ROLE OF MEDIA AND WOMEN'S ISSUES AND SOCIAL CHANGE

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ABSTRACT

Today eve on 'March' and a significant role played by media to expedite the rate of social change in society. The present paper highlights the role of media to raise the women issues and its impacts on the mindset of the people and the work as an agent of social change in the society. The different modes of media, including print and electronic media have been proved conducive to act as catalytic factor to expedite the process of planned change by raising the women relating issues like women's atrocity, gender inequality, female foeticides, empowering the women, and equal right are some of the pressing issues which require a planned force to inculcate the right thing in to the wrong minds, living in different strata of society. It therefore, the different modes of media, including social media, citizen journalism and the new media have been playing a very significant role to stimulate all the changing parameters which are included to expedite the process of social change in terms of overcome the prejudices against the women on her work participation, acquiring the education, gender based discriminative behavior, equal wages, enjoying the constitutional and human rights and the support of media to bring a desirable changes in terms of overcome on steady growing gender based crimes against the women and the other pressing issues to air the views through different modes of media before the people. Lastly, there are some of the recommendations which is to be followed to cover these women issues; based on the authentic information; so that a desirable social change may come in the society.

Key words: Role of media, gender-inequality, crime against women, social change, society.

INRODUCTION: 21st Century is an age of media which has played a vital role to expedite the rate of social change in society.

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The present paper highlights the role of media to raise the women issues and its impacts on the mindset of the people and the work as an agent of social change in the society. The different modes of media, including print and electronic media have been proved conducive to act as catalytic factor to expedite the process of planned change by raising the women relating issues like women's atrocity, gender inequality, female foeticides, empowering the women, and equal right are some of the pressing issues which require a planned force to inculcate the right thing in to the wrong minds, living in different strata of society. It therefore, the different modes of media, including social media, citizen journalism and the new media have been playing a very significant role to stimulate all the changing parameters which are included to expedite the process of social change in terms of overcome the prejudices against the women on her work participation, acquiring the education, gender based discriminative and bias behavior, equal wages, enjoying the constitutional and the human rights with helping hand for bringing a desirable changes in terms of overcome on steady growing gender based crimes against the women and the other pressing issues to air the views through different modes of media before the people (Purnima Ojha, 2010).

As we live in a society where information is everything for human being and it shapes the life style with the updated information of the society, where the media is the strapping tool of communication and connectivity. The media plays an active role in social and personal life. Societies depend on mass media, like anything, and they need mass media for everything. A program that has worked through the media is very important, especially the development of individual, social and national brands, but at the same time it also encourages them to commit shocking crimes. Certainly, media has a power to change people and social capitals. The media act as an effective catalyst for social change. The mass media, no doubt, considered as an fourth pillar of democracy, which command, boast the society and social elements, are the most significant tools for motivating and discouraging people (Abhishek K.Singh, 2022).

Presently, the time of media which is known as "globalised media" is a backbone of social growth, where everything works due to information, it is the media that brings all types of changes and make according to public opinion. It creates awareness deep in public. When social Capitals exercise their power and privileges and do constructive work, the media is always behind. The role of the media is even more important in highlighting the bad connection between

the mafia and criminal organizations, particularly covering the women relating incidence in the print and the electronic media. The media also continues to send information to a society aware of rights and privileges. Because of these media roles, it is very important and was called the fourth pillar of democracy. In a country like India, where poverty and illiteracy are high, society in not at all balanced, media of different types plays a very vital role especially in the field of journalism, which catalyses people to act, react and interact in the journalistic platform for better understanding and allows opportunities to educate, inform and rehabilitate people's minds. This allows even illiterate people to explore the world of knowledge and knowledge. Therefore, media undoubtedly acts as a catalyst for social change and growth (A.Mangat, 1998)

MEDIA AND WOMWN'S ISSUES AND SOCIAL CHANGE: The term „Social Change" is used to indicate the changes that take place in human interactions and interrelations. Any change that alters basically the established form of social relationships, thus transforming in some measure, the social structure, is social change, particularly empowering the women, will tend to change the family and ultimately the whole society with her good education and wisdom. It includes alterations in the structure and functions of the society. Mass media is a term used for dissemination of information, ideas and entertainment by uses of technological media such as radio and television, cinema, press and advertising. They continue to coexist with important traditional media such as folk song and dance, drama, puppetry, etc. These all are referred to as mass media, because it communicates to a mass audience comprised of very large numbers of people (Millind Adwatade, 2016).

In order to raise the women's issues and the relating pressing women relating social problems such as atrocity of women, the problem of female foeticides, gender- inequality and the women 's related human rights, the different modes of print and the electronic media has been playing a vital role to sharing the view and raising the women relating issues at the right platforms. Mass media has have been proved conducive to empower the women and empowering the women is one of the significant indicators of the social change. The different modes of media has expedite the process of the social changes in terms of multiple changes in terms of the socio-cultural, psychological, economic and the political changes, as a result, the impact of the media is now quite visible in terms of social change, particularly among the women during different successive periods. Mass media is a device that can spread the requisite knowledge and attitudes quickly and widely. Even David Lerner calls the mass media as "mobile multiplier". **Canadian**

media theorist Marshall McLuhan (1964) argued that different types of media have different effects on society. His famous dictum is "the medium is the message". A society is influenced much more by type of media than by content or messages which are conveyed by it. He further says that the electronic media tends to create a global village in which people throughout the world see major events unfold and hence participate in them together. We have been witnessing a process of convergence in production, distribution, consumption, etc. of information (Bohra, 2019).

In case of the print media, the newspapers can be read online, mobile phones use is exploding, and digital television with satellite broadcasting services allow an unprecedented diversity of choice for viewing audiences. With expansion of technologies such as voice recognition, broadband transmission, web casting and cable links, the internet threatens to erase distinction with traditional media and to become primary conduct for delivery of information, entertainment, advertising and commerce to media audiences (Usha Reddy, 1989).s

Some recent changes in the mass media can be highlighted as follows:

1. Development of interactive or social media
2. Digitalization of data
3. Satellite communications
4. Online services, chat rooms, software libraries, electronic bulletin boards, etc.
5. Constant improvement in capabilities of computers with declining costs
6. Use of fiber optics

Targeting youth and women empowerment have also been promoting social change. **The functional relations of media and Social change:** There are some of the functional relationship between the media and the social change which are summed up as follows:

- **Information:** The media provides us with a continuous flow of information about our society and the world, from webcams and radio reports alerting us to traffic jams, to rolling weather reports, the stock market and new stories about issues that might affect us in a significant way

- **Correlation:** The media throws an adequate light on understand the meaning of the information. In this way the media provides support for establishing the social norms and

plays a important role in expedite the socialization process in the men, women and the children by sharing the received information.

- **Continuity:** The media has paved the way for highlight the various functional areas in accordance with the laid down values in the society. The media also helps to recognize new social developments and inherited values. It acts as the mirror and watchdog of the society.

- **Entertainment:** The media also provides the amusement, a diversion from the rigors of work and acts to reduce social tensions. The media also paved the way to entertain the people, so that they may relieve from the tenseful situation frequently arrive in the society.

- **Mobilization:** The media can be used extensively to encourage the people to contribute to the socio-economic development and follow the principle of the growth with justice in the society through directly involving the people for the campaigns, but also in much more subtle ways, such as the moral tales within soap operas.

- **Other functional areas:** Newspapers and periodicals have played a tremendous role in bringing about change in the social outlook of masses. In rural India, radio and T.V. are still the most important source for public opinion and knowledge building because most of rural sections are still illiterate.

- **Films are other effective audio-visual** medium of entertainment and dissemination of ideas. It also has promoted change in dressing pattern, hairstyle, spoken language, mannerism and social norms. Programmes

- **Cinema has tackled current social problems** like untouchability, drug addiction, AIDS, tribal identity, etc. In order to educate the masses the film division has produced documentaries dealing with health, hygiene, farming, environment, illiteracy and other subjects and screened it throughout the country. It has make people aware about their rights and duties through programmes like Atulya Bharat, Satyameva Jayte, Polio Eradication campaigns, etc.

- **It has also broadened the area of education** by linking it with World Wide Web. EDUSAT satellite is the modern form of coverage. Student through smart classrooms can communicate with the world. Medical facilities have become standard through telecommunications.

- **It has transformed the kids into smart tech bros** where the can connect with world history, animal world and planets, scientific discoveries, etc. Dysfunctions

- **The Frankfurt school saw modern mass media** as part of the culture industry which threatened to stifle creativity and reduces the quality of cultural products. Especially with the effect of consumer culture industry, the local languages and their indigenous part is getting ruined. For e.g. The vulgarization of Bhojpuri through popular songs.

- **Because of monopoly of big corporate agencies** and MNCs, which are holding the news channels, the quality and authenticity of the news is getting affected. For e.g. the heavy cost of sacrificing social issues for the sake of paid news.

- **T.V. channels** for the sake of T.R.P. (television rating point) are producing fake and sometimes superstitious believes which creates sensation in the mindset. For e.g. one hour episodes on daily horoscopes, *Chamatkari Baba, ghost, gods* and *goddesses,* etc.

- **Jean Baudrillard** argues that the news media, particularly television, creates a new hyper-reality which comprises both the real world and its representations. Thompson argues that mass media have created a new form of social interaction, i.e. mediated quasi-interaction, that is more limited, narrow and one way than everyday social interaction. For e.g. addiction of messaging and chat through **Facebook** and **Watsapp** sometimes by creating fake id accounts.

- **Newspapers particularly the tabloid press**, have become less focused on providing news and more oriented towards reporting, creating and sustaining modern celebrity culture through huge coverage of page three parties, affairs, gossiping, etc.

- **Cyber-crimes and hatred nationalism** can be easily communicated through mass media and with the help of fake viral videos. Too much T.V. viewing can act as a drug and can create physical and mental problems like disordered personality and sometimes cases of hallucinations are related with too much attachment with idiot box.

- **Internet** has also opened the gate for porn industry, online sex, stalking, etc. · Cyber world sometimes promote fake identities with the result of which, real identity and world get sidelined.

- **Crime related** T.V. serials, movies, etc. particularly on the problematic areas of the women generate an attraction towards the crime and mafia world. For e.g. the famous

Virginia Tech University case, imitation of stunt of W.W.F. by children at home which causes accident, etc.

- **Relations are turning** more commercial, cyber, fake, practical, etc. because of this effect of mass media. For e.g. serials like Emotional Atayachar, How to steal your girlfriend, Splits villa, etc. create condition of cheating and deception with partners. Mass media is a double edged weapon. It has pros and cons. It depends on the rational outlook of masses how to use it for the betterment of society.

Recommendations:

- *To inform the media* – and through them the public – about who and what really contributes to health problems, community deterioration, and the choices that individuals make about the behaviors that affect their health and well-being.
- *To use the media* to pressure policy makers to change or institute policies that affect health and community development.
- *To influence the media* to give your organization or coalition extensive coverage, allowing your members to tell their stories in their own words.
- *To give communities more control* by letting residents who might not otherwise be heard have a stronger voice in the media. Shining the spotlight on a community can give its members the power and the desire to change the media policies for the social change.
- *To persuade the media* to cover the kinds of stories that will "light a fire" under other community members, so that they get involved and contribute to community-based solutions (Media Advocacy, 2002).

CONCLUSION:

The different modes of media have played a very significant role to expedite the rate of social change in society. In this study the multiple roles of media as an instrument for social change in the society, particularly raising the women relating pressing issues and its impacts on the mindset of the people and the work as an agent of social change in the society. The different modes of media, including print and electronic media have been proved conducive to act as catalytic factor to expedite the process of planned change by raising the women relating issues like women's atrocity, gender inequality, female foeticides, empowering the women, and equal right are some of the pressing issues which require a planned force to inculcate the right thing in to the wrong

minds, living in different strata of society. It therefore, the different modes of media, including social media, citizen journalism and the new media have been playing a very significant role to stimulate all the changing parameters which are included to expedite the process of social change in terms of overcome the prejudices against the women on her work participation, acquiring the education, gender based discriminative behavior, equa*l wages,* enjoying the constitutional and human rights and the support of media to bring a desirable changes in terms of overcome on steady growing gender based crimes against the women and the other pressing issues to air the views through different modes of media before the people. Lastly, there are some of the recommendations which is to be followed to cover these women issues; based on the authentic information; so that a desirable social change may come in the society. Now-a-days mass media is an essential part of our personal and public life. These are the helpful tool for social interactions among the masses of society. It is so much important for society, because it can make public awareness and public opinion against the corruption and monopoly role by the ruling party. Social change has been occurring in different aspects of our society due to increasing rate mass media. But sometime it has misleading the people, which is very harmful for whole society. In this regard public awareness is very much important. It is concluded that if the mass media can lead the people in right way then positive social changes will definitely occurs in our society.

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