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## Women Exploitation in the Contemporary India: Importance of Media to Impede it

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Rashid Manzoor Bhat\*

\*Ph.D, Research Scholar, Department of History, Annamalai University, India

Corresponding Email: [\\*rsdbhat@gmail.com](mailto:rsdbhat@gmail.com)

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*Abstract: In the twenty first century, there has been a growing awareness towards the necessity of empowering women in order to improve their socio-economic status. This has been a trend that has continued throughout the century. Role of Media is vital in empowerment as it has a wide and easy access. It has been involved in empowering woman in India. The present article tries to find out various means for the empowerment of woman, its impact on the socioeconomic status of woman; the factors affecting their improvement. It also tries to identify the challenges to empower the woman. Radio and television are the most commonly used information sources for women. The media is supposed to make steady progress in educating women and making them aware of their potential to do better, to be empowered, and to stand up for their rights and for themselves wherever they may be in the world. In rural and less urban areas of the country, the media serves as a powerful source of inspiration for women. The positive aspects of the empowerment of woman provided in the media programmes need to be fore grounded. The present paper places for the consideration of the readers, what are the current issues and problems with regard to the Indian woman and media.*

*Keywords: Women, Exploitation, Media, Journalism, Independence.*

### 1. INTRODUCTION

As a country, we must take the issue of women's rights very seriously, and we must do so in a comprehensive and sympathetic way. It is impossible for India to progress unless women are treated as equal members of society. As a result, the advancement and development of women's conditions, position, state, status, and image must be recognised as a major media objective. All aspects of a woman's daily life, including her role in the economy, must be taken into account in the depiction; it must also make an effort to include women on an equal basis in all aspects of national life and in the process of development. Crimes against women require a broader, more comprehensive perspective from the media.<sup>1</sup> There needs to be a social audit of the rising crime against women and children as well as indifferent investigation procedures, miscarriages of justice, and the increasing social impunity for the



perpetrators. It's also important for educating the general public about the types of crimes that are committed and how they can be avoided.<sup>2</sup>

The media must be extremely pragmatic and realistic when discussing these issues. In this case, the only criterion for a sensitive report is that the victim's name should not be disclosed. Self-regulation and self-monitoring by the media must be taken very seriously and taken very seriously. Crime victims' stories should not be sensationalised by the media, both ethically and legally.<sup>3</sup> The media must adhere to all ethical standards when reporting on atrocities against women and children.

### **LIMITED COVERAGE IN PRINT MEDIA**

Issues such as the gender pay gap, infant and maternal mortality, gender-based violence, and poverty's impact on women's health are brought to the attention of policymakers by media coverage of women's issues. However, this coverage is extremely limited, with the remaining pages devoted to film actresses, models, recipes, body adornment, fashion, wealthy women, and their pastimes.<sup>4</sup>

It is not uncommon for women's magazines to focus on topics such as fashion and glitz, as well as weight loss, cooking, and developing one's "feminine instincts" in order to maintain harmony with their male and female family members. It's rare to come across an article about how to get a job, get healthy, start a business, get legal help, get counselling, get child care, or manage your money.<sup>5</sup> The development of women should be given the utmost importance.

### **ROLE IN TELEVISION (VISUAL) MEDIA:**

When it comes to TV shows, women tend to be the protagonists, but they're often depicted as tormentors or victims, while men are more often depicted as sidekicks or victims of their circumstances.<sup>6</sup> Despite the stereotype of a weak, indecisive man trapped by a seductive woman, men are just as active in exploiting women as women are in exploiting them. This includes assault, rape, trafficking in sex, and even abandonment.<sup>7</sup>

Serials should ideally be realistic and convey to viewers where and how society is failing. Women are either Sita (Ramayana) or (Ramayana), with nothing in between. Characters frequently break the law without consequence, including divorce and adultery. It is not enough to use negative images or simply depict reality. In fact, it is frequently detrimental in some way.<sup>8</sup>

Indifference, anarchy, and passivity have been observed when the dark side of life is depicted in its entirety. By highlighting the positive aspects or success stories of local women, this can be avoided. Women's financial independence must be addressed in educational programmes. Traditional "womanly jobs" such as papad-making, sewing and embroidery are unfortunately prevalent in these types of businesses. In order to dispel the myth that women can only do certain kinds of work, it's critical to focus on nontraditional skills.<sup>9</sup>

In addition to denying women's right to information and education, the separation between women and the media obscures the flagrant misrepresentation of women's experiences.<sup>10</sup> Observing how these images are used to perpetuate and perpetuate stereotypes about women in the country's various media outlets will be a fascinating study.<sup>11</sup> For women's growth and development in the unorganised sector, it is critical that they have access to accurate information about the services and benefits available through legislation, government programmes, banks, and non-profit organisations.<sup>12</sup>



**Thus the media should take into consideration the following points:**

- (I) For the unorganised sector to be represented fairly, the media must portray women as workers, not just housewives or daughters. They must be portrayed as producers, not just consumers, because they make so much money.<sup>13</sup>
- (ii) Additionally, the media should monitor in such a way that conflicting role models are not depicted and derogatory references are not made to the work of women in poverty.<sup>14</sup>
- (iii) NGOs, women's social action groups, research organisations, mass communication institutes, and media personnel should work together to improve content and coverage through coordinated efforts.
- (iv) Concerns relating to a woman's maturation are almost never given the attention they deserve. Instead of focusing on the woman's feminine beauty and artistic portrayal, more of an emphasis is placed on the woman's sexual appeal.
- (v) To determine the reasons behind the significant increase in obscenity in the media, it is necessary to conduct an objective in-depth study by social activists and the media. Obscenity in the media will be difficult to control unless there is some shift in the way people in society view women.

**ROLE OF WOMAN JOURNALIST IN MEDIA:**

Women in the media play a critical role in shaping public opinion and changing attitudes toward women in this rapidly changing environment. Leadership positions at newspapers and other media outlets require women who can cover a more diverse set of topics and issues. It is expected that a female journalist is more sensitive to women's issues and has a deeper understanding of the world around her.<sup>15</sup>

Like women in other professions, they've blazed their own path in the media, setting an example that's both impressive and inspiring. Last five years have seen them rise to prominence in both print and on-screen media outlets, gaining previously unreachable positions and proving their mettle. This is a field where women have become indispensable. As a result, women's groups and the media must take the lead in this effort. In today's society, it is encouraging to see the positive impact of various women's media initiatives.<sup>16</sup>

A significant number of female journalists have had great success in magazines that deal with women's and children's issues. Issues like woman abuse and exploitation, workplace harassment of women, and female infanticide in rural areas are prominently featured in such magazines due to their sensitivity and ability to analyse events in depth. Magazines cover issues in greater depth than newspapers, and women are thought to be capable of handling such stories. Male-dominated journalism is no longer the norm. Since this new trend has emerged, there has been a noticeable shift in the media's portrayal of women. It's also important to consider the dangers women journalists face both in urban and rural areas. An increasing number of recent high school graduates are pursuing journalism degrees and diplomas in order to establish themselves in the industry, and many of these students are female.

**2. CONCLUSIONS**

Thus, the role of media to impede the woman exploitation is significant today. However the media should address its responsibilities with positive approach to the woman issues. The woman herself has a great role to play as a media person and as well as a consumer of the



media. If she ascertains her role as a change maker the exploitation could be nearly abolished from the society, and India could develop with certainty.

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