ABSTRACT

Women empowerment is an important tool to bring about the required social changes in the society and the mindset of the people. To empower any woman of a society it is pertinent to first make her aware of her rights and correct role.

The topic under research is the direct fallout of the ill-treatment meted out to women in India and the prevalent social situations adverse to women. It is a well acknowledged fact that the media has played a proactive role in highlighting women's problem and thereby compelling the policy makers to devise ways and means for women development.

The content analysis of four newspapers published from Chandigarh has been done. The space allocated to women empowerment issues in terms of square centimeters and the frequency in terms of number and percentage has been calculated. The type of treatment, column-wise coverage, placement on different pages, place of origin, generic and source of women empowerment news/views has been quantified. The major findings reveal that women empowerment issues merely got four per cent coverage. The findings of the study brought out this shocking reality that the print media overlooked and ignored women empowerment issues. They focused more on women celebrities and issues related to violence, seemingly for popularity gains and blatantly overlooking issues of women education, women health and girl child. This clearly shows that the media houses are looking for business gains. In this bargain the prime duty of the media of creating awareness and to awaken the society is left way behind asking for an explanation from this elite brand of literate people.

It is unfortunate that women who constitute nearly half the population of our country are poorly treated and given such a low priority. This research
should create awareness and prompt the present generation to use media positively in working towards the cause of women empowerment and girl child. I am sure that this will ensure that women are not treated merely as an object to increase the sales of newspapers by focusing upon glamour and violence concerning women. It is high time that the print media puts more stress on dowry, female foeticide, rural women rather than focusing on page 3 celebrities and does its duty to the society.