in United States.

The advancement of science and technology brought significant changes in social media. Anyone can know anything that happens anywhere in the world. Social media became a part in the life of women as well as adults. Social media refers to radio, T.V., Newspapers, Magazines, Mobile Phones, Internet etc. They influence the life system of everyone. They direct the way of the world.

Today the media constitute a big part of our lives. Almost everyone benefits from the media. Actually, it's a really big power to announce our thoughts and our goals.

Mass media play a unique and important role in the shaping of a society where men and women enjoy equal rights. Raising women's legal awareness is important for the creation of an equalitarian society.

The role of women in media revolves around the four axes of media. Media freedom, media pluralism, media independence and media safety. Women in media do not face the some difficulties and threats as men, but also experience gender inequalities safety issues, under representation.

In 1972, the United Nations Commission on the status of women noted that in all its efforts to promote the advancement of women, it had encountered a serious obstacle in the deep rooted attitudes of men and women which tended to perpetuate the status quo. The commission also observed that those attitudes were due to the cultural patterns which to a great extent,

determined thoughts and feelings about women and men. These in turn were being disseminated on a vast scale as a result of technical advances in mass communication media.

Social media has both positive and negative influence on women's behavior.

Social media refer to radio, T.V. Newspaper, Magazines, Mobile phones, Internet etc. they influence the life system of everyone particularly women not only influence but media enhance the women power at the same time discourage the women's capacity media support the women's life. Media educate the women's ability.

Key words: Early explain women in advertising newspaper coverage of women, women in television and the films, role of media in the development of women and men.

Introduction:-

"Media" is the means of transmitting or conveying a message. Some media carry written words and pictures / graphics (like the mail) and other media carry the voice (like the telephone). Electronic media can carry both voice and written material. Many messages in an organization have an emotional content, which influences the choice considerably, the emotional context is not carried equally by all media. In order to understand the importance of choosing the medium carefully, consider an occasion. When a person to convey the message.

Written messages are transmitted by the mail, carier (Telegraph, Index, Now its not in condition). Fax, E-mail, Notice board, and Bulletin Boards, Newspapers, Magazines.

Oral messages are carried by air vibrations the microphones, loud speaker, the telephone, cellular phone, Voice mail and the radio. The cinema and the T.V are the most powerful media as they can transmit all types of messages, written, oral, visual and audition.

Media which have been in use for a long time and depend on traditional carries are called conventional for convenience and to distinguish them from the modern media based on advances in electronics.

The advancement of science and technology brought significant changes in social media.

Anyone can know anything that happens anywhere in the world. Social media become a part in the life of women. Social media refers to radio, T.V, Newspapers, Magazines, Mobile Phones, Internet etc. Million of people watch T.V and read newspaper the free time. Most of people cannot do without anyone media T.V also dominate the life of the family. Without cell phone, Internet most people cannot do anything, it denotes most influence and useful in the life.

Social media is a like a knife. It helps to cut the vegetables or to kill a person. Similarly media helps either to develop or to destroy.

The media influences the values and attitudes of the individual. As an agency of socialization the mass media helps in the formation of opinion and attitudes. In this context we learn and know the meaning of “Socialization”. Socialization is the process of learning, group norms, habit and ideals. Every society prescribes its own ways and means of giving social training to its new born members so that they may develop their own personality. This social training is called socialization. Through socialization culture is transmitted from one generation to the next without socialization human beings cannot properly behave and pull on in the society. As an agency of socialization the media is responsible to form both the ethical and unethical values. Media also helps the individual to discard certain harmful habits through de-socialization.

Media plays a crucial role in developing many personality.

Reach of the media:

In 1972 the United Nations Commission on the status of women noted that in all its efforts to promote the advancement of women, it had encountered Serious obstacles in the deep rooted attitudes of men and women which tended to perpetual the status quo. The commission also observed that those attitudes were due to the cultural patterns which to a great extent determined thoughts and feelings about women and men. These in turn were being discriminated on a vast scale as a result of technical advanced in mass media.

All this has been successfully achieved due to the special nature of communication techniques of the mass media. Because the mass media is the “on way only” communication, it has the ability to process, filter and unify information so that readers, listeners and viewers become passive participants that is, mere vessels of information. It is precisely this ability that makes media so pervasive and penetrating by gradually shaping public opinion, personal beliefs and even people's self-perception, media influence the process of socialization and shapes “Ideology and thinking”. Today majority of the newspapers and magazines are owned by a handful of business houses and T.V Radio are under the total control of the party in power. Because of the increasing commercialization, television and radio time is also controlled by a few rich business houses. In this way the views, prejudices and interpretations of few people come to be accepted by the majority. The minority which controls media uses these techniques to strengthen its own position. Therefore media often acts as a conservative force in society one which wants to maintain the status quo and avoid major changes whether in relation to class or sex.

Women in Media:-

As a shape of ideology of a public media influences society and women in a major way. It affects all aspects of women's including self-image. It also influences decisions regarding women's development.

1. Women in advertising:-

Today the growth of sales promotion articulated through the medium of advertisement. Advertisement and publicity, which have emerged to increase commodity sales and have profit have become the lifeline of commercial mass media. Advertising projects the idea of freedom of choice for the purchaser and the freedom of enterprise for the manufacturer. They sell not just the cigarette but the promise of male power not just the face cream but the promises of womanly beauty, not just the gold spot but the promised female sensuality not just vim but the promise of ideal wifehood.

2. Historical background of Advertising:-

In 50's to 90's advertising films professionalism in the sexist idiom. This sexist imagery, which discriminates in favour of men, treat women as inferior and subordinate to men and project women as sex symbols.

In 1950's and the early 60's represent Advertisement was at its infancy. Advertisement films were simple and direct the notion of women as men's property and the celebration of male power in male sorts were dominant.

The late 50's and early 60's witnessed an aggressive drive towards a western, modeled economic growth and development. Women the seductress and sex symbol became popular representation of women. Men on the other hand were portrayed as naturally virile, polygamous beings, the prey to female seduction.

In 1970's and 80's advertisement came of age in India. Professionalism and sophistication became the marked features of advertising. This was also a period in which the women's liberation movement the demand for equal rights to women and radical gender role changes were beginning to consolidate in the west. The status quo and male ego were beginning to feel threatened and the need for reassurance of femininity and masculinity become important in society. Advertisement used the situation to reinforce traditional gender.

In 90's advertisers with great professionals and technical advancement are using the situation to reinforce traditional gender role and stereotypes more subtly. Thus today we have two kinds of images that are put across women as the seductress and women as the ideal housewife.

Images of women in Today's advertisement:-

The first kind of advertisement capitalise on the female body as an object to be feasted upon and consumed by eager male eyes. This is no better seen than in images of women in seminude and suggestive poses revealing big size some organs on calendars, advertising,

cigarettes, tractors paints and machinery. Most of these women in the picture are half reclining and smiling. They have a very soft expression on their face and are obviously very relaxed. The overall expression is one of an “empty lode” or dummy like expression devoid of any personality while men in the picture often demonstrate a thoughtful expression implying some intellectual processes.

The other kind of women portrayed are the house wives. While women are portrayed as successful professionals and important decision makers, women in advertisements are cast as housewives who busy themselves and keep happy with rice cookers, washing machines, sewing machines, washing powders and soaps. Men are seldom if ever seen, sharing household chores while women are becoming with pride and happiness with the latest household appliances being advertised as if housework necessarily and always equals women. Such advertisements deny the growing trend of women engrains themselves in occupations and activities outside the home and imply that this being house bound is the natural order of the things.

While time saving products that are extolled as reducing labour are properly desired most by working women who are time hurried, the purchasers in these advertisement are not working.

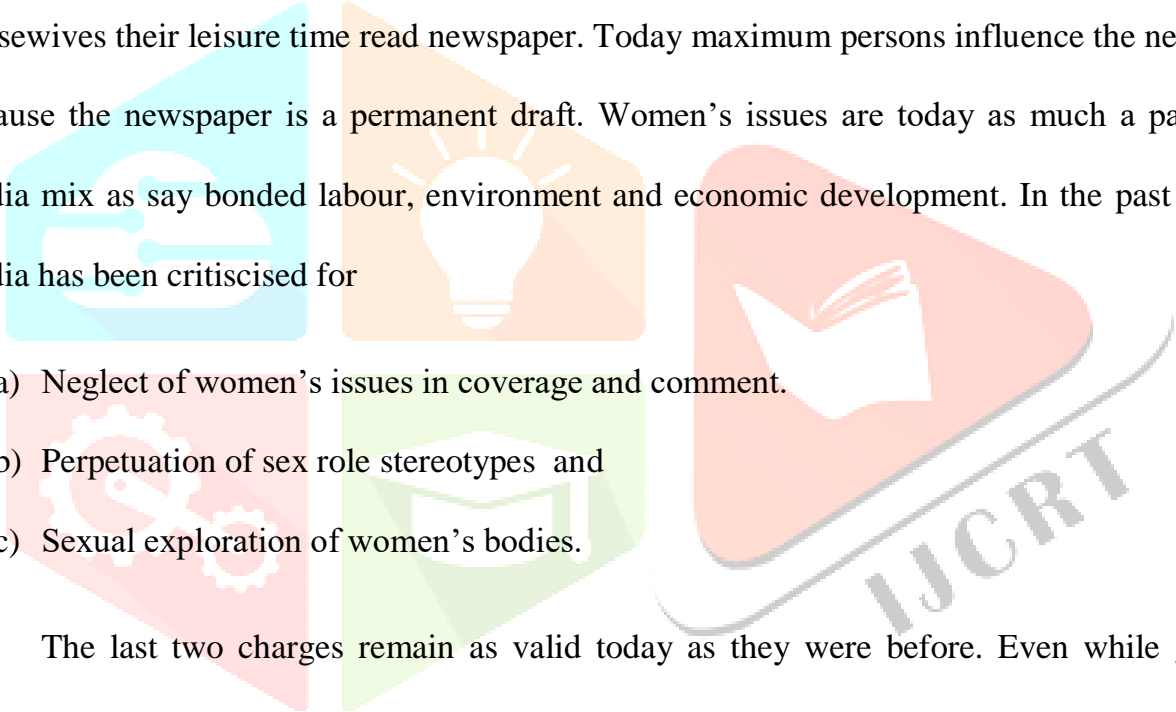
A women’s place according to those advertisement is not only in the home, but in the kitchen and the laundry room. Many advertisement portray women not only as servile and passive but also devoid of intelligence. Women are often shown to be madly in love with house work. Thus they can be seen gently and lovingly caressing and inhaling the fragrance of clothes and towels washed with a certain detergent, plates cleaned with a particular cleaning powder and floor polished with a particular brand of polish.

The real evil of the media image of women is that it supports the sexist status quo. In a sense, the fashions cosmetics and feminine hygiene advertisements are aimed more at men than women they encourage men to expect women to sport all the latest trappings of sexual slavery – expectations women must then fulfill if they are to survive.

Then what about those who have not the means to fulfill these expectations, to keep up this facade. They are made to feel worthless and unwanted, even unloved. We may hate ourselves as human beings as women and curse our misfortune. We create such untold misery, unhappiness and bitterness for ourselves. We have become enslaved by the mass consumer culture which exploits and makes victim of all women.

Women - in Newspaper:

Generally people their free time spend for read newspaper. Particularly women like housewives their leisure time read newspaper. Today maximum persons influence the newspaper, because the newspaper is a permanent draft. Women's issues are today as much a part of the media mix as say bonded labour, environment and economic development. In the past the print media has been criticised for

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- a) Neglect of women's issues in coverage and comment.
 - b) Perpetuation of sex role stereotypes and
 - c) Sexual exploration of women's bodies.

The last two charges remain as valid today as they were before. Even while generous space and coverage to women's questions in a variety of ways. It does this subtly as well as blatantly though.

1) Contradictory images :-

A same magazine or newspaper may have comments on women's anatomy at one place and in the same issue report on atrocities against Indian women which could include interviews with active groups and lawyers.

The general media, despite its coverage on women's issues, doesn't really have an overall editorial perspective or a committed and ethical stand on the women's question like a

consumer product the mass media opts for a mix that sells. Where women are concerned, thus mix once contained exclusively sexist face. Now there is an added component serious reportage on women – Because the women & question ‘Is’ ‘In’.

2) **Selective Coverage:-**

Some issues get written about but many others don't some issues like population policy are covered without incorporation the women's perspective. Dowry deaths and rape are staples for the media. Judgments on marriage, divorce and dowry are devious 'news' and are quickly followed by an elaborate editorial but judgments related to employment don't attract the same interest or get written about.

3) **Reinforcement of traditional Values:-**

While in India as elsewhere in the world, women are questioning old roles and values they are found to face conflict. Many newspapers with their regular back page homilies from religious discourses on the sacred duties of the ideal wife and motherhood, selectively reinforces and endorses traditional values while apparently focusing on the women's question.

4) **Operation of New Values:-**

There is often an enhanced coverage of women can make it to the top formula. The ingredients are normally a scientist, a judge, an IAS officer, these while shifting attention from the social system, while propagating that the woman too can succeed message, also downgrade women's achievement because they are superficial and lack the perspective which could make them meaningful.

For these papers while feminist struggles and analysis of issues are low priority for writing about feminist celebrities are not.

5) Hostility to Feminism:-

Media's treatment of women's question can be summed up in the dictum, "Selective coverage of women's oppression yes, but feminism no". Feminism by going to fundamentals and questioning deeply entrenched and accepted values as a threat to the comfortable patriarchal orders of which the media people both men and women are themselves a part.

6) The use of Humour:-

Many papers use a very laboured brand of humour to comment on at of the ways news items. Topics like wage for housework, high bride price, paternity leave of men sharing house work have brought in a number of cartoons reducing the most serious news items on women's struggles to cruel jokes.

7) Instant Headings:

Almost as bad as headlines which are the instant headlines. Any serious article analysing the women's dimension can be safely headlined. "The feminine mystiques or sexual politics or the second sex. Headings for a demonstration a rally are often a choice between 'women up in arms and women on the warpath". Another favourite heading for a report on a seminar is women of the world unite." The subject discussed could be health, employment, but the heading will be the same, I doesn't tell who is participating, where or why.

Women in Television and the Films:-

Though the reach of T.V. is much more and it reaches directly into our homes the television is also guilty of sexism, distorting of the image of women and propagation of sex stereotypes. Mothers, Housewives, dependent and passive women are very rarely shown as working women, capable, labourers, farmers. Women in rural areas grow atleast 50% of the world's food. They work in all aspects of cultivation including planting, thinning, weeding, applying fertilizers and harvesting. In some regions they also market what they grow.

Yet, the T.V. on any agricultural programme only depicts the male farmers. All Experts interviewers model farmers are men, women, marginal farmers and the land less do not features in these programmes at all.

The advertisement on television also show a bias towards women. Though we have a law which bans the giving and taking dowry, but in advertisement encourages people to save for their daughters wedding, through its advertisement.

The bias against women is not confined to serials and advertisement, its permits even the T.V., News and Current affairs programme. News coverage relating to women did not exceed 2.5 minutes of any news bulletin the focus of all women's programmes was on the home as the main stay of their lives, in the farmers programme only two telecast in a month raise the questions of a livelihood for women, otherwise the constitution of women to agriculture and the rural economy was totally ignored. Now women featured in the political programme

In the cinemas, then the period in 50's and 60's of romantic social films, heroine character is limited if married they were long suffering daughter- in-law who sacrificed everything to save the family honor even if the family treated them worse than slaves. Reward came their way in the end in the form of reconciliation as devi.

The 70's and 80's saw the rise of the action films. These revolved around the revenge of the wronged hero theme. The only women who mattered was the hero's mother. Film makers generally prefer preconception of the status of women which perpetual male domination in society. So we have images of women with in the family as wife and mother and beyond the family – the courtesan women are seldom shown as supportive of each other.

Thus the media has characterised the participation of women primarily in terms of consumer values. The image of women displayed and projected by the media has led to the moulding of attitude and perception both in man and women which are at variance with the

positive values in our culture women are stereotyped as housewife, mother and the consumer of goods. Women are made to consume fashions, cosmetics, household goods, western tastes goods, western tastes and values in the consumer society with the help of mass media.

Conclusion:-

Mass media has become the purveyor of a global culture. The mass media should also work for a better image of women in the press. Through media most women to know about policies, Schemes, projects of the Government. Media be able to play a positive role in the development of women.

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