Chapter III

REVIEW OF LITERATURE

Women entrepreneurship has gained momentum in recent decades due to increase in the number of women's enterprises and their substantive contribution to economic growth. In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. Economic empowerment increases women’s access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development and market information. Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to enable full participation in business. The present study
concentrates on economic empowerment of women entrepreneurs. Various studies both foreign and Indian, related to the participation of women in news media with regard to their status in the organization, problems and prospects of women media professionals, role of media women in strengthening democracy and relationship between women in journalism and news coverage are analyzed in this division.

“There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing.” – Swami Vivekanand

As stated by Bathla (1998) in her book entitled Women, Democracy and Media remarked that the interface between media and politics has long been a focus of communications research and the ways in which news media foster public agendas of debate has been a central strand of such work. Yet, the gendered implications of political communication and the manner in which the news media cover issues of relevance to women is only slowly coming into focus. Research in the US and UK has examined whether and how women are represented in news agendas, the role of women as journalists, the relationship between women’s movement activism and the media. The author defines _Brahmanical hegemony_, the deeply-rooted cultural orientation of the Indian urban elite which defines women’s issues as belonging to some private space and thus not relevant.
to the public debates of a democracy. The author suggests that until the women‘s movements confront the Brahmanical mindset, there will be little actual progress in debating a whole array of women‘s concerns, beyond the lip-service that formal democracy pays to gender equality in India. The book highlighted the impact of media on the political awareness of women in India.

Centre for Advocacy Research (2003) published Contemporary Women Television Fiction remarked that, one of the main offshoots of the phenomenal growth of satellite TV has been the media focus on women both as a key target audience as well as the main protagonists. The portrayal of women and the family has accentuated the women movement‘s growing concerns over the discriminatory nature of the family. Media research must go beyond auditing media content and quantifying acts of omission, bias, stereotyping, violations and distortions and consider how media is able to create a day-to-day communication with a cross section of the audience and in particular, with women, using tried and tested symbols, identifiable associations, safe narrative structures and a mundane and everyday situational framework.

Mandeep Grewal (2003) States that Mass Media Women in India. today examines the role of US and Indian mass media in maintaining and/or refuting the Bharatiya Nari
(Indian Woman) stereotype for middle-class immigrant Indian women in the US. In-depth interviews were conducted with 10 middle-class Indian women who immigrated to the Detroit metropolitan area as wives after 1990, and had at least a Bachelor’s degree. Findings suggest that even though the Bharatiya Nari is alive and well in the American Midwest, these women are also able to utilize the multi-dimensionality of images available to them to rethink their own roles and behavior. The role of mass media is undeniable, as private, electronic, and ethnic spaces merge to support the existence of the Indian-American Bharatiya Nari and her complex set of identities and family-centric prioritizations. As suggested by theory, middle-class immigrant Indian women support a bi-cultural identity, and the presence of the US and Indian mass media reiterates the need for this bi-culturalism. However, the manifestation of this bi-culturalism is different for each woman.

According to Chakravarty (2007) in her book Media and Women’s Development stated that, women are slowly emerging out of their century’s old darkness, shaking off their shackles of tradition and are increasingly raising their voice to demand their rightful place in the society and their due from it. Today women have become one of the potent forces of change, causing upheavals in the staid, in still waters of smug male oriented society. Modern communication can be a great force for women’s emancipation if it is utilized for promoting a critical consciousness on the women’s questions. But it can be source of powerful support to the force of status quo, to conservative and revivalist values and practices and to annihilation of women’s personality and identity. The present century has been a century of media revolution. The two revolutionary media radio and television-emerged in this century and have already established themselves revolutionizing the mass media scene. Now telemetric media-teletext and videotext have emerged to give a new dimension, utilizing the technologies of television, cable satellite and computer. The book highlighted the valuation aspect of Mass Media and Women’s Development.
**Aruna, et al (2008)** According to the Participation Women in Commercial Advertisement on T.V. in their paper entitled remarked that Advertisement is a powerful medium designed to sell products, aspirations and communicate concepts of acceptable behavior and gender roles. The question of women’s portrayal on T.V has been a matter of debate for considerable time now. The present study, —perception of adolescents regarding the portrayal of women in commercial advertisements on T.VI was conducted with the objectives, to ascertain the responses of the adolescents regarding the image of women in advertisements on T.V and study the impact of commercial advertisements on adolescents. The study was conducted on a sample of 90 adolescents, which consisted of 45 girls and 45 boys. An interview schedule was used to elicit the required information. The results of the study revealed that advertisements left an impact on both the genders. The presence of female model in the advertisement influenced their liking for a particular product. Fashion statement of girls was also influenced by advertisements. Boys felt that whenever a beautiful model is screened in an advertisement, it stays on their Mind for long period of time. Majority of them felt that advertisement depicts women in stereotype roles and that the advertisements are not representing the personality of Indian women. The respondents wanted to see women in different kind of roles in the future advertisements. They wanted advertisements to be more educative, informative, product oriented, family oriented and with a bit of humor. Majority of girls wanted women to be shown as confident, independent and empowered individuals, whereas, boys wanted women to be projected in fashionable and glamorous roles.

**Grace Alutu and Audu (2009)** According to the Female Participation in Information, Communication and Technological Developments in Present Situations The issue of women and their participation in development has been on the international agenda since the Paris peace conference of 1919, sequel to the universal declaration of human rights in 1948 and international women’s year in 1975. This study delved into the level of participation of women in the technological development of their country, Nigeria. A cross section of
working class women in various establishments in Benin City, South-South Nigeria was sampled. Altogether, two hundred (200) women were randomly selected for the study. A questionnaire tagged —Female Participation in Technological Development— was administered to the women. Their responses were collated and analyzed using frequency count and simple percentages. In addition, focus group discussions were conducted with selected groups of working class women. Content analysis was used to analyze the data. Data analysis showed that quite a large number of women (80%) were interested in ICT but only 60.67% had access to it. The constraints were time, gender roles, work-life imbalance and inadequate training and empowerment. There is need to develop a training program for the interested women and enlightenment seminars for other women and prospective working class females in the tertiary and secondary educational institutions. This is to ensure full participation of women in ICT, which will in turn ensure improved technological development in Nigeria as a country in a globalize world.

Ross and Byerly (2008) The role of women in media advertising has been discussed by many authors from various angles. According to Ross and Byerly (2008) traditionally media advertisements have positioned women as passive and submissive. At the same time, states that this prescribed role for women in media is being changed at the moment, however certain limitations still exist.

Cheng and Chang (2009) relate to the role of women in media advertising to sex appeal. Moreover, Cheng and Chang (2009) argue that this situation is not likely to change for a foreseeable
future and authors attempt to justify this viewpoint by referring the basic human nature.

**According to Abel et al. (2010)** says the integration of female body images in advertisement in various forms has increased significantly during the last two decades. It has been noted that women in advertisements are represented thinner and well below their average weight.

**Mogel (2010)** addresses the issues of media stereotyping in relation to woman. Specifically, according to Mogel (2010) media stereotyping perceives the role of women as intimate objects with submissive characters. Biermann (2011) addresses the same issue and argues that the role of women in many parts of the world is stereotyped by the media as housewives with the main concerns for house cleaning.

**According to Saad (2012)** the significance of the nature of female representation in TV and radios are greater compared to the print media. Saad (2012) explains his stand in a way that while TV media and radio force their advertising on their viewers, in print media generally advertisement are less interruptive, in a way that people can skip them if they want to do so.

**McAllister and West (2013)**, on the other hand, relate the reasons of images of women being used more frequently than images of men in media advertisements to emotional characteristics of women. Specifically, according to McAllister
and West (2013) it is easier to communicate various emotional human states such as happiness, anger, curiosity, etc. through female images than images of men. However, McAllister and West (2013) do not justify their arguments by referring to any relevant empirical study.

**Cortese (2007)** In other words, considers the images of women featuring in advertisements to be distant from reality, and discusses the negative implications of this situation to self-confidence of representatives of ‘ordinary’ female population.

**Chinyere Stella Okunna’s (1992)** study titled, “Female Faculty in Journalism Education in Nigeria: Implications for the Status of Women in the Society”, has addressed gender issues in the training of journalists in Nigeria. Recognizing the power of the media in influencing decisions and attitudes in society, it has criticized the absence of women teachers in Nigerian institutes of mass communication and schools of journalism and argues that this has further marginalized the Nigerian woman in a society that is predominantly male dominated. The study has suggested that if more women became trainers of journalists they would influence their students in their perceptions of the role of women in society. This would in turn have a multiplier effect as their students join the media and help change the image of women in society. The study argues that the agenda-setting function of the mass media in a society could have its beginnings in a mass communication classroom. Those issues which the media does not include on their agenda may turn out to be the very issues that were either not mentioned at all, or whose importance was played down during the education of the journalists who now make up the workforce of the media establishments.
Choudhury, Maitrayee (2000). In this article M. Choudhury has stated the issue of feminism in the institutional context of the print media. Discussing the modern issue of feminism the writer has opened a new angle to think about the equality, freedoms or liberties for the women. She showed a great concern for the women’s movement for the restoration of the feminine needs and necessities in the era of liberal economy.

Pandey, M. (1991). Here the writer writes that since the advertising agencies in India are male dominated, the tendency to portray women in traditional roles, or in superhuman roles where they manage the home and the job, has been inherent in the content of Indian advertising.

Abdulwahab Olanrewaju Issa (2000) emphasized on the usefulness of information and above all, the need for it to be adequately and widely disseminated to all segments of the society. He also discusses on the role of the popular mass-media of information dissemination such as the Radio, Television and Newspaper and has critically examined against the backdrop of the peculiarities that constitute the lots of the rural persons. With this he also brings out the specific role of librarianship as an information profession that could greatly complement those of the other mass-media in the task of proper and adequate dissemination of appropriately needed information to this undeniably indispensable but often neglected segment of our society. It is concluded in the paper that the combined efforts on the parts of these information professionals that the hope to rise above the challenges of information dissemination to these rural dwellers actually lies.
Arokojo (2003) has conducted his study in Nigeria which revealed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment. In Nigeria, the print media have a specific situation in agriculture transferring as well. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001).

Chinyere Stella Okunna (1992) discusses how communication has become widely accepted all over the developing world as an effective tool for rural development and tries to find out what communication media are used by rural women in Nigeria as sources of development information. He evaluates that this faith in the power of development communication often appears to be misplaced, as development fails to measure up to larger expectations even after huge resources have been invested in development communication. Many of the failures of development communication projects arise from the application of improper development paradigms and communication strategies which overemphasize the mass media as channels of communication in the development process.

Clever Maputseni (2006) brings out the importance of media in influencing the development. The research is based on a case study of the radio programme sponsored by an NGO, which is broadcast on national radio, to study the extent of its usefulness for the growth of marginalized farm communities in Zimbabwe.
The research findings indicate that radio remains a popular medium with communities and development actors that still see it to be useful in spreading of development messages.

**Leo O. N. Edegoh and et al. (2013)** has discussed women in media about the potential role of radio to inform, educate and entertain its audience, its capacity to break illiteracy barriers as well as its power to penetrate into the remote areas of the rural communities in Nigeria. They have found that a good number of rural women listen to radio and that programmes that interest them most are health related and agricultural programmes. The study recommends the utilization of radio by government and its agencies for disseminating messages intended for rural people.

**Muhammad Irfan and et al. (2006)** in their study based out of Lahore district of Pakistan points out the role of mass media in the dissemination of agricultural technologies among farmers. Here the agricultural production is comparatively lower than that of many other countries of the world. Even within the country there is a big gap between average and potential yields of various agricultural crops which clearly indicates that the available technologies, if adopted by farmers according to the recommendations, can enhance agricultural production considerably. Therefore, there is a dire need to apply science and technology in the field of agriculture and to achieve this objective; the extension agencies are disseminating new technologies through different means including mass media. A random sampling technique was used for selecting sample with a total sample size of 120 respondents. A vast majority of the respondents did not listen / watch agricultural radio/TV broadcasts frequently or occasionally. With regard to
effectiveness, the respondents ranked TV, radio and print media as 1st, 2nd and 3rd, respectively.

**Rao RL, Krishnamurthy B and Ganesamoorthi S. (2003)** discusses on the impact of media on the position of women in society and their development. Communication in rural areas in a country like India is a necessary and vital process and paves way for modernization and social change. Studies have found that nearly 40 per cent of farm women either read newspaper or have them read by someone else. In an agricultural country like India, having differing development themes for rural women, the best approach for those who want to reach the rural women would be to use a blend of the print, broadcast and multimedia approach to gain the advantages.

**Shweta Upadhyay and et al. (2011)** in their study investigated media utilization, preferences and prospect for use in nutrition education service delivery in three villages of Uttara khand State. A total of 223 women respondents in the age group of 18-45 years were selected using a random sampling technique and used Questionnaires/interview schedules. Media possession data showed that the TV was most commonly possessed and used media whereas print media was found to be less popular compared to electronic media. They have also brought out that effectiveness for information dissemination was the major reasons for TV usage/ preference. The study also revealed that media preferences in descending order were: television, radio, poster, calendar, lecture, audiocassettes, booklets, charts and newspaper. Finally it was recommended that development agencies should take advantage of women’s preferences to ensure best possible effect of various food and nutrition related extension programmes.
Vandana Kumari (2011) conducted her study in the Mirzapur village with a sample of 60 respondents. Her study was based on a household survey using a schedule and personal interview and adopted purposive sampling method to find the “Impact of television programmes on rural women”. Thus from the study it was concluded that rural women are an important part of our country. Because of their busy schedule they have no time to watch television and therefore it does not impact on the life of rural masses especially the women.

Shailashree B. (2013), in her paper on ‘Media and Political Empowerment of Women in Kolar District of Karnataka: a Study’, stated that the Role of Mass Media in political Empowerment of women is very crucial in a country like India. Mass Media assists women in accessing resources for their development by means of exposure, knowledge and information. At last she concluded that Stree Shakthi Programs have brought social change in the village but it has not made the women politically conscious or politically empowered and the mass media have not really played any major role in their lives in making political decisions.

H. Subrahmanyam (2011) compares women education in India at present and Past. Author highlighted that there has a good progress in overall enrolment of girl students in schools. The term empowers means to give lawful power or authority to act. It is the process of acquiring some activities of women.
M. Bhavani Sankara Rao (2011) has highlighted that health of women members of SHG have certainly taken a turn to better. It clearly shows that health of women members discuss among themselves about health related problems of other members and their children and make them aware of various Government provisions specially meant for them.

Doepke M. Tertilt M. (2011) Does Female Empowerment Promote Economic Development? This study is an empirical analysis suggesting that money in the hands of mothers benefits children. This study developed a series of non cooperative family bargaining models to understand what kind of frictions can give rise to the observed empirical relationship.

Duflo E. (2011) Women’s Empowerment and Economic Development, National Bureau of Economic Research Cambridge The study argues that the inter relationships of the Empowerment and Development are probably too weak to be self sustaining and that continuous policy commitment to equally for its own sake may be needed to bring about equality between men and women.

Sethuraman K. (2008) The Role of Women’s Empowerment and Domestic Violence in child Growth and under nutrition in a Tribal and Rural Community in South India. This research paper
explores the relationship between Women’s Empowerment and Domestic Violence, maternal nutritional status and the nutritional status and growth over six months in children aged 6 to 24 months in a rural and tribal community. This longitudinal observational study undertaken in rural Karnataka, India included tribal and rural subjects.

**Sharma (2013)** in his article pointed out that contemporary society exhibits deep dependency on mass media and is dominated by media in all aspects of life. It is a well-known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. People develop shared construction of reality through mass media. The media-provided interpretations of certain issues have a deep and far-reaching impact on the masses. The media has the power to push various issues into the public domain. It is the need of the hour that sustainable development is given priority by the media. Further the other suggested that mass media has an important role to play since along with legislation, formation of attitude towards sustainable development is required on a large scale which can only be accomplished through media. The media has a social responsibility and active contribution of mass media is essential for promoting sustainable development and motivating People to use alternative sources of energy so that we can make this world a better place to live.

**Jain and Singh (2013)** conducted a study on National knowledge commission and media. Data was collected from three newspapers for period of 12 weeks, a total of 90 knowledge related stories were collected and analyzed. The Study suggested that the newspapers being a part of a common man’s life have a vital role to play in creating awareness about the knowledge
society. Based on the present study, it can be said that at present their contribution may not be in very significant quantum, but the newspapers are not completely shrinking their responsibility to create awareness about the concepts concerning the knowledge society. They lack in providing technical information and frequently using terms like knowledge society, knowledge economy and knowledge management. The bulk of the population is still dependent upon newspapers for the internet media can serve only those who know how to use it. For such people who have the quest to know, the newspapers can be a great support. The maximum number of editorials and news analysis, the most influential part of a newspaper, was in The Tribune (7) while the least coverage was in The Hindu (2). In articles also The Tribune contributed Maximum (16) while The Times of India contributed the minimum 4.

**Matthes (2013)** conducted a research on Hostile media effect to study how fare audiences tend to perceive media coverage as biased against their own view. Data from three survey studies demonstrate that effective involvement- measured as emotional arousal or as the experience of concrete emotions- can explain the HME over and beyond cognitive involvement. The finding suggested that there was a causal effect of affective involvement on bias. Surprisingly, opinion-hostile media coverage- that is, objective news bias- was not related to bias perceptions. Moreover, value-relevant involvement should be highly correlated with the cognitive involvement measures that were applied here. Again, this reminds us that the role of cognitive involvement is by no means clarified. Cognitive involvement remains a slippery concept that necessitates more theoretical effort.
According to Bignell (2004) defines advertising as the “paid placement of organizational messages”. Research above looking at televised content, also asks the question of who the producer of the message is. This question has opened up many debates in the field of gender studies in which the main cause of women’s marginalisation and negative portrayal in the media is believed to be the result of men being the producers of the messages or women producing messages using patriarchal frameworks.

Sweetman, 2000 Media has the power to change the thinking, attitude and behavior of the people. Media has a capacity to highlights the core issue which are related to women’s right like gender discrimination, lack of education, sexual harassment, women’s health issues. When media broadcasts such kind of news then government gives some concentration to solve their problems and also on international level people shall realize its importance.

Panigrahy & Bhuyan, 2006 Empowerment is a procedure of transforming the power of choice to an individual or a community. Women empowerment is very essential for the development of the country and it could not be denied that women have capacity to change the destiny of a country. Women are offering their services in two fields, on domestic and economic front. It needs recognition that for the socio-economic development women participation is mandatory and they have ability to mould the nation’s fortune.
Gupta and Dyal, 1996 Media is presenting the women issues in different ways and media images of women have great impact on women. Some media’s performance is not satisfactory because most of the time they create thrill and sensationalism in their programs just to increase their profit and viewership without considering that what are the impacts of these things on society? Media is a powerful way to promote the social and cultural values and it could be used for the promotion of women at grass root levels. Media industry is in the hands of male so; all the policies are made by men even women’s participation in media industry is also increasing but their contribution in policy making is very limited.

Savitri, 2004 According to the women and media Women are a vulnerable group in society those are the victims of violation and they are considered as the property of men. Women’s rights have been violated in different forms like physically, socially and mentally. The world fourth conference for women rights was held in 1995 and in this conference it was realized that inequality and gender discrimination are the main hurdle for women’s advancement. Women could be a great participant for the development process of a nation if they got the equal rights and freedom. In this conference many suggestions and polices were designed to protect women rights and to provide them equal opportunities in all fields of life. Due to the struggle on international level women’s have much better status in many parts of the world.
Narasaiah, 2004 participated for Women are struggling for their rights since early twentieth century but in recent times their struggle for the equality has now become an international issue. Their long struggle for equal rights and opportunities had been denied in the past but now at the international level it has been recognized that empowerment of women is very essential for the social development as well as economic development of a country.

Bhaskar Rao and Raghavan (1996) in their book social Effects of women mass media n india stated that India has entered the space age in communication technology. This has increased manifold the social impact, for good or ill, of the media of mass communication. The authors surveyed the origin and the initial role as well as the post-independence growth of each of the mass media as part of the country’s developing political economy. The book also present the findings of the first ever country wide study, in depth of the social effects of the mass media. The book discussed on the impact of media on education and awareness of common people. The suggestions are also given for the development of media to improve the society.

Kunda Dixit and Silvio Waisbord (2002) According to the The other information Revolution Women in Media Empowerment in developing Countries published in Global
Civil Society Yearbook 2002 stated that too often, debate on the information society narrows quickly to information and communication technologies (ICTs), the potential of the Internet and worries about the digital divide. But another information revolution has been under way, especially in the South, less debated but equally dynamic, more pervasive and potentially even more far reaching. It concerns the other ICTs of radio, television and the press that determine, far more than the Internet, the type of information people get and the raw material they bring to bear in constructing and reconstructing the world.

Prasad (2005) in his famous Books book Women and Media and Social life in india described the world of technological modernization, mass media, which includes electronic and print media, is deeply embedded in the society. The purpose of the media is to spread awareness and let the general public know what is happening around them. Because of its global network, the media brings to the public the immediacy of what is happening within and outside the national frontiers. The advertisements in various private television channels during different times of the day are telecast to address the various issues around HIV/AIDS. These mass media programs are aimed to convey message sensitively. Over the last few years Mass Media has been a phenomenal growth in this country both in terms of reach and advancement in technology. A concerted and well coordinated effort is now being made to use the electronic media in the extension strategy. The existing infrastructure of Doordarshan and All India Radio is being utilized and allied fields for bringing the latest information and knowledge to the farming community.

Anjum Zia (2007) conducted research study entitled Effects of Cable Television on Women in Karnataka which investigates the effects of cable television on the life patterns of women in Karnataka through survey using interviews’ schedule as a tool of data collection. It targeted 432 women aged 18-40 years and viewing cable television for a minimum two years. The study recorded the respondent’s consumption patterns, level of viewing, preferred channels and programs, favorite watching time, control over remote and restrictions on viewing. It
crossed checked the above factors with the level of viewing along with demographic characteristics of the respondents. The major hypothesis studied was — greater the exposure to cable television the greater the impact on the lives of women. The sub-hypothesis included heavy viewers have greater effect on their activities, family and social interaction patterns, cultural practices, domestic and personal expenditure, and they are more influenced by the television characters especially depicting western and urban Indian women than the moderate and light viewers.

**Best and Maier (2007)** According to the Gender, Culture and ICT In Rural India Women The authors explore how women use and perceive information technology in five villages in rural Tamil Nadu, India. We analyze the outcomes from structured in-depth interviews with 17 women Internet kiosk users and 22 women who have never used the Internet (non-users). Our intention was to systematically document the information and communication needs of women in rural South India as articulated by the women themselves. The authors identify several critical issues that must be taken into account in the design of information and communication technology (ICT) projects. The findings suggest four main conclusions: (1) rural women in this study find ICTs useful; (2) there are gender-specific usage patterns and perceptions of ICTs; (3) obstacles to ICT use are generally structural (time, location, illiteracy) and not
personal (for example, a prohibition from a relative); and (4) manifestations of gender awareness correlate with perceptions of obstacles to ICT use. Information and communication technologies hold great promise in the drive for development and poverty reduction in the global South, yet in order to ensure that the entire population reaps the benefits of these technologies, a clear understanding of the specific needs of women and other disadvantaged groups is imperative.

Kotwal, et al (2008) States that on Impact T.V. Advertisements on Buying pattern of Adolscent Women Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th - 12th, to know the impact of T.V. advertisement on their buying pattern. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.
Rathod (2009) writes a book entitled Women and development and a section "Role of Media in Women Development" described the role of media such as radio and television in the development of women.

Saxena, et al (2009) According to the Young Women on family Life Education with use of Communication Technology in Uttrakhand. The research is an experimental development in Udhansinghnagar district of Uttrakhand in India to educate adolescent girls and young women on family life education issues through the use of communication aids. Gender equality and equity improvement of reproductive health, betterment of quality of life in the family, promotion of education and health facilities and moderation of population distribution process are key contributors to population stabilization. These are the element which the National Population Education Programme in India has been focusing with a view to helping the nation attain its demographic and developmental goals. The qualitative research has been done, taking total sample of 50 female respondents (25 married and 25 unmarried). To assess the pre and post knowledge and opinion regarding family life issues, interview schedule was used for both the respondents separately. Charts, Posters, Flash cards, Video films, Focus group discussion, Slogans and Role play were used to educate both married and unmarried respondents regarding family life issues. Finding concluded that there is remarkable positive change in their attitude regarding gender discrimination, Family planning information and nutritional and reproductive health of mother and child after experimentation through family life education through the use of communication aids. It can be concluded that if proper use of communication aids is carried out in such education sessions or capacity building trainings for the women of rural area, programme can be more
effective and easy to learn. It is recommended that Village worker at village level should be trained in such a way that they will be able to communicate effectively with the village people regarding family life issues.

**Varsha Sherring (2010)** States that Women’s Identity Shaped by Television in India stated that violence against women in India has been on a rise. With the advent of satellite television in India, programming for women in India has been in great demand. While the current television programs focus on social issues faced by Indian women, little scholarly research has focused on the effects and outcomes that such programming has on the Indian populace as a whole, especially the women when it comes to policy and decision making which may perpetuate continuing violence against their kind. This study deals with finding the links, if any, between social and personal identity of Indian women, and the effects of Indian pro-social soap operas in forming mindsets affecting attitudes and actions relating to the two major social evils still existing in modern Indian society, and highlighted herein: female feticide and child marriage.

**Divya McMillan (2011)** States that Ideologies of Television in Indian Women’s published and stated that Content analyses of Indian television programmes on the national network Doordarshan in the 1980s have shown that prime-time shows cast women as docile homemakers and as objects of male desire. This paper uses a critical postcolonial theoretical framework and narrative analysis method to detect ideologies of gender from programmes randomly selected from a month's menu of the transnational, national and regional television networks in the country. A broad conclusion is that Indian television in the late 1990s perpetuates, across channels, the 1980s'
stereotypical images of women, images that have their roots in Vedic, colonial, and nationalist literature. The status quo is explained through a critical discussion of the framing of 'woman' in colonial and postcolonial nation-building efforts. The paper also points to the emerging genre of hybrid programming, where the greater incidence of female veejays and talk show hosts paves the way for the expression of female leadership and desire, and leads to more positive television portrayals of women in the 21st century.

**Gangopadhyay (2011)** According to the Use of Women in Advertisements and the issue of Social Responsibility writes on Globalization has facilitated conveying of media signals manifold with entire society been converted into a marketplace. The immediate effect of entertainment centric programming has led to the rise in advertisements alongside the media contents. The basic objective of advertising is profit maximization with the depiction of minorities within society including women in tune with the consumerist culture. Advertising for women have increased due to increase in purchasing power and decision making capabilities of women yet role are stereotypical either as housewives or sex objects with an ideal body image and fair skin. Even in neutral portrayal women are projected as inferior especially intellectually. Gender relations affect the unequal power relations in society and these are reinforced in advertisements. Social responsibility especially in case of women is found to be wanting as advertisements use female forms even if women may not be the target consumers. The social responsibility is needed and the media should scale down on the profit motive and self regulation against obscenity in the interest of public good.

**Mrunalini (2011)** States that Two faces of women in on Media Need for a Gender Policy edited by K. Durba Bhavani and C.
Vijayashri by _Foundation Books‘. Women on television need to be discussed under two heads: women in media (as work force) and women as media subjects (as content in media). Another category is that of women as viewers. Women as viewers are also participants in a significant way. It has been established beyond doubt that all over the world, women constitute a considerable percentage of television viewers. In India, perhaps the percentage of female television viewers is even higher as television constitutes the chief source of entertainment for moderately educated middle-class women. A lot has been said about how badly women are portrayed in soap operas and how these serials, in all languages, are reinforcing the stereotypical female image. Much has also been said about the way women are portrayed in advertisements. Through this paper, the author tries to build up an argument in favour of a Gender Policy in media. Indian media, whether print or electronic, has recently been facing serious questions about the lack of a policy where women and depiction of women's issues are concerned. Print media has often been criticized for publishing advertisements which are demeaning to women, in the same pages where women's issues are seriously discussed. But such objections are rarely met with serious consideration by policy makers because media is, in the ultimate analysis, only a business enterprise. Advertisements give revenue which can obviously not be ignored by any policy maker.

Sujaya Routray (2011) States that the Women , Media
and Gender Equality in India, Media and its development have accompanied an increase in the magnitude and complexity of societal actions and engagements, rapid social change, technological innovation and decline of some traditional forms of control of authority. There is a close association between representation in media and social change, although the degree and direction of this association is still debatable. Many of the consequences, either detrimental or beneficial, which have been attributed to the media, are almost undoubtedly due to other tendencies within which the society operates. Media is a major factor in the construction and circulation of social understanding and social imagery both in traditional and modern societies. It is therefore argued that media can be used as—an instrument, a powerful and flexible one, for influencing people into certain modes of belief and understanding within society. An analysis of gender dimension existing in the society, however, suggests that media fails to play its role effectively. The present article looks into this and deliberates what should be the role of media in bringing about a just and equal society.

Ashong and Batta (2012) According to the Women Representation in Communication Education and Practice in India write on and perhaps in many countries in Africa and the world, gender may neither be equally represented nor fairly portrayed in communication education and practice. This makes finding answers to the following questions critical: What is the participation of women in communication training and education in India. What is the involvement of women in the media of mass communication? A survey of the communications training institutions and industry provides the answers. The discourse is anchored on the hegemonic masculinity theory and the agenda setting hypothesis. Its thesis is that gender sensitivity in communication scholarship and artistry is germane to the realization of human rights, alleviation of poverty, and other millennium development goals. The conclusion and position of this paper is that for communication educators and practitioners to add significant value to the ideal of gender justice in India, they must cast off
the toga of masculine hegemony; and thereby position themselves as major change agents and advocates of gender equity.

**Gulati (2012)** States that Role of ICTs in Rural Women Development

**Importance of ICTs for Rural Development**

Given the importance of Information and Communication Technologies (ICTs) in national development, countries across the globe have put in place mechanisms such as Universal Service Funds and other forms of Government intervention to achieve Universal Access to ICTs. Through ICTs people in rural areas can connect with the local, regional and national economy and access markets, banking, financial services and employment opportunities.

**Mahapatra and Jena (2012)** According to the Empowered Gender: A Metal Analysis of Women in ICT in The current wave of globalization has greatly improved the lives of women worldwide, particularly of the developing world. Nevertheless, women remain disadvantaged in many areas of life. The UN’s Millennium Development Goals therefore prioritize gender equality and empowerment of women. It is always remembered that there are many women who do not have their own choice. Thus, it is not easy to ask them to stand up and fight and question. So they do not speak up, they try and tolerate the intolerable and they hope people close to them will not notice and will not ask. Essentially, very little has changed.

The status of women under social life is not only confined
to marriage and family but has also stretched its scope and expanded its area and context in the era of Information revolution of Technology and Communication (ICT) accelerates the pace of inner development of man. The concern is to know about the status dynamics and role conflict in the family life of career women in the age of information revolution by knowing about the effects of new technologies on women’s jobs to develop the debates about the gender gap in technology. The paper presents a thematic analysis of empowerment of women in the growth of Information and Communication Technology (ICT). It presents the life of women in the context of gender and information revolution drawn from a wide variety of review of literature. The findings of this paper accept the reality that women are the home makers and office managers‘ thereby rejecting the myth that women are the home makers only‘, and makes a statement to the masculine of the society to change their protective psychology and repose best confidence measures in the ability of their counterparts who are equally skilled in world field and mature in decision making.

**Biradar (2013)** States that Empowerment of Rural Women through Information and Communication Technologies (ICTs) Rural Development is a process leading to sustainable improvement in the quality of life of rural people, especially poor men and women. Women represent 48 percent of India's population. Women have a key role in economic advancement of any country. Women have been working in line with men in various sectors, they hold key positions in government as well as private sector, and many have also managed their own business successfully. The competency building of women also considered as an active process enabling women to realize their full identity and power in all spheres of life. Women have been entered in
almost all economic sectors: and have demonstrated the passion and the persistence to succeed. In this way women are very important part of economic activity. Economic activity can be expanded through women empowerment. Sustainability of our development lies on women’s equal participation in economic, social, and political activities. In this direction more and more emphasis is laid on the need for development of women and their active participation in the main stream of development process.

Minakshi Das (2013) States that Women and Internet A Philosophical Study of Gender Inequality between male and Female. published an article entitled. The paper mainly tries to explore the position of a woman in our modern society, which is technologically so advanced and updated. It can be stated that technology is giving us a signal of a post human future without having the traditional limitations of time; space and quantity on the availability and openness of information and communication. But the most important point is that though our society is showing tremendous growth but from the ancient time to the present women in most cultures has
had to face lots of challenges to prove their potentialities. Not only in the real world but also within the virtual world women have been neglected from decades. The most interesting example of the same can be found within the video games. Thus, the article will try to focus some issues like the above and will seek to provide the philosophical interpretation of body and how the body as well as the female body has been neglected from the earlier philosophical tradition and how the present phenomenological interpretations are trying to overcome those problems. Finally, the article will try to find out a solution of the given problems by following the feminist ethics as well as the computer ethics.

Gurumoorthy (2000) that empowering women contributes to economic and social development. SHGs enhance equality of status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life.

Venkata Ravi and Venkataraman (2005) focused on the effects of SHGs on women participation and exercising control over decision making both in family matters and in group activities.

Juhi Gupta (2009) suggested that for recognizing and tracing economic, social, cultural roots of violence against women. It is essential not only to mobilize policies that shape the state and societal response to individual acts of violence but also to change
the processes of liberalization and corporate
Globalization that have indirectly aided such violence in general.

According to J. A. Doyle (1989) women and media in India
whose research focuses on masculinity children's television
typically shows males as "aggressive, dominant, and engaged in
exciting activities from which they receive rewards from others
for their `masculine' accomplishments." Relatedly, recent
studies reveal that the majority of men on prime-time television
are independent, aggressive, and in charge Television
programming for all ages disproportionately depicts men as
serious confident, competent, powerful, and in high-status
'positions. Gentleness in men, which was briefly evident in the
1970s, has receded as established male characters are redrawn
to be more tough and distanced from others Highly popular
films such as Lethal Weapon, Predator, Days of Thunder, Total
Recall, Robocop Die Hard, and Die Harder star men who
embody the stereotype of extreme masculinity Media, then
reinforce long-standing cultural ideals of masculinity:' Men are
presented as hard, tough, independent, sexually aggressive,
unafraid, violent, totally in control of all emotions, and-above
all-in no way feminine.

Stated by the Patricia Bradley (2003) use of the media
women the extent to which media has influenced could be very
well seen by the values that the modern parents indulge into their children. Girls have been taught since their childhood as to what is their expected role and behavior in society. They are always taught how to sit, how to stand, when to move out, when to move in, how to behave, what to speak, what not to speak. They are always told that girls always need to stand at a step lower than their brothers and other men, that they ought not go against what they say or think and that the men are always right. Thus, somewhere behind these mentality of the society, the media has played a decisive role, furthering the transmission of patriarchal society and to establish a relationship between an individual and modernity.

**David Gauntlett (2002)** According to the women in media the present media is nothing but a pool of manipulations in the name of everything being a fiction and screening a disclaimer which also speaks that it has no relation with anything in real. Whatever it has been is merely a matter of coincidence. Thus in this virtual world, where we spent a major part of our lives, we have been inundated with false images of women which only creates an impression that they are born to be treated as a commodity. What the media does is just the under-representation of the conditions of the women, i.e., a traditional stereotyped woman who is passive, subordinate and dependent to the other sex. Such is the powerful impact of media, as it has always been successful in displacing the society to a whimsical position of the women; it is the position where women no longer signify themselves.

**Johnston H. (2003)** Says that women and media in India present situation the information of this particular rape case in South
Delhi was spread worldwide in a matter of days through the professional media. Previous research that analyzes the dissemination of information throughout professional media has not studied instances of violence against women as the event that triggers the media spread. Social movements are capable of providing transformation of current cultural aspects, particularly when a crisis arises that result in a rapid uprising. Media’s presentation of controversial events provides numerous tools in which individuals are drawn to the social movement, making media a major tool in the development of social movements.

Network of Women in Media, India (NWMI), (2002) The Network of Women in Media, India (NWMI), is an informal, non-hierarchical organization comprising women journalists and others working in or on the media, The Participation of the Indian Women Communication Technology is an informal, non-hierarchical organization comprising women journalists and others working in or on the media, currently linked to autonomous local collectives of media women in about a dozen places across the country. It is an autonomous body committed to democracy and gender justice within the organization and in society.

The basic aims and objectives of the Women Working for network.

- To consolidate, support and strengthen women in media
- To promote media awareness / critique
- To promote professionalism, ethics and social responsibility in journalism
- To share information and resources.

Chugh S, Sahgal P, Why Do Few Women Advance to Leadership Positions (2007) stated that Women comprises a
major part of the talent pool around the world, even then their representation on the senior level has been very limited. Whether working in any field, leadership quality and managerial skills needs to be there, and women managers or those who are on the decision making level has been giving a tough fight to their male counterparts. Many multinational companies, Public Sector as well Private Banks can be the places to observe this change. Though there are few parameters where the base is quite rough for women. Lack of career planning amongst the working women managers and concepts related to power sharing management are some of the points where the difference can be seen between the genders.

**Mishra Deepanjali, Portrayal Of Women In India, (2015)**
The image of women in Indian media is generally in a format that can be associated with a person, who most of the time thinks about the family, not capable to take decision in time of crisis, politically less informed and close to the traditions. Even in the print media material related to sports, business, politics, scandals can be seen easily but persuasive issues are missing. Most of the time readers see articles or features related to women are associated with lifestyle, family and society or some health issues. Female columnists are comparatively very less in number here. Mostly the women, who find place in the main pages are political activists or page three personalities.
Tomar Ranu, (2011) Gender and Media: Status of Women Journalists in Hindi Print Media in India found that portrayal of fair gender is just a professional and ethical aspiration. It is as admired as value of accuracy, fairness and honesty. Though it is said in our society that women needs to be promoted, to get recognition, but the reality indicates something else. Mere expectations are not enough. It is just a concept that women need to be more active and visible at higher levels of the news business, both at work and in the unions. Fact is that in world of hard news, it is still mainly reported and presented by male journalists. So the need of the hour is, people who are there on the top, should actively participate in the campaign to promote and increase the women counterparts in number. They will have to take a stand of the issue of gender equality. Though, despite having efforts to promote gender equality in media, the fact depicts an altogether different story on the ground.

Women's Struggle For Top Jobs In The News Media (2012) The study provides an overview of the rise of women and women leaders in the Australian news media and it talks about different aspects of newsroom culture, which is a constant factor for the progress of women in any area. According to the study, women’s position in the news media workforce (including reporting roles) has quite changed in fifteen years. With their hard work and dedication, women have made small space into key editorial leadership positions. Nevertheless, the relative absence of women in these senior roles remains glaring, particularly in the print media. The study also indicates that in most of the countries, male dominance can be easily observed in the media industry.
According to the O’ Brien Anne, Women Leave Media Work (2014) The study talks about the reality prevailing in the media organizations and the root cause of the women leaving the media sector. There are differences in career outcomes for men and women, which occur as a result of gendered work cultures. Even after so much transformation of the society, gender bias is still prevailing in the society and work places. The results of the study shows that women leave media work because of a combination of the gendered nature of work cultures, the in formalization of the sector and structural restrictions for women workers. Social security, responsibilities and attitude towards different gender plays a vital role in the overall development of the half population. Role of these factors ultimately creates an impossible bind for many female media workers forcing them to exit media work.

Bhandare Usha V. Women Exploitation Women in Media (2015) The study states, that exploitation of women in any field has becomes easy. Being a vulnerable section of the society, women even working at higher position in various fields does not get respect equivalent to men. Advertising and mass media is also one of the fields which attracting young women for career option but unfortunately, it has been noticed that here also working women are being harassed through presenting them in a wrong manner to advertise the product and services of
the advertisers. In such a rapidly changing environment, women in media have a large responsibility in not only changing attitudes towards women but also shaping public opinion. The objectives of the study were to study the portrayal of women and their exploitation in different media. The results state that there is need for a widespread understanding that no country can develop without the development of it women citizens. Though, the next generation, especially girls are approaching the field of journalism but here they should also be ready to tackle any type of situation. They will have to learn self-defense mechanism and capable to fights with any problems occurs with their life while performing risky responsibilities in the society specially the occupation choose as women journalist or any other field job in media.

Sahai (2010) Stated by the women in media: need for a gender code| not noted that female reporters are more likely to cover soft news. Men tend to cover the hard topics- news that is perceived as serious. Only 32% of stories on politics and government are reported by female journalists compared with 40% of stories on social issues such as education or family relations. Moreover, the only exception is among television presenters. 57% of television news stories are presented by women, probably because women particularly young are considered more presentable from the male point of view.

Steted By the Sudeep Paul (2011) points that in the world of media in which the women reporters are subjected to danger and difficulties. His book is a
collection of articles from eminent writers and gives detail report on national seminar on the said topic . The primary focus includes (a) representation of women in media and (b) portrayal of women and coverage of issues / events concerning women. It highlights issues on the women’s access to media how they are related to the media, their right to information and communication, analysis and how they disseminate their perception through the knowledge, opinions and perspectives through the organization. Finally, the laws and policies (eg, the Broadcast Bill, Content Code) in relation to media and communications gives least importance to the women issues even the age of ICTs or the new media and even in macro level media developments (eg. media globalization) the coverage of women's issues is still far less.

According to the Rukhshanda Pervez (2009) studied the representation of women in print media. The methodology adopted was content analysis of English and Urdu newspaper. The study inferred that top women's issue were fully covered in the daily newspaper like crime, politics, education, health, fashion, advertisement and pictorial representation of women. Study showed that sports, literature, environment, law and religion are area which got less coverage. News report on sports and religion was more of photographic representation with single line description. Analysis showed that Urdu newspapers were dominated by sensational stories of glamour, crime (rape, domestic violence), political issues and