
CHALLENGES AND EMPOWERMENT OF WOMEN IN MEDIA

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Abstract: Women have been doing noteworthy work in mass media as journalists in our country. As journalism became a profession many women have come out of the customs which are restricting them to come out. Women's participation in media has marked a rise in the last couple of years. In a rapidly changing environment women in media have a big responsibility in not only changing attitude of the women but also shaping public opinion. This paper recognizes the challenges and explore the opportunities for women to encourage and empower them.

Keywords: Media, journalism, women's participation, challenges, explorations.

Introduction: Women are the wealth of India and they have contributed in almost every field and made country feel proud at every occasion. They are in front, leading the country, making mile stones and source of inspiration for many. However, another reality of Indian society is that there is systematic discrimination and neglect of women in India, which could be in terms of inadequate nutrition, denial or limited access to education, health and property rights, child labour and domestic violence etc. The fear of sexual violence has been a powerful factor in restricting women's behaviour and sense of freedom. The struggle against violence is actually the struggle against the unequal distribution of power both physical and economic between the sexes.

Media is the mirror of society and media reports are reflection of happenings in the society. Media has immense power to influence the masses and communication and IT revolution has further increased its importance. Unfortunately, nowadays media is wavering from its actual role and giving biased information which makes development of the society more difficult. Portraying women as equals in the society is a subject that has been given low priority by the Indian media. The Indian media needs to be sensitized to gender issues and now must focus on women issues in a decisive way as their role is detrimental for the women empowerment in India.

The importance and the impact of the media, written or electronic cannot be marginalized in the world of today. In the modern world of quick communication and quick information, media plays a very crucial role.

The original role of the media was and still is to give to the public all relevant information about occurrences in the country and the world. Now the written media includes a host of publications, dailies, fortnightly, weeklies, monthly all giving information about events with supplement of suggestions and comments by learned people. Today, the print media has acquired such proportions that, there is absolutely no avenue of knowledge or information that is left out. In these days of awareness, even the remotest of villages of India get at least one daily newspaper in their local language. Hence they are getting abreast of the latest news and happenings of the world. Moreover, print media is the cheapest medium of collecting all important information of the district, city, country and the world. Private sectors of the media is therefore a must, not only

for giving women a source of livelihood but also to ensure their adequate and effective representation and to make the media truly national and representative.

Women who played vital role in Media:

Madhu Purie Trehan-Editor: Trehan has written for leading news magazines and newspapers such as Outlook India and Hindustan Times. In 2000 she launched Wah India, a website and print magazine. She, along with three other colleagues, also launched a media critique website called News Laundry in February 2012.

Nidhi Razdan-Journalist: Nidhi mainly covers issues related to national politics and foreign affairs. Her work also included documentaries relating to Tibet, Pakistan-administered Kashmir, Iran, and the effects of Islamic terrorism on Britain

Shaili Chopra-Editor And Anchor: She anchors or has anchored the following shows on NDTV.

- NDTV 24*7, prime time news
- Left, right & centre variety talk show
- India decides
- The head

Nalini Singh-Journalist And Anchor : Nalini Singh (born February 17, 1945) is an Indian journalist. She has been the anchor for several current affairs programs on Doordarshan, and is most known for her program, 'Aankhon Dekhi', on investigative journalism. She has been the anchor for the several current affairs programs on "Doordarshan". Nalini Singh, the name itself needs no introduction. The famed female Indian journalist, who has been an anchor of several current affairs programmes aired on Doordarshan, is known for her exceptional journalistic skills, and talent. Mrs. Nalini Singh is also the Managing Director of TV Live India Pvt Ltd, and Managing Editor of News Channel, IBN7.

Barkha Dutt-Journalist And Columnist: Barkha Dutt's Sunday talk show has won the most awards out of any show on Indian television, winning the Indian Television Academy award for Best Talk Show five years in a row. In 2012, the Association awarded Barkha Dutt the title of "TV Personality of the year" with the following citation: "a reporter of considerable stretch and depth, still passionate and fearless in bringing the issues closer to her viewers." Dutt was the recipient of the C H Mohammed Koya National Journalism Award in 2009. In 2008, Dutt received the Indian News Broadcasting Award for the Most Intelligent News Show Host. Dutt received the Commonwealth Broadcasting

Association award for Journalist of the Year, 2007. She was awarded "Best TV News Anchor (English) for her programme "We the people" at the first Indian News Television Awards in 2007.

Dionne Bunsha-Journalist: Dionne Bunsha is an award-winning author and journalist. She is the author of the acclaimed non-fiction book, *Scarred: Experiments with Violence in Gujarat* (Penguin India, 2006) about the aftermath of the communal violence in Gujarat. As a Senior Assistant Editor for *Frontline* magazine in Mumbai, India, she travelled extensively to report on human rights, social justice and environmental issues

Challenges of Women in media: Women unable to cope up with journalism because of the male dominance at home atmosphere as well as in the work place environment, lack of facilities to get themselves to trained, security problems as well as inflexible working hours to meet the needs of the family members.

"Very few women journalists make it to the top; it's still mostly men," said Hanna Ibrahim, editor of News paper ceyon . "We only have three newspaper editors in the whole country, Most female journalists end their careers after they get married" Ibrahim said. While addressing a journalist's forum organized by the Sri Lanka Press Institute in Colombo on January 20,1994.

However, another panelist, news director of the Derana television channel Shehan Baranaka, pointed out that 75 percent of journalism and mass communication students are female. "The media is very powerful and there is intense competition in the industry to be the best. Those who can rise to the challenge will progress. But it is especially difficult for senior female journalists because of family commitments and attitudes towards them," she said.

The electronic media is much tougher for both men and women especially for women because it is physically more demanding and there are at times hourly and even half-hourly deadlines to meet. They don't even blink sometimes when they have to suddenly come to office at two in the morning.

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