

Vol 5 Issue 4 Jan 2016

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

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ISSN: 2249-894X

Impact Factor : 3.1402(UIF)

Volume - 5 | Issue - 4 | Jan - 2016



SOCIAL MEDIA AND WOMEN EMPOWERMENT: A FACT FILE



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ABSTRACT

Empowerment is process. It depends on social interactions between men and women. Both men and women are interdependent. Dependency is natural but woman has been considered as weak and the protection of woman is the moral responsibility, such kind of natural environment has been systematically created by social and cultural organizations. Basically there is any scientific support for this belief. But it has been continuously imbibed by the male dominant, religious books, folk culture, mythological stories and even day-to-day interactions.

KEYWORDS :Social Media , Women Empowerment , protection of woman .

INTRODUCTION

Today media is in the hands of this patriarchal system. The system takes the efforts to maintain it while using media. We can see everywhere speaking about woman empowerment, government also taking efforts for it. For example, reservation in local government, education, self-help groups. So women are putting their impressions in different sectors. It is reformation in the society but it is an illusionary social reform.

For social reform it is essential to change in social structure from the base, outer change cannot be a social reform. In the matter of women empowerment the same thing is happening. Today they are becoming president, police officers, and so on. But the system in which they are working is based on discrimination so from where an equality and empowerment will come?

PATRIARCHAL CAPITAL SYSTEM AND MEDIA:

After 1980, the fundamental change is taking place in globalization, capitalism, caste and religion. Today media is rising as one of the global market in different countries. Industrialists are using media for increasing the demand of their production. Step by step media has gone under the control of capitalism and industry and slowly it became one of the important businesses. Capitalism and media started production with the aim of targeting woman as their important customer.

In 1991, India adopted liberal economic policy, we can see in 1992, Aishwary Roy, Susmita Sen and in 1994, Priyanka Chopra and Lara Datta won the titles of Miss World and Miss Universe. Beauty contests use women by targeting them. There are many companies beyond this beauty context. They are expecting women should use their beauty products. More and more and by the way these companies will get more and more benefits. It is an ultimate target of all companies around the world. They have determined the concept of beauty in the minds of women. The craze of the beauty contest has gone from Miss World to District and even village level. As a result young girls are becoming more conscious only about their beauty; in every house we can see it. At the same time, the girls who are not coming in the domain of beauty, they are becoming the victims of inferior complexity and mentally depressed.

Indian government implemented open market policy and more than one hundred television channels started in India. Day-night continuously advertisement bombarding the minds of youngsters. These advertisements create values about good-bad, beauty-ugly, justice and injustice in the mind of youngsters. The companies which are earning lot of profits are not interested about the effects ads on the youngsters. They are presenting beauty products as a solution for all problems. And the people who are not coming in this criterion they are totally marginalized and negligible. Even these products are dangerous to the health still people are motivated to use them by the ads.

Capitalism has been creating illusionary image of beauty and achieving its target. After 1991, the network of MNC's (Multinational Companies) spreading throughout the countries. Privatization, liberalization, and globalization has been taken speed in India. India was opened for European countries a biggest market in the third world. They became successful in the creation of the image of beauty according to their opinion.

GLOBALIZATION AND ROLE OF MEDIA:

The effect of globalization is on almost every sector. Media's role is very important in the promotion of globalization. In this process entire world is market and people are customers. Today education and health facility may not reach in remote areas but mobile, dish are reached there and brought changes in economic, social, cultural and political sectors. In this process woman has been used to achieve their target. It is important to understand different types of women in their empowerment. Those who are coming in the ads, movies and serials are not from the backward communities. The capitalistic media presenting women from particular class and she will be role model for rest all.

Globalization made it easier to move people around the world and people get in touch with organizations who promise a better life faster. Often they are taken to a developed country with the promise of a job as a nanny or housekeeper, but when they arrive they end up in prostitution. These women do not have the opportunity to react because they depend on the person who brought them there. The traffickers hold on to the necessary papers to keep these victims in the country. Seeing they cannot get in touch with the authorities, they are forced to live an illegal life.

We often see that especially women of lower class groups are vulnerable. Also the political and economic crisis in some countries contributes to the trafficking of women, as it turns out to be a very lucrative business.

When talking of human trafficking we are in fact dealing with international criminal organizations, meaning, highly mobile structures that are difficult to prosecute. In some countries we find members of the local government involved in this illegal business. Also, when a certain suspect is caught and brought to justice, it is very difficult to find witnesses or victims willing to testify against these traffickers. Because of the international character of the organizations, many people fear for their lives and those of their family members.

In some Asian countries children often end up in the sex industry. Non-governmental organizations try to inform the parents about the potential dangers of illegal sex trade, the risks of HIV and the legal penalties involving the issue.

Not only non-governmental organizations take action, also some governments state it is illegal to travel for the purpose of sex tourism. By discouraging people to take part of the sex industry, the government can diminish the problems.

CONCLUSION:

Any culture believes in diversity but globalization is erasing cultural diversity systematically and using women to maintain patriarchal system and presenting her for earning more and more benefits and it is definitely not empowerment of woman. The important part of empowerment is involvement of women in social, cultural, economic, political, education and public sectors and value for their independent opinion. Overall equality, fraternity and justice are the values which are helpful for the empowerment of women.

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