Chapter VI

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Based on the opinions given by the respondents and data analysis few recommendations are given to the higher authorities as follows:

1. Change in attitude of editor- Editors always has a hitch in their mind before appointing or giving responsibility of good opportunity to women. Before employing woman they ask whether she has children and now she will manage to do night shift while taking care of her family. Who is responsible for taking care of child? Women being fair sex how they will able to do hard stories of war, riot and highly insecure places.

2. Change in attitude of colleagues- Male colleagues does not give credit to their female counter part. Even if she gets promotion because of her merit they do not recognize it and even blame her, as she is a woman she is getting opportunities.

3. Creation of healthy environment- Working environment in media house should be suitable for women. Basic facilities must be available for women.

4. Proper training of students in media institution especially girl’s students should be properly trained. They should be made mentally
and physically tough. So that they can fulfill the rough conditions on field and struggle through the odds of society.

5. Giving them freedom for their natural rights- giving birth to offspring and taking care is natural right of every organism. Women journalist should not be devoid of this. They should be given proper maternity leave.

6. Change in attitude of society- the major problem of any issue related to women is the attitude of society. Orientation of male domination leads the very being in any family where children are reared girl child is taught to sacrifice, to be submissive and help in house-hold work, while boys are encouraged to play and study. Every girl used to say that ‘Mein ladki hun, Ladki kaam karti hain. Bhayya Ladka hai. Ladke khelte hain’. This is going in a family in which a daughter-in-Law is highly qualified and teaching in Mass Communication department. Because my daughter spent maximum of her time with her grandfather & mother she is developing such thinking.
CONCLUSION

A simple appeal to media houses and all the top-level people in journalism is to treat women as human being. Women are not begging; they are asking for their rights. Women journalists are trying to reach for their rights. Women journalists are trying to reach at top on their own merits if you cannot support at least do not pull them down.

Women journalists are not asking for reservation because asking reservation itself make them weak. They want only what they deserve. Once Gloria Steinman, (70 years) one of the most compelling spokespersons for the global feminist movement, was confronted with the question “haven’t modern young women turned away from that strident form of feminism that the previous generation of women espoused? The example of item girls in Hindi films who have on more than one occasion defended their choice of profession was given. Their choice of wearing sexually explicit clothing and gyrating in a way that can only be defined as provocative as well”. Steinman retorted, “If men had such few economic opportunities as women do, they too would be item boys. These women are making the best of the choices available to them. On the conditions of bar girls she added “Let’s shift the focus from women to men. Do men think so little of themselves that they can enjoy the economic subservience of these women who danced in these bars? I would ask these men if they would enjoy it if they had to dance in bars or if their mothers and sisters had to do it. We need to change the image of
masculinity. Masculinity is defined by domination.” And should feminism be defined as acceptance of domination by others? The answer has to be clear and loud – No. The myths have been disproved, and the men have to accept it. Very often we hear that the word feminism now evokes a backlash even among women. The reality is that women don’t still have the power to be their own enemies. The backlash is from the Political wings, religions, Corporates and Media houses. Certain lobbies have put in a lot of effort to damage the word feminism. Women as consumers can exercise their right by boycotting such Corporates, political parties, religions and media that discriminate against women and prevent the prevalence of gender equity in spheres relating to it. Only then the women will gain power. If you stop being their consumers, they have to come back to the other half of the population because that is an important segment of their market. An advocacy campaign needs to be started besides training programmes for the orientation of media managers and professionals to make them aware of the social responsibilities of the media. They should be convinced to treat their peers in the media in the right manner. Students of journalism need to be gender sensitized, and every one needs to realize that the women in media are no less efficient than the men in media, and conscious effort has to be made to bring.