

WOMEN EMPOWERMENT- JOURNALISM

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Abstract: The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive Discrimination, in favor of women. Within the framework of a democratic policy, India has also ratified various international conventions and human rights instruments committing to secure equal rights of women. Key among them is the ratification of the Convention on Elimination of All Forms of Discrimination against Women (CEDAW) in 1993. The discrimination is highly found in the salary, recruitment working hours, designations, privileges and promotions comparative with male colleagues. Women are not appointed in all the areas of journalism only few departments where women oriented programmes and anchoring voiceovers etc. where beauty and charm are priorities. Salaries of Women journalists are also the priority to choose them.

Key words: Discrimination, Women empowerment, Journalism

Introduction: Women face many social challenges today in order to secure an income for her family to raising children amidst the harsh economic crisis. Women have withstood perennial health problems due to the lack of toilet facilities and are forced to use fields and open spaces for defecation; women need to face the present challenges by adding tools and techniques that help to eliminate individual stress. A sense of community spirit is created that allows for women to face these similar challenges as a team rather than individually. Team spirit encourages women to find practical solutions to their challenges so that each one becomes self-dependent in their own right and empower them self with happiness as taken in life's daily challenges and to learn how to embrace life with a renewed enthusiasm.

Women Journalism: As journalism became a profession, women were restricted by custom and law from access to journalism occupations, and faced significant discrimination within the profession. Nevertheless, women operated as editors, reporters, sports analyst and journalists even before the 1890s. In the eighteenth century the Baroness Federicksa Charlotte Riedesels Letters and Journals Relating to the War of the American Revolution and the Capture of the German Troops at Saratoga is regarded as the first account of war by a woman. While many female reporters in the 1800s and early 1900s were restricted to society reporting, in 2014, the Women Media Center put out their third annual Status of Women in the U.S. Media. The study is

based on a number of reports about the status of women in all forms of media in the US and revealed that women represented 28.8 percent of speaking characters in the top grossing films of 2012. In 2013, women had 16 percent of the top executive movie jobs and of the 16 biggest paychecks for actors per film, not one of them was female actresses. The top earning actress is Angelina Jolie, who made \$33 million in 2013. The two lowest ranked men on that list made that same dollar amount. Also, 36 percent of newsroom staff are women, a percentage that has remained stagnate since 1999.

Women Empowerment in India: The subject of empowerment of women has becoming a burning issue all over the world including India since last few decades. Many agencies of United Nations in their reports have emphasized that gender issue is to be given utmost priority. Inequalities between men and women and discrimination against women have also been age-old issues all over the world. Thus, women quest for equality with men is a universal phenomenon. What exists for men is demanded by women? National Commission for Women in January 1992, the Government set-up this statutory body with a specific mandate to study and monitor all matters relating to thr constitutional and legal safeguards provided for women review the existing legislation to suggest amendments wherever necessary.

Objective Of The Study:

- To know the problems of women journalists,

- The media organizations to help women journalists,
- The role of media houses in women journalist empowerment.

Methodology: Research methods are used to determine, discover, interpret, and formulate facts. The main sources of information that used in this Research were issued from Internet articles, Newspapers and online blogs. Moreover, there are sufficient scientific articles which focuses on women empowerment are also studied in order to provide a stable theoretical argumentation.

Conclusions: Empowering women Journalists: The conferences held in this context all the way suggested strategies for empowering women in media journalism reached better with the support of the journalists both men and women, the media journal houses, the journalist associations and the Government. Together can reach the expectations The media journalists must develop the skills on par with the male colleagues in promoting the professionalism and prepared to meet the challenges, to ensure the institution survival The media houses must encourage by establishing the work environment, updating the technical facilities, and training by conducting timely workshops to achieve the targets a healthy work atmosphere has to be in all means of work standards The media associations and unions must provide women journalists by educate information of the employees rights and ensure to fight for the same when required and to promote the skills as per the need, promoting leadership among women journalists to reach the extent with rapid pace to sustain the provisions entitled by the constitution of India as said above to Governing

bodies has involve when required and advocate behalf of the women journalists for their empowerment. It is held that women now cannot be asked to wait for anymore for equality, in spite of their increasing number in every field, women still remain the most underutilized resources.. The Study of us places on record our deep sense of gratitude to all those who have given their valuable suggestions in preparation of this study.

The Safety and Security of Women in India: Constitutional Provisions: Says Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution are of specific importance in the women safety and security. Republic of India: The Maternity Benefit Act, 1961 - Act No. 53 of 1961, The medical termination of pregnancy act, 1971, (Act No. 34 of 1971), Equal Remuneration Act, 1976- [Act 25 of 1976 Amended by Act 49 of 1987] The Bonded Labor System (Abolition) Rules, 2013 Definitions on bonded labor in the Act, The National Commission for Women Act, 1990 No.20 of 1990, The Protection Of Human Rights Act 1993, Security of women journalists: To uphold the Constitutional mandate, the State has enacted various measures intended to ensure equal rights, to counter social discrimination and various forms of violence and atrocities and to provide support services especially to working women. The Immoral Traffic (Prevention) Act, 1956: The indecent representation of women (prohibition) act, 1986, The Criminal Law (Amendment) Act, 2013 (Nirbhaya Act), The Trade Unions Act, 1926, the payment of wages Act, 1936, The Employers Liability Act, 1938, The Minimum Wages Act, 1938, and The Employees State Insurance Act, 1948.

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