

**CONTRIBUTORY ROLE OF MEDIA IN ENCOURAGING GENDER EQUALITY**

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**ABSTRACT:**

*Media has become an unavoidable part of modern society; various kinds of media is influencing the human civilization and it includes print media, audio-visual media i.e. T. V., audio media mainly radio, internet and more importantly social media. The widespread technology has accelerated the spread of mass media, and the spread of communication technology- the smart phones, i-pads and tablets have boosted it further more. The present paper is an attempt to understand the potential of mass media for promotion of gender sensibility.*

**Key-Words:** Mass Media, Internet, Communication Technology, Gender Role, Gender . Discrimination, Gender Equality, etc.

**Introduction:**

In present era of globalization, majority of people in the society rests on information and communication to keep on connected with the world and do our daily activities like work, entertainment, networking, connectivity, health care, education, socialization, travelling and anything else that one has to do as the media is given a right to give the news, entertainment, information or education. The media has a huge impact on society in shaping the public opinion of the masses. They can form or modify the public opinion in different ways depending on what is the purpose.

Last fifty years various kinds of media has been evolving impact on the society due to the exponential growth of Communication Technology and Information Technology. The telegraphs, posts, radio channels, television, and internet can be included as mass media and the devices like palmtops, smartphones and tablets are the gadgets that every person carries in modern times and they have reached to every nook and corner of the world. Though woman has reached greatest heights in almost every field today and has laid her undiminished mark on the world map, still there is an underlined gender discrimination witnessed in media today.

Media is the reflection of our society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in shaping opinions of society. It also helps to entertain them, educate and make them aware of the up-to-date activities. Today, Media has become the voice of the society. There is a range of media platform that has encouraged the beliefs and judgments of the young generation and other sections of our society.

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Society is attacked persistently with messages from a host of sources and media reaches thousands of miles and therefore, media can endorse and hurry up the developments in progress, or, on the contrary, it can also impede their application and Mass media continues to reproduce discriminatory stereotypes about women and portray them in mainly sexist ways. As a rule, woman is depicted in a narrow range of characters in mass media and she is often associated with the household or sex-objects, and many a times, they lack roles. UNESCO's statement on Mass Media in 1979, namely:

*"Taking into consideration that TV programs give information and reflect on gender roles in real life, it must be stated that women's images are distorted and unrealistic in these programs. All kind of entertainment programs portray women in a dual image. On one hand, they are decorative objects. Yet, at the same time, they are passive individuals in the household and in marriage who are dependent on men for financial, emotional and physical support."*

The research study, aims at understanding the role of media and its effectiveness to eradicate the gender discrimination and spread the sensibility towards state of woman in society. It is an attempt in studying the impactful role of media in publicizing information on important issues about woman and how society can be influenced about these issues. Mass media is communication—whether written, broadcast, or spoken—that reaches a massive audience within few seconds. Mass media is a significant force in modern culture *a mediated culture* where media is being reflected and created the culture. Gender sensibility is embraced as Institutionalization of a gender-sensitive culture becomes vital in modern society.

#### Conclusion:

Media has become an unavoidable part of modern society; various kinds of media is influencing the human civilization and it includes print media, audio-visual media i.e. T. V., audio media mainly radio, internet and more importantly social media. The widespread technology has accelerated the spread of mass media, and the spread of communication technology- the smart phones, i-pads and tablets have boosted it further more. The present paper is an attempt to understand the potential of mass media for promotion of gender sensibility.

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