



ROLE OF WOMEN ORIENTED MAGAZINES IN THEIR UPLIFTMENT & EMPOWERMENT (A STUDY OF EDUCATED MUSLIM GIRLS OF BHOPAL)

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“NARI TERI YEHI KAHANI AANCHAL ME HAI DOODH AUR AANKHON ME PANI”.

ABSTRACT :

These lines are portraying the condition of women's in India, but now a days these lines are not so much relevant because the role of women in our society has been changing with fast pace and they are playing a decisive role in socio-politico arena. Even if major part of women population living in villages are isolated from mainstream. But, it is also burning realty of present society that women's are being aware about their rights and demanding a vital role in decision making in house as well as in society. Indian society is based on patriarchal system, about this system poet Dr. Saleem Akhtar commented in his thesis presented in a seminar. Dr. Akhtar's thesis was declared to be quite witty as he discussed the different ways in which a man suffocated talent in a woman. "A man can decorate his wife with gold and diamonds but he cannot accept her as an independent personality," But the scenario is changing with a fast pace. In this changing scenario, women magazines played a pivotal role in women's Upliftment and empowerment. It is easy to say that magazines are playing key role in women's Upliftment, But it is essential to find out the quantity of effects. In this study the Researcher try to find out the impact of women's magazines in their awareness through sample survey method. The focus would be given on the educated Muslim girls of Bhopal.



KEYWORDS : socio-politico arena , women population , patriarchal system.

INTRODUCTION

In India women comprise 52 percent of its total population. The country's overall development depends greatly on the inclusion of women in its development process. The status of women in a society is a true indicator of its social, cultural, religious, educational, political and spiritual level. In India, as a whole the status of women is undergoing a perceptible change. The role of women in the family life has undergone significant changes. As an educated housewife or as working women she has acquired a responsible and respectable place in society. But women's are demanding for a decisive role in decision making in the family or in the society and for this they are fighting continuously. There is a basic difference between western women's freedom movement and Indian women movement. Where western women's are fighting for a total free ship from male dominancy. She does not believe in husband's authority. Indian women movement focus on freedom from evil traditions, selfish male dominancy and patriarchal system, which are responsible for their mental, physical and moral exploitation. She demands for a vital role in decision making. In 21th century, women's are emerging as leaders in industry, education, Government and organizations worldwide. Even with the substantial advancement made for women, she has yet a lot more to achieve. Leaving a

meager number of urban and sub-urban women, the Indian women are still crying for simple justice, why? Because of our different attitude towards them.

This different attitude and approach of ours crops up at the time of the birth of female child. They are subjected to rebuke and ignored so far as their education and other facilities are concerned, which are required for their proper and healthy development. The male child is given preference over the female child. This condition prevails in the area of women writing and literature. Even if this type of attitude is changing with a fast pace, due to women awareness and education. About this trend, Eminent Pakistani writer and columnist Zahida Hina said that earlier, women were not allowed to write and if they did, then they were not allowed to publish the book or poem under their own name. Female writers however, struggled and showed that they did have the courage to have their name published against whatever they wrote. As we know that Indian society is based on patriarchal system, about this system poet Dr. Saleem Akhtar commented in his thesis presented in a seminar. Dr. Akhtar's thesis was declared to be quite witty as he discussed the different ways in which a man suffocated talent in a woman. "A man can decorate his wife with gold and diamonds but he cannot accept her as an independent personality," He said. "Only courtesans wrote poetry because they were nobody's wives and were independent bread earners." But the scenario is changing with a fast pace.

In women awareness and Upliftment mass media played a vital and decisive role. The women related stories, news, features, featuratorial, life style mantra and other columns always inspired them. There are lot of publications in the market which focus on women right, education, health and other related issues. In Indian media sphere some magazines are playing major role in women literacy, health awareness, right consciousness, and life style and family issues. They are guiding the women and fighting for their rights. In this changing scenario, women magazines played a pivotal role in women's Upliftment and empowerment. In this paper the researcher has studied the role and impact of women oriented magazines in women awareness with special focus to educated Muslim girls in Bhopal.

OBJECTIVE OF THE STUDY :

To study the **content** provided by **women oriented magazines**.

To study the **role** of **women magazines in women Awareness, Upliftment and Empowerment**.

METHODOLOGY

The research study is descriptive in nature. The study has been conducted in Bhopal. Here our focus was to study the content provided by women oriented magazines. Because, it is duty of each and every citizen to promote constructive and positive ideas and approach in the society. It is a mass approach that women magazines are not only making the women's aware about their rights but also promoting various other things. It is a well known fact of present days that women magazines are also working as a platform for their expression.

In this study two methods has been utilized to study the problem.

First one is-

Analysis of different segments of selected magazines and study of content provided by these magazines through content analysis and narrative analysis method.

The second is-

Study of the impact of these women focused magazines on mental, social and physical development and awareness of educated Muslim girls through Sample survey method. Through sample survey we analyzed and evaluated the nature of magazine readers and their level of awareness.

SAMPLING

In the study the respondents were selected through Random sampling and purposive sampling methods. The researcher has selected 5 top institutions of Bhopal through Lottery method, which is the simplest sub method of random sampling. In the first stage, researcher has selected 5 top most institution of Bhopal and then selected 20 respondents from each one using purposive sampling. All the respondents were under the age group of 20 to 25. Age is used as a variable in selection of respondents because focus of the study was on educated Muslim girls and they belong to this age group. All the respondents were students and studying in different institutions of Bhopal.

ANALYSIS OF CONTENT:

There are two main segments in women magazines. These magazines also focus on women related products and their advertisements. The magazines included in the study were ojaswini, vanita, sarita, kadambini, grihshobha, mukta, meri saheli, femina, women era, new women, karvan-e-adab etc.

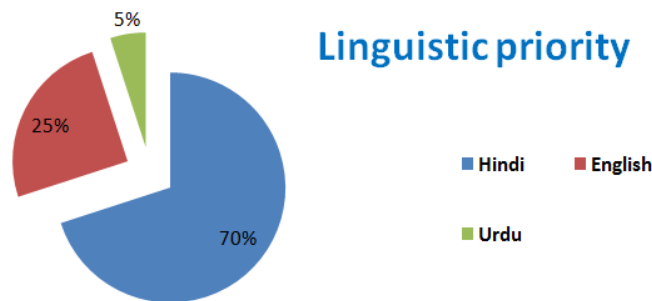
Permanent columns, which covers 50-60% space in the magazine.

Articles on contemporary issues, which covers 40-50% space in the magazine.

Permanent columns	Articles on contemporary issues
Editorial	Feature articles
Letter to editor.	Personality development articles.
Cover story.	Psychological article.
Health and sex problems.	Renowned personalities.
Photo features.	Career.
Film and television.	Home decoration.
Fun and satire.	Creative articles.
Literature (story, poetry).	Social articles.
Astrology.	Environmental article.
Beauty tips and trends.	Knowledge and education tips.
Fashion.	Economical articles.
Health.	Legal help and awareness
Family/relation.	Travel and tourism.
Recipes.	Spiritual, cultural, Vastu and astrology.

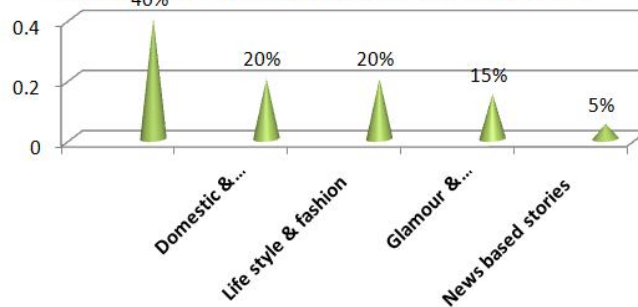
ANALYSIS OF SAMPLE SURVEY :

100 respondents has been taken up for sample survey, all of them were in the age group of 20 to 25 and read magazines regularly. All the respondents selected for the study reads women oriented magazines as for example- ojaswini, vanita, sarita, kadambini, grihshobha, mukta, meri saheli, femina, women era, new women, karvan-e-adab etc.



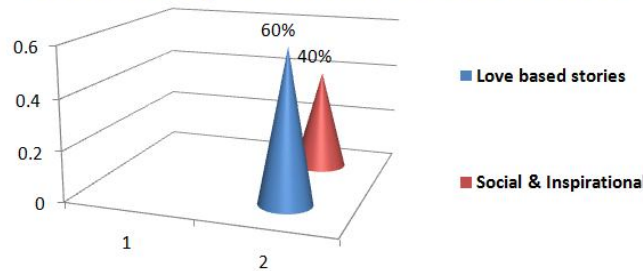
Only 25% respondents read English magazines, while 70% take interest in reading Hindi magazines. Only 05% respondents read Urdu language magazines. As according to the respondents the Hindi magazines are more popular and useful for them.

Reader's taste & Interest



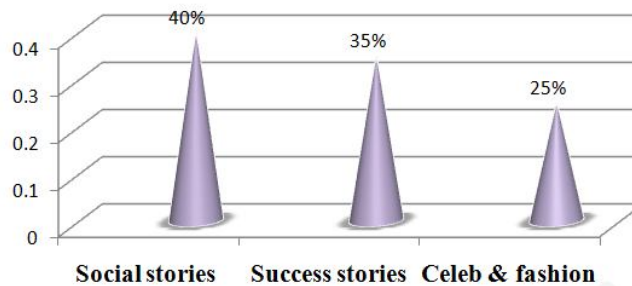
The popular magazine among the girls is Meri saheeli, Femina, Vanita. Girls like positive and inspiring stories because 40% girls take interest in reading the stories of women achievement and success, while 20% take interest in stories related to domestic and family matters. 20% respondents take interest in life style and fashion related stories and 15% girls read these magazines for glamour, gossip and celebrity related contents. Only 05% girls like to read news based stories.

Readability of fiction based content

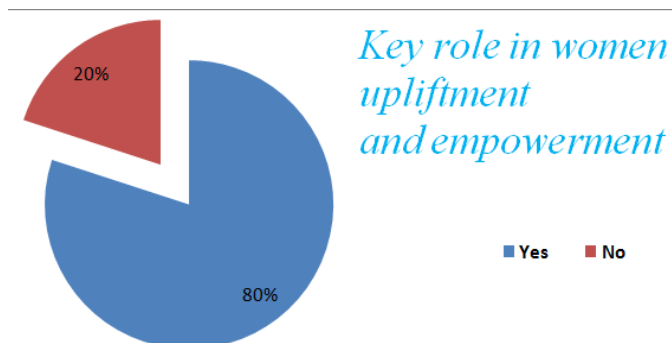


When asked about fiction stories, 60% girls like to read love based stories, while 40% likes social and inspirational stories. 50% respondents read more than 2 magazines in a month and other 50% respondents read less than 2 magazines in a month. 40% respondents buy one or two magazines every month, while 30% get magazines from their college or university library. Other 30% arrange magazines from their friends, either from other sources.

Inspiration source for the girls



40% girls get inspiration from inspirational social stories while 35% get inspiration from women achievement and success stories. These stories brought many changes in girls approach and thinking; rest 25% girls get inspiration from celebrity lifestyle and new fashion trends.



80% respondents accepted that these magazines focus on women interest and their advancement and playing a vital role in their mental, physical and social upliftment. They highlight women issues and make them aware about their surroundings. But 20% respondents feel that these magazines are not highlighting and advocating women issues properly.

CONCLUSION :

Media moulds the opinion, thinking and attitudes in contemporary society and in 21th century it became a magic multiplier and game changer. In every sphere of our life, we can easily feel the touch of Media and its message. Women magazines provide a public platform and a symbolic social order which consistently offers women accessible practical directions for fulfilling their potential as a consumer. They also preach the ideal of women’s power of self determination by their overwhelming emphasis on self-help. Girls get inspiration from inspirational social stories and women achievement and success stories. These stories brought many changes in girls approach and thinking. These magazines focus on women interest and their advancement and playing a vital role in their mental, physical and social Upliftment. They highlight women issues and make them aware about their civic and legal rights. The content provided by magazines is satisfactory, even if girls suggested some changes. The popular magazine among the girls is Meri saheli, Femina, Vanita. Girls like positive and inspiring stories because girls take interest in reading the stories of women achievement and success. They criticized the commercial approach of some magazines and suggested these magazine groups to focus women interests and they emphasized that advocacy of women’s cause is moral and ethical responsibility of Media. Indeed, we can say that some magazines are guiding the women and fighting for their cause and rights. In this changing scenario, women magazines are playing a pivotal role in women’s Upliftment and empowerment.

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