Chapter II

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Making News: Women in Journalism, Ammu Joseph, Penguin India, p.416, Making News: Women in Journalism were born out of more than 200 interviews with women journalists all over the country. Originally published in 2000, it received attention for its comprehensive look at the problems faced by women in the print media. From unequal pay, bad work conditions, sexual harassment to the inevitable glass ceiling. In this book the author talks about the physiological problems faced by the women journalist faced while the fulfilled their duties in the office. She also talks about the focus purely focused on the on middle and upper class, urban sections of the population. There is little information about media reach and consumption in the rural areas and among the socially and economically disadvantaged, urban or rural. This can be attributed at least partly to the fact that the two annual all-India audience surveys, which generate media-related data, cater primarily to the needs of commercial users of the media. The fragmented information that does exist provides only glimpses of the significant class and location specific differences in media access and participation.

Women and Media Project I: “Status of Women Journalists in Media, A study (UGC-SAP funded Project):
The objectives of the study are to get information on the educational background, recruitment methods, career opportunities, job satisfaction, and professional hazards of women journalists. Data was collected from Andhra Pradesh and other three Southern States of India, i.e., Tamilnadu, Karnataka, and Kerala. The data processing and the statistical analysis were finished and reports were prepared on the two projects. This project reveals that respondents with low-income groups use more media than others. More number of respondents of low-income groups gives priority to cinema/serials, women news and development news when compared with other income groups. High-income respondents watch youth programmes followed by songs. Low-income groups respondents like to watch women’s, health and environment news etc. It also reveals a slight increase in satisfaction level at the workplace with increased educational qualifications amongst the women journalists. Surprisingly, women journalists who earn the maximum salary in the group, figure along with those who earn the least in expressing dissatisfaction at the workplace. As expected, those facing greater discrimination at the workplace are less satisfied with their jobs when compared with women journalists who face less discrimination.

Project II: “Media habits of rural women in Andhra Pradesh”: 
The objectives of the study are to get information on the media exposure of rural women, to identify their preferences of content over mass media, to ascertain the educational role of mass media in their life, perception of rural women on the projection of their problems by the mass media. Data was collected from the districts of Rayalaseema, Telengana and Coastal districts of Andhra Pradesh.

Survey on women journalists in India: 26th Annual report April 1, 2004, March 31, 2005 Press Council of India, New Delhi

The report from this project concluded that though women have madein roads in to journalism, a report released jointly by the National Commission for Women and the Press Institute of India on Jun 19, 2004 says that a majority of women experience gender discrimination at their workplace.

Emphasizing the importance of putting structures in place to ensure that working conditions for women journalists are improved, the Chairperson of the National Commission for women, Poornima Advani, shared the details of the report “Status of Women Journalists in Print Media in India” at a press meet on 19, 2004. According to the report, while at one level there has been an increase in the presence of women in journalism, the resistance to their recruitment still persists. Also, while there is an impression that women have access to higher posts, a majority
of women journalists have a slow and limited progress, if not total stagnation in their career. Though spectacular success stories are also mentioned, the report says there is a tendency to relegate women to particular functions and beats. In this report as for gender discrimination was observed in the work allocation, promotions, facilities and even employment. The report also speaks about maternity benefits adding that 30 percent of the respondents felt that being a mother was a disqualification for promotions.

According to Dr. Monica Saxena, lecture in home science, Varanasi in her article, she pointed out the treatment of women in mass media especially on T.V. and Films are full of vulgarity and in turn changed the traditional image of women in society. On the whole, it may be concluded that the effect of mass media on family as well as individual life was negative. Studies by Unikrishnan (1996) and Singh. S. And K.K., (2004) are supportive to the present study.

Yadav (1985) pointed out that not with standing the public announcements that the new communication technologies like television and video are to used for developments especially of the women's and weaker sections of the society, their introduction and expansion have largely helped unification and maintenance of status quo. The urban middle class is not only firmly burden but also expanding as well.
Aggarwal (1992) emphasized that television will have to be people oriented, Problem and development oriented, to be effective in the national development to build a democratic socialistic society with equality for all, keeping in view the wide socio-cultural and geographical diversities of the Indian society, while including specific issues of communication support for children, emancipation of women and uplift of the weaker sections.

S. Archna (1992) proved in her study that mass media now plays an important role in affecting changing, molding and shaping the lifestyle and pattern of behaviors of the women and also generating interest in acquiring knowledge, sports national and international politics and making more effective participants in national affairs.

Farooqui V. (2006) mentioned in her study that the media has to be oriented towards working for the progress and advancement of society and fight against the feudal attitudes towards women and other weaker sections of society. It is regrettable that in India the main concern of the media bosses is to earn money.

They are not concerned about the responsibilities they have towards society. They relay only such programmes, which get
sponsorship from business houses. These programmes have to manage some popular appeal even if they are vulgar, obscene and without any artistic or culture values. This does not bother our Government or those who manage the media.