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A study on various existing media of communication on empowering rural women of Ghazipur

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Abstract: Empowerment is all about power and about changing the balance of power. It is a process aiming that changing. The nature and the directions of systematic forces, which are to marginalis women in a given context. The out come of empowerment will be redistribution of power and resources prevailing earlier. The goal of empowerment is to challenge the subordination and subjugation and transform. The structure, system and institutions, which have acted against women.

Empowerment is multi-facted, multi-dimensional and multi-layered concept. It is not the action and interaction of various factors namely, physical, Socio-economic, political mental, psychological, Attitudinal and so on.

Key Words: Empowerment, changing, directions, systematic forces, redistribution, resources, prevailing earlier.

Women's empowerment could be described as a process in which women obtain control over resource material (means of production) as well as human (cultural and social, educational and intellectual). Empowerment means the access to power in order that her wishes can be materialized. The term empowerment of women has come to be associated with women's struggle for social justice and equality. According to the country report of Government of India (1995, P.116) in the fourth world congress on women, Beijing 1995, "empowerment means moving from a position of enforced powerlessness to own power.

Empowering women does not mean to give them power to dominate others or to use power establish their superiority over other. Therefore, empowerment of women in reality is to empower themselves. Here empowerment means empowering the self recognizing one's own capacities and contribution to the family, community and society at large in order to create a positive self-image and build confidence. The empowerment of women beings when she becomes aware of socio- psycho-cultural injustice that is being done to her and economic and political forces that are affecting her adversely in every sphere of her life. It starts when she becomes fully aware of her positive self-image, self- esteem, positive rights and duties, of her capabilities.

Mass Media and Women's Empowerment- The mass media are regarded as powerful intervening factors in the process of modernization and social development. Media's commitment and support are seen as necessary for social reform and various movements towards achieving better quality of life for women. The mass media are major forces which shape attitudes, beliefs and behavior in contemporary times.

The intersections between theory and practice in the area of gender and development and their implications for communication approaches can be seen in.

Mass Media- The media that cover a larger audience at a shorter period.

Media- Refers to the actual substance on which messages are carried out the system that engage in sending message to audience.

Multimedia- Reflects to sequential use of a variety of instructional media for presentation to group.

Mass Communication- It is the mass distribution of message by the mass media for the masses. Its classification is based on the changing order and technological in a society of its socio-political structure. It also depends upon inter sociological connections between different levels or strata of citizens along with the message content of the media as a social institution.

Women in Communication- There is a growing number of women involved in the mass media-newspaper, magazines, radio, television channels and cinema.

Women mass communicators are still in the process of establishing their own identities and agendas, without it continually being done for them by the mass media and economic structures of society. nevertheless women in media production and mass communication must play a enquire into cases of grievance and abuse.

In the process, it has taken the system of justice to the door steps of the women. The work of the national commission for women and state women, commuission must be strengthened by NGOs, women's organizations, consumer group and other forums to critically examine mass media and other sources for indecent and obscene portrayal of women and enable



them to withdraw such content through spirited public protest.

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