

ROLE OF MEDIA IN SHAPING PERCEPTIONS OF WOMEN EMPOWERMENT IN INDIAN SOCIETY -Special Reference in Dharwad District

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Abstract-

Introduction: Introduce of this article paper on Women empowerment is an important issue of women living in developing and under developing countries. The media has been large instrument to supporting the movement for women emancipation by focusing on the neglect and marginalization of the position of women in the society. It is a medium which provide support gender equality, growth of women's education and enhancing the status of women in society.

Review of literature: According to Mahmud (2012), conceptualize empowerment as a dynamic and multi dimensional process which are influenced by mainly four determinates and dimensions. The four determinants are age (demographic status), household wealth (economic status), women's schooling (Social status) and very important media exposure to TV and radio. These results in various dimensions of empowerment 'self esteem', 'control of resources', 'decision making' and 'mobility'.

Objectives of study: The main purpose of this article is role of media in shaping perceptions of women empowerment in Indian society area at Dharwad district.

Research methods: This article paper completed with the research methodology is the description, explanation and justification of various methods of conducting research. *Area of Study:* The present study is a role of media in shaping perceptions of women empowerment in Indian society area at Dharwad district.. *Universe and Sample:* total numbers of women's sample during 2022-23 in Dharwad district of Karnataka is 1385, out of women respondents select 140 respondents only. *Tools and Techniques of Data Collection:* Both primary and secondary sources of data collection were used in the present study. The primary source consisted of interview schedule from the women's in Dharwad district. Secondary data were books, magazines, journals, newspapers, census reports and records of other concerned offices etc.

Data Analysis: This article studies two types of data analysis on various aspects of Demographical respondents and role of media in shaping perceptions of women empowerment in Indian society area at Dharwad district.

Suggestion: This article suggested on More women's empowerment centric programmes in the persuasive mediums can be used as an instrumental tool to change the mindset of the society.

Conclusion: This article paper concludes on women's development and mass media play significant role is to be distinguished that growth of women's education and their entry into this business through employment has contributed to the growth of media.

Keywords: Media, Women Empowerment, Perceptions, Dharwad District.

INTRODUCTION:

Women play a significant role in the creation of family and making a nation better. Women constitute almost half of the population in the world (United Nations Reports, 1980). Therefore, women play an important role in the development of the society and the nation. Women are as valuable as the natural resources in the progress of the country. Women empowerment is an important issue of women living in developing and under developing countries. All developing countries today, focusing on the need for development of women and their active participation in the mainstream of development process. It is also widely recognized that apart from managing household, bearing children, women are going out for earning income from traditional work in the fields to working factories or running small and petty enterprises. They have also proven that they can be better entrepreneurs and development managers in any kind of human development activities. Therefore, it is important and utmost necessary to make women empowered in all spheres of development process.

Woman empowerment in India is a much debatable topic and a harbinger of challenging task as one need to acknowledge the fact of gender divide issues and discrimination against women as social malice since thousands of

years. Today the empowerment of women has become one of the most important concerns of 21st century. But practically women empowerment is still an illusion of reality. We observe in our day-to-day life how women become victimized by various social evils like child marriage, Illiteracy, Low status of women, Gender inequality at work, Dowry system, Sati practice, Sanitation and cleanliness etc.

Media plays a critical role in shaping public perceptions on different of important issues, both the information that is distribute through them, and through the interpretation they place upon this information. They also play a big role in shaping modern civilization, by portraying a particular set of beliefs, values and traditions as reality with interpretation. The media plays a very constructive role in today's society.

Media is considered to be the most important tool of society in the modern times to reach the mass audience by mass communication and it also create an impact on society. The media has been large instrument to supporting the movement for women emancipation by focusing on the neglect and marginalization of the position of women in the society. It is a medium which provide support gender equality, growth of women's education and enhancing the status of women in society. Media and new technologies of communication increase the participation and access of women to self- expression and decision making which give a way to empowering women. Therefore, this article paper studies on the topic of "Role of media in shaping perceptions of women empowerment in Indian society."

REVIEW OF LITERATURE:

1. Women Empowerment:

According to **Bennett (2002)** explain empowerment as —the improvement of resources and capabilities of various individuals and groups to connect, influence and hold accountable the institutions or organizations which affect them.

According to **Human Development in south Asia(2002)** as quoted by **Mathew (2003)**, —Women empowerment is also describe as a alteration in the context of a women's life, which enables her enhanced capacity for leading a fulfilling human life. It gets reflected in external qualities (like health, mobility, education and awareness, status in the family, participation in decision making, and also at the level of material security) and internal qualities (like self awareness and self confidence) both.

According to **Lillykutty (2003)** define women empowerment as develop women aware individually, women who are politically active, economically productive and autonomous and able to make intelligent decision on any issues that affect them and nations. Empowering women she suggests five hierarchical steps of equality, namely, welfare (fulfillment of basic needs of women), access (control over power resources such as personal wealth, land, skill, education, social status, leadership etc.), conscientisation (eliminating all forms of discrimination against women i.e., taking actions to fill up gender gap), participation (organizing themselves for being a direct partner of developmental works.) and control (creating an environment where they can enjoy all human rights which, are enjoyed by men and ability of women to take decision over their life and their children).

2. Women Empowerment and Media:

According to **Bellurkar (2000)** said that —From the various mass media television is considered as a powerful media. TV is an important source of information for creating awareness and used as influential educational tool to reach large number of people at same time. In rural area Television is the eye and ear of the women's for the educational source. This media offer vitality and newness which attract them, creates interest and desire to learn. T.V.

According to **Mahmud (2012)**, conceptualize empowerment as a dynamic and multi dimensional process which are influenced by mainly four determinates and dimensions. The four determinants are age (demographic status), household wealth (economic status), women's schooling (Social status) and very important media exposure to TV and radio. These results in various dimensions of empowerment self esteem', control of resources', decision making' and mobility'.

OBJECTIVES OF THE STUDY:

This article aims to evaluate the perception of working women about the role of media in women empowerment in India. This study aimed to achieve following objectives.

1. To know the impact of use of media in women's empowerment in Indian society particular study at Dharwad District.
2. To analyses the role of media about women's empowerment in Indian society particular study at Dharwad District.
3. To suggest measures to improve role of media for women's empowerment.

RESEARCH METHODS:

This article paper completed with the research methodology is the description, explanation and justification of various methods of conducting research.

Area of Study: The present study is a role of media in shaping perceptions of women empowerment in Indian society area at Dharwad district..

Universe and Sample: total numbers of women's sample during 2022-23 in Dharwad district of Karnataka is 1385, out of women respondents select 140 respondents only.

Tools and Techniques of Data Collection: Both primary and secondary sources of data collection were used in the present study. The primary source consisted of interview schedule from the women's in Dharwad district. Secondary data were books, magazines, journals, newspapers, census reports and records of other concerned offices etc.

HYPOTHESIS OF THE STUDY:

Hypothesis study of this article paper is:

Role in Women's Empowerment:

H0: Media does not play an important role in women empowerment in Dharwad District.

H1: Media plays important role in women empowerment in Dharwad District.

Effective medium for perception of women's empowerment:

H0: Media is not an effective medium for perception of women's empowerment in Dharwad District.

H1: Media is an effective medium for perception of women empowerment in Dharwad District.

DATA ANALYSIS AND INTERPRETATION:

This article comprises the analysis, presentation and interpretation of the findings resulting from this study. The analysis and interpretation of data is carried out in two phases. The first phase included the results of the questionnaire and deals with a quantitative analysis of data. The second phase include the results of focus group discussions, is a qualitative interpretation.

PHASE I

Phase I focuses on the analysis and interpretation of data collected for this study and the presentation of data is systematically linked to the format of the questionnaire attached . Questionnaires filled by total 140 number of respondent those were women from based only Dharwad District.

Table 1
Age-wise distribution of the respondents

Sl.No.	Age Groups (in years)	No. of Respondents	Percentage
1	21 to 30	33	23.57%
2	31 to 40	69	49.28%
3	41 to 50	27	19.28%
4	51 to 60	11	7.87%
	Total	140	100%

(Sources: Field survey on Dharwad district)

Table 1 shows that most of the respondents in the sample are from the age group of 31 to 40 years (49.28 percent) followed by the age group of 21 to 30 years (23.57 percent), 41 to 50 years (19.28 percent) and 51 to 60 years (7.87 percent) .

Table 2
Marital Status of the respondents

Sl.No.	Marital Status	No. of Respondents	Percentage
1	Unmarried	6	4.29%
2	Married	129	92.14%
3	Widow	3	2.14%
4	Divorcee	2	1.42%
	Total	140	100%

(Sources: Field survey on Dharwad district)

Table2 shows that an overwhelming majority of the respondents i.e. 92.14 percent are married.

Table 3
Educational levels of the respondents

Sl.No.	Educational levels	No. of Respondents	Percentage
1	Illiterate	12	8.65%
2	Primary	38	27.08%
3	Matric	42	31.00%
4	PUC	18	12.85%
5	Degree	28	20.00%
6	Master degree	2	1.42%

	Total	140	100%
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(Sources: Field survey on Dharwad district)

The table 3 shows that the most of the respondents are educated upto Matric Level (31.00 percent) followed by primary (27.08 percent), PUC (12.85 percent), Degree (20.00 percent) and master degree (1.42 percent) levels. There are 8.65 percent respondents in the sample who are illiterate. The table, thus, shows that the maximum number of respondents are educated from primary standard to ten plus two level.

Table 4
Occupation of the Respondents

Sl.No.	Occupation	No. of Respondents	Percentage
1	Housewife	130	92.86%
2	Business	5	3.58%
3	Cottage and Small Scale Industries	2	1.42%
4	Self Employment	3	2.14%
	Total	140	100%

(Sources: Field survey on Dharwad district)

Table 4 shows that an overwhelming majority of the respondents (92.86 percent) are housewives and they are also mainly engaged in agricultural and horticultural pursuits. There are 1.42 percent respondents who are engaged in cottage, small-scale industries, 2.14 percent respondents are self-employed, and 3.58 percent respondents are in business.

PHASE II

Phase II refers to various question asked by the respondents to find out the solutions of the problem through focus group discussion.

Media is effective medium for women's empowerment, perception of women's:

Data Analysis:

1. Kind of information want from media:

The table 5 represent that women gave their first preference to Issues related to women with 26.8%, second preference to social information with 26.0%, third preference to 24.5%, fourth preference to Political information with 23.7%, fifth preference to empowerment news with 23.5%, sixth preference to developmental news with 23.1%, seventh preference to entertainment news with 22.8%, eight preference to economic information with 18%, ninth preference to welfare news with the 14.6%, tenth preference to crime with 13.3% and eleventh preference to sports with 7.6%. According these preferences find out that working women is least interested to get empowerment news because they gave fifth preference to empowerment related news from the 11 preferences before that women's are more interested to get information about the social and political issues.

2. Media focus on women's empowerment:

The figure 5 and percentages in table 5 show that the online line or new media with 30.3% and T. V. with 29.2% at highest rather than other medium of media. 13.1% newspaper, 11.6% films also focus on women empowerment.

Hypothesis Analysis:

Null Hypothesis (H0): Media is not an effective medium for women empowerment, perception of women in Dharwad district.

Alternate Hypothesis (H1): Media is an effective medium for women empowerment, perception of women Dharwad district.

Chi- Square Test:

The non parametric test Chi- square test through SPSS for this hypothesis. The result is represented below.

The table 6 represents the Observed value and Expected value of Question 7 with age. Table 5 observed value represent that out of 140 respondent 82 respondents are using online and new media, 25 respondent uses TV and 14 respondent use newspapers for the age of 15-24. This means in the age of 15-24 working women use online media for information source and the second medium is TV. The age of 25-54 the observed respondents total value is 140 and out of it 51 respondent use online news and new media and 42 respondents use TV for the information and the age of 55-64 women out off 31 respondent 18 women use TV as first source of information second medium is newspaper and online media with the 6 equal respondent. This table 5 represent that 55-64 age of working women didn't use books, Magazine and films as source of information. The same situation with the 25-54 age of working women in Delhi only 4respondents use books and 6 respondent use magazines and only 3 respondent use films and 10 respondent use radio for the information source. But the age of 15-24 age of working women 3 respondents use magazine, 5 respondents use books, 3 respondents use films which are very less in number. This data represent that at

15- 54 the women using the new media and online media as first preference and TV as second preference but the age of 55-64 age working women first preference is TV and second preference online media and newspaper. Table 5 represent that in the age of 15-24 out of 140 respondents, 80 respondents give preference to the rarely that shows 80 women rarely listen radio. 18 respondents never listen radio and only 27 respondents listen radio on daily bases. In the age of 25-54 out of 355 respondents only 94 respondents listen radio and 156 respondents rarely listen radio. 55-64 age of working women out of 31 respondents only 7 respondents listen radio this table represent that radio is used by the working women in less in numbers. Table 5 represent that at the age of 15-24 out of 140 respondents 73 respondents watch TV on daily bases and only 3 respondent says never. 25-54 age respondents out off 140, 240 respondents say daily they watch TV and not a single working women says never of watching TV. In the age of 55-64 out of 31 respondents 24 says yes they watch TV on daily bases.

Table 6 represent that in the age of 15-24 out of 140 ,130 respondents using internet on daily bases and 25-54 age women out of 140 respondents 109 women said that they use internet on daily bases. In the age of 55-64 out of 31 respondents, 16 respondents use internet that means new media and online media is more popular

Media promotes social awareness among women's:

Data Analysis:

Table 8 and figure 8 reflect that 80% (64.1% +15.9%) women are agreed that media promotes social awareness among women. Only 6.8% (1.7% + 5.1%) women did not agreed with this point or 13.1% women are undecided about this statement.

Hypothesis analysis:

Null Hypothesis (H0): Organized sector and unorganized sector of women does not use same medium for information and awareness in Dharwad district.

Alternate Hypothesis (H1): Organized sector and unorganized sector of women use same medium for information and awareness in Dharwad district.

Chi- Square Test:

The non parametric test Chi- square test through SPSS for this hypothesis. The result is represented below.

This table 6 represents the Observed value and Expected value of Question 1 which is having different medium of media like newspaper, films, radio, T.V., New media, books, magazines with sector (organised and un-organised). In an organised sector 58 respondent watch T.V. for information out of 140 respondent. And 52 use new media for information. Same with the organised sector out of 32 women 20 watch TV and 12 use new media for information.

Media does not play important role in women empowerment:

Data Analysis:

1. Taken part in social awareness programme inspires by media reports:

63.4% women said „No they didn't participate in social awareness programme inspire by media. As per the table 9 and figure 9 only 36.6% women said „yes“ they participated.

2. Taken part in movement on oppression against women's influence by the media:

73.2% women said, „No“ only 26.8 % working women replied, „Yes“ that they have taken part in movement on oppression against women influenced by the media as shown in table 10 and figure 10.

3. Stress on women's problems like health, malnutrition:

According to the table 11 and histogram figure 11, 52.8% women are agreed and 8.7 % women are strongly agreed so total 61.5% working women are agreed that media give stress on women problems. And 20% women are disagreed (18%) and strongly disagreed (3%) with this statement on other side 17.5% working women are not able to decide that media focus on women problems or not.

Hypothesis Analysis:

Null Hypothesis (H0): Media does not play important role in women's empowerment Dharwad district.

Alternate Hypothesis (H1): Media plays important role in women's empowerment Dharwad district.

Media makes women aware about their human & constitutional rights and laws:

Data Analysis:

1. Media give information about the gender laws, rights of women and governmental policies for women empowerment:

As representation in table 13 and figure 13, 11.2% women strongly agreed and 58.1% women are agreed that media give information about the laws, rights of women so the data represent that total 69.3% women's are agreed that yes media give information about the gender laws, rights of women and governmental policies for women empowerment.

2. Media regularly report on human and constitutional rights and laws related to women:

29% women said that T.V. regularly report than with equal 24.5% women said that newspaper and online media or new media regularly report on human and constitutional rights and laws related to women. Moreover, (5.3%) magazine, (5.5%) books, (5.9%) radio and (4%) films are not regularly report the news related to laws human and constitutional rights their percentage is very low represent in figure 14 and table 14.

Hypothesis Analysis:

Null Hypothesis (H0): Media makes women not aware about their human & constitutional rights and laws in Dharwad district.

Alternate Hypothesis (H1): Media makes women aware about their human & constitutional rights and laws in Dharwad district.

Chi- Square Test:

The Chi- square test through SPSS for this hypothesis. The result is represented below:

Table 15 represents that there is significant relationship between age and the media give information about the gender laws, rights of women and governmental policies for women empowerment because the p value .000, .000 and .014 which is less than and equal to 0.05 that show the statistic is considered to be significant. And which represent that there is association between the variables. In this table other two variables age is constant and the other variable media regularly report on human and constitutional rights and laws related to women. In that chi- square represent through χ^2 - 102.801 with the age of 15-20, χ^2 - 243.377 with the age of 25-54 and χ^2 - 33.452 with the age of 55-64, with df (degree of freedom) 7,7,5 and N=527 and third column represent the age again as constant variable with frequency of coverage related to human and constitutional rights and laws related to women represented the chi- Square- χ^2 = 19.426 (age- 15-20) with 3 degree of freedom, 48.842 (age- 25-54) with 3 degree of freedom and 13.516 (55-64) with the three degree of freedom. And the P value .000(age-15-20), .000(25-54) and .004(55-64).

SUGGESTIONS:

1. Media may introduce or produce some skill development programme in the form of serials, episode, documentary, videos to enhance the skills for women.
2. More women's empowerment centric programmes in the persuasive mediums can be used as an instrumental tool to change the mindset of the society.

CONCLUSION:

Media is considered to be the most important tool of society in the modern times as it has the power to reach out to a large audience by mass communication and create an impact wherever it can reach, which now has become far and wide. Social media through its ever updating apps and networking is an inevitable source of influence on mass. Communication is extremely important for women's development and mass media play significant role. It is to be distinguished that growth of women's education and their entry into this business through employment has contributed to the growth of media.

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