

Women Issues in Media

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ABSTRACT: The studies of media on women's issues have been widely conducted around the world, but the question of how prominent those issues are in the media has been left unanswered. To secure the answer to this question, this study was carried out doing a qualitative content analysis of media. . To give prominence to the news the newspaper has succeeded but has failed to give prominence to the news by setting. Women's work is often underestimated in economic times. The value of home and community work exceeds market value. The media can explicitly cover up some of this discrimination Especially, women journalists must take up this cause. India's constitution makes it mandatory for equal protection for all citizens. So the sympathetic, legal, and administrative media should stand for this together.

Keywords: Women Issues, a portrayal of women, print media: newspapers and magazines. TV, radio, advertisements, Media coverage, models, video.

INTRODUCTION

Women have long been regarded as irrational people who are expected to work in the kitchens, follow the instructions of their male and female in-laws, become caring mothers for children, and ensure, at risk of unpopularity, that employees do their jobs 'well'. Even in Europe, which seemed to have been redesigned by the Renaissance and the Enlightenment, women were not allowed to receive proper education or be encouraged to write. It was not until the end of the 19th century that sympathetic intellectuals, beginning with John Stuart Mill and including people like Frances Cobbe, Harriet Martineau, and Josephine Butler among others, began to cry out for equal rights for women. Twentieth-century critics such as Kate Millett, Simone de Beauvoir, Elaine Showalter, and Judith Fetterley, in various books, have warned their female readers of the 'traditional male hypocrisy' that seeks to undermine the value of women even if they complain about their progress. Fetterley, in particular, speaks of the need to 'oppose students' who will point out certain areas in men-made books that discriminate against women and conspire to keep them submissive. However, about the repetition of the reading of modern literature exposing or summarizing views in films and television commercials, women participate directly or indirectly in their actions and allow themselves to be sexually abused on screen or in print. Instead of being a century of women's liberation, the 21st century has become a time of extreme sexuality for women. In this age of declining art and beauty, it has become necessary to identify specific areas in which women, daily, are exposed, abused, or exploited. While such ownership and relevant literature would not deter attacks on young women, it would at least make burning students aware of the negative aspects of the world about Indian women and the international community, and make them part of and promote women's ideology and liberation movements.

Women's issues have a long history as they currently exist as a serious concern around the world. They have various faces such as rape, kidnapping, murder, forced marriages, early marriages, etc. Over time, various channels around the world have been used/used to fight them all through accounts. For them, the all-inclusive media is considered one of the world's most powerful tools for combating women-related issues. Inclusive media such as electronics, printing, and social media are different from each other as their roles are played in different places with different perspectives. With this reference, the media (print media) has a great deal of power in highlighting, interpreting, and reporting real issues from social and public health issues. The portrayal of women in the media and literature seems to focus more on men than on modern women

Here begins the role of the media now to expose those problems to inform the public. But also something questionable is to understand how the media portrays it all because the media has a responsibility to cover women's issues and can play a role in combating them. So far, it is very important to understand how women's issues are reported in the media. In this article, the main focus is on women's media representation, on the concept of gender equality, and intensive research: Indian society. What kinds of women investigators are exposed in the media, and how are they represented? Are these representations sexually explicit, and in what ways? We explore women's representation in the media and focus on print media: newspapers and magazines. TV, radio, advertisements, and newspapers play a vital role in information

Objectives of the study:

This study has three objectives such as;

- a) to find and highlight women's issues reported in the newspaper, print media, TV, Magazines, Advertisements.
- b) identify which issue is most frequently reported in the media.
- c) to know whether the media is reporting on issues affecting women.

Literature review:

Several studies on women's issues have so far been introduced around the world. Rameez et al (2021) conducted their study of violence against women conducting content analysis based on two months of reporting. They received 110 stories about women's issues that the newspaper reported promptly. They concluded that 32% of the total news was domestic violence against women. Somiry, et al (2008) stated that in countries such as Pakistan, 5,000 women are sentenced to death each year worldwide in the name of Honor's assassination. Countries such as Iran, Syria, Turkey, Pakistan, Egypt, Morocco, Yemen, and other restrictive countries have been listed on charges of honoring genocide. Babur, et al (2010) explained that concerning Vanni's custom in Sara in Khyber Pakhtunkhwa and Punjab, young women are paid or exchanged with rival families in the form of forced or hateful marriages as a reward for some kind of crime committed by any male member of that family. From now on, they are full of these kinds of violence that should be reported in the media with a sense of responsibility.

Shazia Shaik et al (2019) conducted a comparative study of newspapers on women's issues selecting three different newspapers such as Daily Dawn, Daily Jang, and Daily Kawish. However, they found that the Daily Dawn and the Daily Kawish focused on and compiled stories that were more violent than those of the Daily Jang - Pakistan Urdu language newspaper. Vandiana Nautiyal and Jitendra

Dabral (2012) found in their research that the paper does not provide a balanced picture of the diverse lives of women, as well as community-based contributions to the developing world. Much remains to be done about "exposure, participation, and their (women's) media presence in opposition to their empowerment and development"

Rameez Ali Mahesar, Awais H. Gillani, Ali Khan Ghumro Women's Issues in Press Media; The Question of Prominence Qurat ul Ain et al (2020) states that in their study they reported that the newspaper reported the issue of gang rape as often as it was more comprehensive compared to other stories about women. They also ruled out the inadequacy of a newspaper that gave women news.

Syed Hassan Raza and Mahmoona Liaqat (2016) conducted a content analysis study on murder killings of honor in newspapers. They know that, as their results show, that social evils have been highlighted in the press, they face many issues related to women such as honoring murder, victims of sexual abuse, love marriage, victim statement, arranged marriage, and KaroKari's misconduct. Murder, however, was one of the most vicious crimes against women

In India, analysis of women's content in newspapers was done by Garima Goswami, Deepali Dhawan, and Archana Raj Singh who showed that most of the women's issues were highlighted on the Local / City page but the career advisors and Economy / Business pages were excluded any women's issues from the newspapers. selected. The study concludes to show similarities with the findings of a study by "The Hindu" (2005) which found that local coverage of women's issues is important for raising women's voices.

Famous film and television actors are portrayed as being as thin, tall, and thin every day as the media looks. Some of these women are known to faint at work due to food shortages (The Times of India, Mumbai, 25th April 2010). Gerber thinks that women's magazines are well-fed with information that suggests that as long as they lose the last 20 pounds, they will have everything - a perfect marriage, loving children, great sex, and a rewarding career (Robin Gerber, 2009). Stores that wrote to women often limited their purpose. Women who abandon social norms of neglect and respect for male authority, as well as the traditional roles of women and mothers, risk being seen as inappropriate, irrational, or inappropriate. If they wanted to be equal to men, the media portrayed them as ambitious or as noisy, militant, and aggressive. Such formation will continue until the earliest days of a modern woman (Epstein, 1978). Support for women's issues and feature services opened the door to journalism activities for many women around the world in recent decades. Photos in the media today expose the false and dangerous level of female beauty that can have a powerful effect on the way women view themselves. From the perspective of most media outlets, being thin is a good thing and is expected to be considered "attractive."

The portrayal of women by the Media:

Female bodies have been exposed to the maximum possible extent through print and visual media globally. The physical impression of women's bodies has been used to sell several consumer products, viz., food to floors, from creams to cars, from perfume to popcorn. The standards of beauty being imposed on women by external sources are a much debated and complicated process and need to be understood within the age-old socio-culturally milieu. In addition, the political economy of 'women's image' and its commercial exploitation by selling and purchasing 'beauty' and consumption of it also requires serious attention. Hence, a theoretical discourse is developed is based on content analysis to cross-examine the representation of women around the patriarchic cultural

notion of 'beauty and its commoditization in commercial space through media. The paper further explores the social dynamics of the 'female body' and reconstruction of 'femaleness' through the socio-cultural process of 'gendering' and 'popular media'. The discourse revolves around how and whether the 'reconstruction of female body' could be dissected in search of 'real image ('Changing the 'image of beauty in the real sphere of womens' life and lifestyle) of a woman' with a special focus on Indian society.

It would be a sad comment on the lower role of women in India where a woman is considered Shakti (Power), the source of power itself but in reality, found to be a helpless, unlucky woman without a wife, or a mother with very little voice in decision making and very little in the way of her basic choices. Although discrimination and exploitation of women are a global phenomenon, the consequences are devastating in some parts of the world, especially in developed countries, where ignorance, deprivation of health care, and the ever-increasing pressure to change from modern to modern - all combine to increase inequality for poor women to the point of existence. is reduced to an ongoing battle for life. Improving women's status is seen as the key to reducing the gender gap and achieving a better life.

Women are under a lot of social control and scrutiny that limits what they can say and where and with whom. Cultural measures in almost all public institutions determine the well-being of women indirectly. This has a significant impact on their ability to communicate and express their thoughts. Discussing the empowerment of women is necessary to address the current situation of women in India. I would like to discuss briefly some of the important issues relating to women that the media should address adequately and facilitate the empowerment of women.

In general, the media in India is that the media does not talk about serious issues about the exploitation and inequality of women in various spheres but is eager to report sexual incidents in a way that revives stories of violence against women. So instead of highlighting the exploitation of women, they end up being one of the causes of the increase in violence as their coverage often promotes the promotion of crimes against women. The media has exposed, more than ever, some negative attitudes towards women but more subtly and perpetuated the stigma attached to women as a homeowner and a business that is not essential to the traditional value system. Often, women's issues do not appear on the front page of a newspaper unless it is a serious murder case or a rape case. Newspapers and even on the women's page do not usually address the relevant issues of women's empowerment but report on recipes for beauty tips, fashion syndrome, etc.

The following recommendations on reporting violence against women should be strictly followed

- (i) The media needs to take an extended, broader view of crimes against women. It has to be instrumental in conducting a social audit on factors responsible for increasing crimes, particularly against women and children, including indifferent investigative procedures, miscarriage of justice, and growing social impunity of the perpetrators of crime.
- (ii) It also has to be instrumental in creating an awareness among civil society of the causes and nature of the crime itself, and the preventive measures.
- (iii) When treating these issues, the media has to be extremely factual and empirical. The study also stated that the only regulation that governs sensitive reporting on this issue is that the rape victim's name should not be disclosed. Often the victim's family name and address are cited, making a mockery in the letter and spirit of the regulation. Though much of this violation and

malpractice is committed by a small group of publications, others are spurred on to imitate and keep pace with the sensational trend. Therefore the media should take a serious look at the issue and do self-regulation and self-monitoring with extreme care and caution.

Limited coverage in Media Newspapers covers women's problems drawing the attention of policymakers to issues requiring immediate attention such as the adverse sex ratio, infant and maternal mortality, crime against women, and the effects of poverty on women and their families. But this coverage is very limited with the rest of the space occupied by cinema actresses, models, video jockeys (veejays), and the rich women and their hobbies. Many of the women's magazines are devoted to fashion, glamour, beauty aids, weight reduction, cookery, and how to sharpen 'feminine instincts' to keep men and their inlaws happy. There are comparatively fewer articles on career opportunities, health awareness, entrepreneurship, legal aid, counseling services, childcare services, and financial management.

The distortion of realities by the media has increased the gap of understanding between the different sections of society. Effective informative communication is one of the most important channels for the growth and development of women in the informal or unorganized sector, as, without information regarding services and benefits available through legislation, government schemes, banks, and voluntary organizations, women can hardly take advantage of them. Thus the media should take into consideration the following points.

(i) The media must project the working women in the unorganized sector as a worker and not merely as performing the duties of wife/daughter. They being major earners, they must be projected as producers and not merely consumers.

(ii) The media should make deliberate attempts to not only project the problems of women in poverty but should monitor in such a way that conflicting role models are not depicted, nor derogatory references to their work are made.

(iii) To improve content and accessibility, we must promote integrated communication efforts between NGOs, women's welfare groups, research organizations, social media, and media professionals. Several reports have been received on complex issues related to women's empowerment. Often the media comes up with research on topics related to women that are most often driven by force in the market. One study suggests that women are more likely to be attracted to men who own a hybrid car and that other women are more likely to be genetically engineered. Then there is the study that women are especially attracted to bad boys. This suggests that women have become a new field of research, especially in less important areas. Research is needed to understand women in their capacity to bring about a new era. It is difficult to distinguish between actual research and mythological studies if news reports do not indicate where these studies came from. A large part of the research results published in major news outlets today is emotionally linked to attracting attention. This is where the media must step in to help students learn the right facts about women's empowerment. It would be appropriate only if, to be fully disclosed, they should state in their reports who sponsored the study and which scientific journal they published. This information can help students decide for themselves which pieces of research are closest to the truth and which are not. Various studies were conducted on women and the media to find out how the media describes women and how women's issues are presented, and how important they are to them. Such studies have shown that issues related to women's growth have never been adequately emphasized. why is

pornography so prevalent in the media. Unless there is a change in women's perception, it will be difficult to curb pornography in the media. Women are portrayed not by feminine beauty and artistic expression but by appealing to sex more often than not to enter the arena of pornography. There is a need for a more in-depth study by social activists and the media to find out why pornography has increased so much in the media. Communication is very important in the advancement of women and the media plays a major role. It should be noted that the growth of women's education and employment has contributed to the growth of the media. In all spheres of life, whether to control people's growth, expand literacy, or improve the quality of life for most people, women have an important role to play. However, women can be expected to play this role when they realize their potential and are not deliberately excluded from being dominated by men. In this context, the media has an important role to play - creating a women's awakening to realize their potential as a catalyst for social change. In today's world, printing and electronic media play a vital role in the effective transmission of the message.

Women Journalist in Media:

In such a changing environment, women in the media have a major role to play in changing their attitudes towards women but also in shaping the public perception. For women who hold a prominent position in the press or in the electronic media, their skills should be widely distributed and diverse. Most importantly, a female journalist is expected to show great sensitivity to women's issues as well as rational understanding and opinions. Like many disciplines, in the media too, women are bold, striking, impressive and inspiring. Over the past five years I have seen them become more influential, gaining positions that are not yet achieved and demonstrating their potential, whether in the media or on television. In short, women have become more important in the field. Women's organizations and media groups must play an active role in promoting this change. It is encouraging that the variety of women's media programs is having a positive impact. Women have been late for work in the media due to social, religious practices that serve as social punishments.

Funding for women's news and feature services opened the door to journalism careers for many women worldwide in recent decades. The Women's Edition program shows how women may fruitfully collaborate to gain global perspectives on women's issues, and bring that knowledge to their writing. Women's Edition has a lasting impact on the journalists themselves. They become the experts in their newsrooms on women's issues. They gain confidence in their knowledge and abilities, which helps them to lobby for coverage of women's issues. They receive job promotions and gain more influence over what issues are considered newsworthy.

Women's work is often underestimated in economic times. The value of home and community work exceeds market value. "The media can explicitly cover up some of this discrimination. In particular, women journalists should take this reason for granted. India's constitution makes it mandatory for equal protection for all citizens. So the sympathetic, legal and administrative media should stand for this together. Transformation movement is also needed in this regard.

A significant number of women journalists have been particularly successful in magazines dealing with various issues of women and children. With sensitivity and the ability to analyze events in depth, issues such as abuse and exploitation of women, violence against women in the workplace,

and abuse of HIV-positive women, infanticide in rural areas finds a prominent place in such magazines. Magazines deal with issues in depth compared to newspapers and women are considered to be able to handle such issues. According to an NCR study, there are about 900 female journalists and in cities such as Chennai, the figure is staggering 200. Journalism is no longer a man's place. This new trend has also led to a change in the portrayal of women in the media and in the media in particular. It will not be out of context to mention here the success of 'Khabar Lahariya'. A group of eight women from the back section published the paper in the Bundelkhand region. This NGO-sponsored paper was launched to encourage women to fight for their rights. such kinds of jobs are needed everywhere and in parts of our country, to provide women at the grassroots level.

At the regional and taluka levels, where most of the stories are published, and are well aligned with local and regional news content, there are additional conservation, strong public opinion, and greater resilience to social change and new trends. In these areas, women are joining new occupations such as journalism. In the most remote rural areas, a female journalist and especially a journalist is a new phenomenon that is not easily accepted and not held in public. The result is that female media has to work almost exclusively especially at the grassroots level if they are not employed at all. Cases of sexual harassment and harassment of women journalists are frequently reported. Women in such cases should take the risk of joining the profession. Working odd hours puts female journalists at risk. The assassination of Ms Soumya Vishwanathan, Producer of News TV in Delhi, shows that female journalists are at risk of physical assault, even their own lives.

Conclusion:

The media is considered to be the most powerful tool in the world to address the problems of the public by bringing them up. Women's issues have now become a major concern throughout the world. But it is important how the media treats them all. The most important question that has not been answered is, how prominent are women's issues in the media. However, the newspaper managed to cover some news (usually), but on the other hand, failed to bring the news to the front page (placement). So far, it has been very important for the media to take this issue seriously. When the media measures other parameters such as this study, positive results can be seen.

1. The issue of women is of paramount importance to the whole country and there is a need to better understand that a nation cannot prosper, as long as women are left behind as a small part of society. Therefore, the improvement of women's status and image must be defined as the main purpose of the media.
2. Government must first and foremost make clear guidelines regarding the positive portrayal of women on television. These manifestations must take into account women in all aspects of their lives: as workers and as important contributors to family and national economy: they should also strive to unite women equally in all spheres of life and development. These guidelines should emphasize that "women's size" should be an integral part of all programs and not just confined to women's programs, or individual efforts to discuss women's issues.
3. The number of refined formulas should be significantly reduced, eliminating cheap song and dance sequences and the content of such programs being evaluated about the portrayal of women.

4. Women should not be exposed to high-profile images that emphasize the virtues of modesty, humility and encourage them to participate in the family and community. Both men and women should be shown in ways that promote mutual respect and a spirit of generosity and generosity.

5. The foreign exchange tool should be used to introduce beneficial teaching programs, especially those that reflect the roles, lives, and struggles of women in neighboring and other Third World countries to build greater understanding and shared vision for problems.

6. It is necessary to ensure that a large number of rural women have access to TV. Everywhere the media has the potential to make a tremendous contribution to the advancement of women. They can develop self-control strategies that can help eliminate misleading and inappropriate sexual orientation programs. The media, which wields great power in a democracy - a force that only grows and never diminishes, needs to pay more attention to women's issues and the portrayal of women. It may, perhaps, be necessary that the power to empower women must be brought home to the people of India. In every family and community, there is a moral and spiritual space, which is traditionally held by women' The media can play a vital role in giving women a unique and special space, which must be their own to create moral and ethical aspirations for society as a whole.

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