

**Working Women and Media: An Analysis****Aditi singh**

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**Abstract**

*In this research we are talking about how women are oppressed by patriarchy, how they are not being treated equally? Why the world is not safe for women? Why even after so many developments, women still face less capable in comparison to men. As we celebrate International Women's day, it is very important to know and evaluate whether the status and role has changed over the years, to understand the progress that we have done, the obstacle which come in the way of gender equality. While carrying out my research, I looked at number of research and observe what women go through and got to know that society does and doesn't value for each gender.*

**Introduction**

Most women used 'powerful' in likely to describe men in a positive manner. 'Honest' was generally used to describe men but when it comes to women, the word which described them is 'beautiful'. The most interesting I have seen that positive for one gender but less positive or even negative for the other gender. For instance, 'strength' is one value that was seen as a really positive trait for men, but not so much for women.

I saw that how women are characterised as some object and men are **powerful, strong, and humorous** in the society. In essence, women face double-bind bias. They are either too **soft or caring** or anything which is related to softness.

It is true that labels and stereotypes do exists, and this is really affecting the opportunity the women have and the progress they can make in the workplace. There is so much to be done to handle this type of implicit biases. These biases become ingrained in the work culture for women and it is not only through active engagement and awareness that we can dismantling these issues and pray for the true parity in the near future.

It is a stereotype that women only perform some specific task that the history has associated with the female history. It is generally used with regard unpaid work that a mother and a wife will perform with a family and a household. The term '**women's work**' may indicate a role with the kids as defined by nature that women are only biological capable of performing them: pregnancy, child birth, breast feeding.

But the history is changing, and now women are coming in the field job like media, advertising, operation and many more but still they face gender imparity. They are being judged for their clothes, how they are living their lives, what they are doing, what kind of job they pursue, everywhere they are being judged by society and they face many challenges their whole life.

**How media shows Women?**

To understand the fact that why media plays such a role in establishing social norms, your identity. When you are born, you are cooing, spitting, and pooping. You are not judged by your gender. Until you grow and when you grow you are being taught that gender plays an important role and media plays a big role in it.

Women are being treated as an object. They criticized by their work, they are being used. When you watch an advertisement, you see so many things where women are used as an object, like a tyre advertisement, there is no such important to place a women to represent with tyre , media do such things so that people can get attracted with the stuffs they show. There are so many others examples where women are not getting the same treatment like men and even media represent like them. If she is paying a college going role then it is not important to show them short dresses but they do, so that they can get more viewers and it is getting normal no one is raising a concern out it.

### **Objective**

Media plays very important role in the society in the modern times as it communicate at the large level with the help of mass communication. Communication is very important for women's development and mass media plays very important role in development. But apart from various things and powers, media does not help in the upliftment of women like it should do. Women still face problems and most of the time media represents women in negative manner, whether it is in cinemas, advertisements, work space. Everywhere women are less praised.

There is 'n' number of conferences, conventions have been organised and voices have been raised to break the stereotypes through change in media policy but, however media still reproduce discriminatory stereotypes about women and represent them in sexiest way. Still women are portrayed in narrow range of characters in mass media. Even in programs, there is very less percentage of women who appear and this is only because of there is very less women work in these sectors and even those who are working they are compared with the male counterparts and always being judged.

In advertising and magazines, women are generally portrayed as slim, young and beautiful which meets the accepted standards. And women with such kind of appearance are often treated as sex objects.

### **Important Women Issues Raised By Media**

Women's are the wealth of India and that they have contributed in almost every field and made country feel proud at every occasion. they're ahead, leading the country, making mile stones and source of inspiration for several However, another reality of Indian society is that there's systematic discrimination and negiect of women's in India, which may be in terms of inadequate nutrition, denial or limited access to education, health and property rights, child labour and violence etc. The fear of sexual violence has been a strong consider restricting women's behaviour and sense of freedom. The struggle against violence is truly the struggle against the unequal distribution of power both physical and economic between the sexes. Media is that the mirror of society and media reports is reflection of happenings within the society. Media has immense power to influence the masses and communication and IT revolution has further increased its importance. Unfortunately, nowadays media is wavering from its actual role and giving biased information which makes development of the society harder. Portraying women as equals in. The society may be a subject that has been given low priority by the Indian media. The Indian media must be sensitized to gender issues and now must specialize in women issues in a very decisive way as their role is detrimental for the ladies empowerment in

India. within the light of those facts, the current paper focuses on women's issues in contemporary Indian society and role of media in addressing the problems.

**There are other issues raised by media like:**

### **Women Safety**

In India Sati, Sabitri, Durga, Laxmi are worshipped by people treating them as goddesses where as there's increasing number of violence against women. the quantity of violence against women has increased by many fold because of the greater exposure of girls in every field of life. Women were previously restricted to the four walls of the homes and after globalisation they need got the probabilities and opportunities to face equally all told sectors at par with male. Women are now a days cab drivers and that they also are the CEO of top companies. It is an honest sign that the patriarchal outlook of the society has changed to some extent but to not the extent it absolutely was purported to.

It's the identical outlook that restricts women to travel out and work making them as a tool for domestication. it's the identical outlook that treats males as superior than female and always attempt to dominate the ladies folk. There are different sorts of tools that's being employed by the male dominated society to prove their domination over the feminine. Eve teasing, harassment, rape, force against women are these weapons utilized by the male to display the male superiority. this can be one in every of the prime reason violence is increasing in India and ladies safety may be a concern in India. Along with the outlook the slow pace of operation of Indian judiciary is another major reason for the increasing women safety in India. The police of India aren't efficient and not neutral which is that the reason why the cases of violence against women take while within the investigation phase. Within the name of social pressure and shame many ladies didn't commence and report the relate police. This can be one in every of the numerous reasons why the amount of cases reported are but the particular number of violence happening against women.

It is a shame that rapes happen every day. Rape may be a disease which attacks from everywhere to everywhere. It's an evil that has no boundaries. It's present in every nook and corner of the globe. It doesn't differentiate between a 3-year-old kid and an 80-year-old lady. From parties to workplaces to our homes, rape and harassment became a norm. The survivors of those heinous crimes are then left to be humiliated throughout their life. a number of them even spend their whole "after rape life" on ventilators or they're burnt alive. In order to boost women safety in India the primary task is to boost the amount of girls in every sphere of society. Together with that the change in outlook of individuals is extremely essential for the protection of girls. From family to educational institutions men should be taught about respecting females. Further, there should be fast-track courts to listen to the cases and that they cases should be investigated during a time bound manner. Only strict laws can't solve the matter of girls safety in India rather the implementation of those laws during a time bound manner can solve the difficulty to an outsized extent. Eg: when there was a case 'nirbhaya' happened, media tried everything and question in every debate shows about women safety whether women are safe in our society or not.

### **Women Empowerment**

Women's empowerment is that the process of empowering women. Empowerment may be defined in many ways, however, when talking about women's empowerment, empowerment means accepting and allowing people (women) who are on the surface of the decision-making process into it. "This puts a robust emphasis on participation in political structures and formal decision-making and, within the economic sphere, on the power to get an income that permits participation in economic decision-making." Empowerment is that the process that makes power in individuals over their own lives, society, and in their communities. People are empowered after they are able to access the opportunities available to them without limitations and restrictions like in education, profession and lifestyle. Feeling entitled to create your own decisions creates a way of empowerment. Empowerment includes the action of raising the status of girls through education, raising awareness, literacy, and training. Women's empowerment is all about equipping and allowing women to create life-determining decisions through the various problems in society. Alternatively, it's the method for ladies to redefine gender roles that enables for them to accumulate the power to settle on between known alternatives whom have otherwise been restricted from such a capability.[1] There are several principles defining women's empowerment like, for one to be empowered, they need to come from a foothold of disempowerment. For example: A stripper not has got to commence her clothes to induce money and now could be a receptionist for a good company. Empowerment stems from self respect.

Furthermore, one must acquire empowerment themselves instead of have it given to them by an external party. Other studies have found that empowerment definitions entail people having the aptitude to create important decisions in their lives while also having the ability to act on them. Lastly, empowerment and disempowerment is relative to other at a previous time; therefore, empowerment could be a process, not a product. Women's empowerment has become a major topic of debate in development and economics. It may also point to the approaches regarding other trivialized genders in a very particular political or social context. Women's economic empowerment refers to the power for ladies to enjoy their right to regulate and like the resources, assets, income and their own time, still because the ability to manage risk and improve their economic status and well being.[5] While often interchangeably used, the more comprehensive concept of gender empowerment refers to people of any gender, stressing the excellence between biological and gender as a job.

***Eg: When media showed and question about women empowerment, then only the government took the step and initiated 'Beti Bacchao, Beti Padhaao.'***

### **Conclusion**

Gender inequality acknowledges that men and ladies aren't equal which gender affects somebody's living experience. These differences arise from distinctions in biology, psychology, and cultural norms. a number of these kinds of distinctions are empirically grounded while others appear to be socially constructed. Studies show the various lived experience of genders across many domains including education, anticipation, personality, interests, family life, careers, and political affiliations. Gender inequality is experienced differently across different cultures. Maximum time girl face gender inequality whether it is in term of job, salaries, outing, independency, or anything. Media

always show whenever any woman do something out of the box and try to influence people so that they can understand that what is the ground reality.

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