Impact of Media Interventions on Social Issues: An Empirical Study in the context of Women empowerment

HIMANI BINJOLA TIWARI, Assistant Professor,Department of Media & Mass Communication , Graphic Era Hill University, Dehradun Uttarakhand India 248002 ,

Abstract

The empowerment of women has long been a major concern for civilizations all throughout the world. Women still encounter a number of difficulties linked to gender discrimination, unequal pay, restricted access to healthcare and education, and a lack of representation in positions of decision-making notwithstanding recent advancements. Social standards and values are strongly influenced by the media, and they can either support or oppose these inequities. In order to increase awareness, inform the public, and encourage social change, media interventions are an essential instrument. To advance women's empowerment and combat gender-based violence and discrimination, a variety of media outlets have been employed, including print, film, television, and social media. Women's empowerment has a large and complex response to media interventions. Media interventions can alter cultural attitudes and views about gender roles and advance the representation of women in a variety of professions, from business to politics. Sample of 179 women from different occupational sectors were considered to know the Impact of Media Interventions on Social Issues and found that Media interventions alter cultural attitudes and views about gender roles, Advance the representation of women in a variety of professions, from business to politics, Support gender equality by addressing social and cultural norms that discriminate against women.

Keywords: Empowerment of women, Gender discrimination, Media interventions, Gender-based violence, Representation of women.

Introduction

The process of giving women the skills, choices, and agency necessary to realise their full potential and actively participate in society is known as empowering women. Public opinion and societal conventions can either support or fight gender inequality, and the media has a significant impact on both of these. As a potent tool for advancing women's emancipation and combating

discrimination and violence against women, media interventions have recently come to the fore. the role the media plays in giving women a voice and a platform to share their experiences.Women can increase awareness of issues that impact them and reach a larger audience through media interventions like movies, television, and social media. The media can act as a watchdog by exposing incidents of prejudice and violence against women, which helps to hold offenders accountable and advance societal reform. It contends that media initiatives can also influence public perceptions of women and fight the preconceptions that restrict their possibilities and potential (Singh 2017).

The empowerment model offers an insightful framework for comprehending the process of empowerment and its potential to advance women's empowerment. The concept emphasizes the significance of building up human potential, presenting chances for involvement and decision-making, and eliminating structural disparities that prevent women from accessing resources and opportunities. By giving women access to information, increasing understanding of their rights, and granting a venue for their opinions to be heard, media interventions can play a significant role in fostering empowerment. By giving women the chance to express their experiences and viewpoints, the media can help advance women's participation in decision-making (Cattaneo and Chapman 2010).

Women's empowerment in the Indian setting is discussed in the article "Women Empowerment Myth and Reality," which also examines its prospects and problems. The author draws attention to the fact that despite some encouraging changes, women continue to confront a number of obstacles such as discrimination based on gender, limited access to healthcare and education, and representation in positions of power. According to the author, media interventions can be extremely important in advancing women's empowerment and addressing these problems. Television, movies, and print media are just a few examples of the media outlets that may be used to promote positive role models for women while also showcasing their accomplishments. Social media campaigns can be used to mobilize the public's support for women's rights and increase knowledge of these issues as well (Joshi 2004).

Literature Review

"Engendering Development" by Cheston and Kuhn (2001) emphasizes the significance of gender equality in fostering development and reducing poverty. It underscores the importance of gender

equality in terms of rights, resources, and voice and the contribution of the media to this cause. Media interventions can support the advancement of gender equality by addressing social and cultural norms that discriminate against women, promoting positive depictions of women, and giving women's views a platform. By increasing knowledge of women's rights and supplying information on the services and resources that are available, the media may also help women have access to resources and opportunities.

Chakraborty and Mondal's 2018 study investigates the influence of media interventions on women's emancipation in the context of Hindi television serials. The writers examine how women are portrayed in three well-known serials and find issues that pertain to women's emancipation, such as education, career, marriage, and family. The study concludes that these serials convey a conflicted picture of women's empowerment, with some good portrayals of women who defy gender norms and pursue their aspirations and other negative portrayals of women who adhere to traditional gender roles and suffer in silence. These serials, which are viewed by millions of people every day across India, are said to have a huge influence in influencing public opinion and empowering women.

In "Liberty Dignity and Change in Journalism," the critical part played by media in advancing women's empowerment and combating gender-based inequality is highlighted. By dispelling misconceptions and encouraging positive depictions of women, the author contends that the media can help to build a society that is more inclusive and equal. It suggests that media interventions, such documentaries and news stories, can spotlight women's experiences and problems, which can aid in tearing down societal barriers and upending patriarchal norms. identifies some difficulties with media initiatives as well. One of these issues is the absence of female representation in the media.Women's views and experiences are still underrepresented in the media since men still control the majority of the industry (Bala 2018).

The media's role in advancing women's emancipation in India is examined by Das and Das in 2018. They examine the body of research on the subject and look at examples of media interventions that have tried to empower women in many ways, such as through political engagement, advocacy, education, and employment. The study concludes that media

interventions can significantly affect women's empowerment by presenting positive role models, increasing knowledge, and dispelling prejudices. The authors contend that the creation and promotion of media material that empowers women and promotes larger societal change should be a joint effort by media professionals and legislators.

ICT for women's economic empowerment is discussed in Gurumurthy's (2004) article on bridging the digital gender divide, which also offers insight into the problems. By giving women access to markets and opportunities, the book emphasises how technology has the ability to support their economic empowerment. The book does acknowledge, though, that women have a number of obstacles to overcome in order to have access to technology, such as societal restrictions, a lack of education, and limited access to resources. It takes a complete strategy to address these issues, one that incorporates gender equality policies, women's education and training initiatives, and easy access to infrastructure and resources.

One crucial component of women's empowerment is the spouses' involvement in the health of the mother. According to Carter from 2002 on spouses' involvement in maternal health, men who are interested in their wives' care are more inclined to accept their decisions and fight for their rights. As a result of this involvement, women are given more influence over their health decisions and have easier access to resources and support, which can enhance gender equality and women's empowerment. By highlighting the advantages of male involvement and challenging cultural and social conventions that discourage men from participating, media interventions can have a substantial impact on encouraging men's involvement in maternal health.

According to Baruah's (2012) research, social media has the ability to facilitate micro-level technological relationships. Women can utilise social media as a forum to interact with people who have had similar experiences and share their own. This can be especially advantageous in the context of women's empowerment because it enables women to raise their voices and tell their stories to a larger audience. Social media can also be used as a tool for action and advocacy, which can support social change and raise awareness of women's issues. The Commonwealth is represented in Green and Deutsch's (2002) study on women and ICTs for open and distance

learning. It draws attention to the opportunity for information and communication technologies (ICTs) to support women's empowerment by enabling access to training and education.

Singh and Rajput (2018) investigate how television promotes women participation in India. of women in urban and rural places and employ analysis to look at the connection between media exposure and women's empowerment. According to the study, watching television is positively connected with women's empowerment as indicated by their levels of education, employment, and household decision-making authority. The authors contend that media interventions can significantly contribute to women's empowerment by giving them knowledge, role models, and fresh viewpoints on gender roles and rights. Nevertheless, they also point out that broader social and economic issues also have a big impact on how opportunities and outcomes for women are shaped and that media interventions are not a cure-all for gender disparity.

Objective: To ascertain the Impact of Media Interventions on Social Issues.

Methodology: This empirical study had considered 179 women from different occupational sectors to conduct the survey and know the Impact of Media Interventions on Social Issues. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose "Yes" or "No" for all the questions.

Data Analysis and Interpretations:

Table 1 Impact of media interventions on social issues

S. No.	Impact of Media Interventions on Social Issues	Yes	% Yes	No	% No	Total
1	Social standards and values are strongly influenced by the media	127	67.20	62	32.80	179
2	Social change, media interventions increase awareness among public	143	75.66	46	24.34	179
3	Helps in advance women's empowerment and combat gender-based violence and discrimination	139	73.54	50	26.46	179

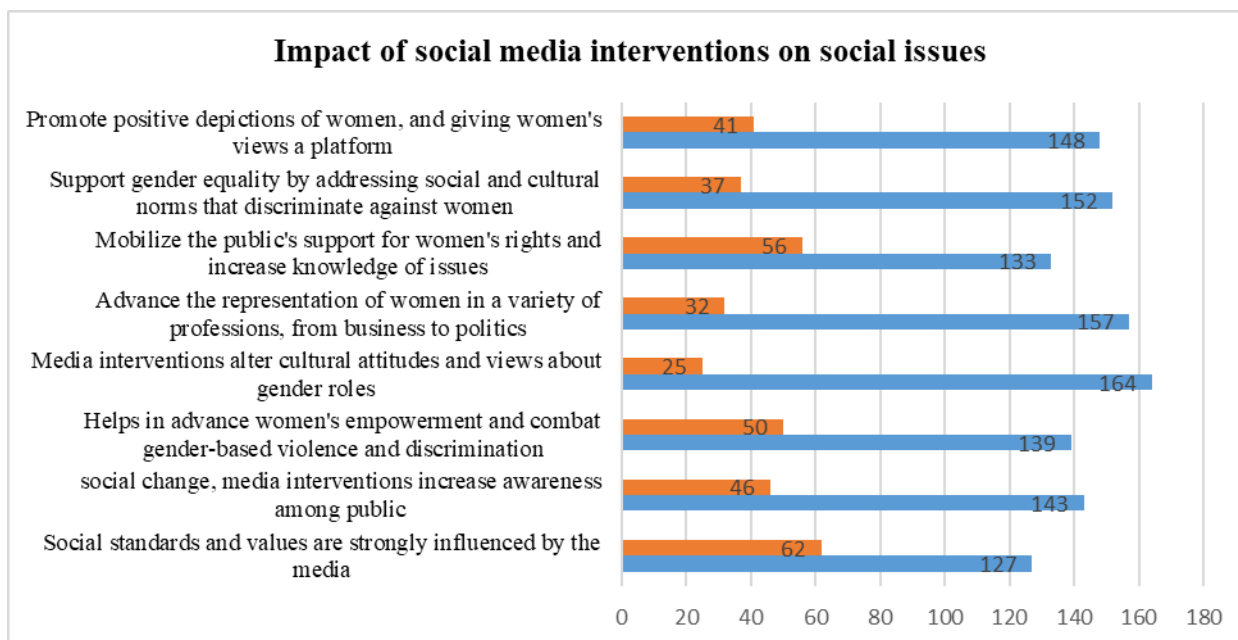| 4	Media interventions alter cultural attitudes and views about gender roles	164	86.77	25	13.23	179
5	Advance the representation of women in a variety of professions, from business to politics	157	83.07	32	16.93	179
6	Mobilize the public's support for women's rights and increase knowledge of issues	133	70.37	56	29.63	179
7	Support gender equality by addressing social and cultural norms that discriminate against women	152	80.42	37	19.58	179
8	Promote positive depictions of women, and giving women's views a platform	148	78.31	41	21.69	179

Figure 1 Impact of media interventions on social issues

Table and figure above show impact of interventions on social issues. It was found that around 86.77% respondent accept that Media interventions alter cultural attitudes and views about gender roles followed by Advance the representation of women in a variety of professions, from business to politics (83.07%), Support gender equality by addressing social and cultural norms

that discriminate against women (80.42%), Promote positive depictions of women, and giving women's views a platform (78.31%), Social change, media interventions increase awareness among public (75.66%), Helps in advance women's empowerment and combat gender-based violence and discrimination (73.54%), Mobilize the public's support for women's rights and increase knowledge of issues (70.37%) and Social standards and values are strongly influenced by the media (67.20%).

Conclusion

In India, media interventions have a big and varied role to play in advancing women's empowerment. Many studies have demonstrated that media interventions can increase knowledge, dispel preconceptions, and support positive role models, all of which can help to shift social norms and attitudes regarding women. By giving women access to knowledge, instruction, and opportunity for both personal and professional growth, these interventions have the potential to empower them. The complicated and ingrained problems of gender inequality in India, it is crucial to remember, cannot be solved by media interventions alone. To foster an atmosphere where women can flourish and reach their full potential, more extensive social, economic, and political changes are also required. Policymakers, media professionals, civil society organizations, and individuals must work together on this in a coordinated manner. These initiatives have contributed to a change in public opinion and the development of a more welcoming atmosphere for women by highlighting positive role models, advocating for women's rights and opportunities, and dispelling gender stereotypes. It is critical to keep researching and analyzing how media interventions affect India's empowerment of women going forward. It also calls for a dedication to advancing gender equality and giving women more authority across the board in society. Together, we can use media interventions to advance good social change and provide women the tools they need to realize their full potential.

The study had analyzed impact of Media Interventions on Social Issues and found that Media interventions alter cultural attitudes and views about gender roles, Advance the representation of women in a variety of professions, from business to politics, Support gender equality by addressing social and cultural norms that discriminate against women and promote positive depictions of women, and giving women's views a platform.

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