

Indian Women's Participation in Media

Dr. Akanksha Srivastava^{1*}, Abhay Dwivedi²

Assistant Professor

¹Department Of Psychology, Ranveer Rananjay P. G. College, Amethi (UP) INDIA

²Department of BCA, Shri L.B.S. Degree College Gonda

*Email- akanksha0028@gmail.com

Abstract:

Despite the current constitutional and legal provisions, there is a prevalent perception that women are often denied access to their fundamental rights, given underpaid positions, excluded from economic and political decision-making, and not recognised as contributions to the family and society at large. The present study was conducted on women in the domain of media sector in two cities- Lucknow and Ayodhya (Uttar Pradesh). 200 women participants working in different levels in media sector participated in the present investigation. A questionnaire and semi structured interview schedule was administered to collect their views regarding opportunities and challenges faced by them in media domain. Analyses indicated that higher numbers of women are engaged in middle level and very few engaged in higher level in media jobs. 49% women reported that media sector is very important for them. 45% reported that family is very supportive to their participation in media jobs. The results, also, highlighted some suggestion for improving women's participation in media sector.

Key-words: Media, Women, Participation, Opportunities

Introduction:

The lives of billions of people have been altered by media. It is a gateway to new opportunities and ideas, a vehicle for empowerment and self-expression, a major source of innovation and a growing engine for sustainable development. Like other countries, media in India helps men, women and youth to learn new knowledge, see new opportunities and actively participate in shaping their future. Recently, the media has played a key role in the delivery of essential services including government, healthcare, job opportunities, and financial services. In 2013 (The State of Broadband), According to recent studies, the media fosters economic expansion. According to Intel (2013), adding 600 million more women and girls on the internet may increase the world GDP by up to US\$13–18 billion. In the workplace, removing discrimination against women might increase worker productivity by up to 40%, according to a 2012 study by the World Bank. Women in the media have a significant role in affecting public opinion and, in a world that is changing so quickly, attitudes about women. Women who work in leadership positions in print or electronic media should be capable of handling a broader variety of topics. More significantly, a woman journalist is expected to exhibit more sensitivity to problems affecting women and to deeper thoughts and viewpoints. Many people believe that television is the sort of media that is the most "genuine." If this is the case, it is crucial that we consider how realistically women are portrayed on television and how this influences viewers' perceptions.

Television, radio, movies, newspapers, magazines, newsletters, the Internet, e-mail, and other media that may not be as evident, such children's comics and cartoons, theatre, puppetry, dance, and music. The people may be informed and entertained via the media. Information, ideas, views, and opinions are all carried through the media. It is a potent force that can change people's perspectives on a range of topics. The media may influence how women are seen and treated in both good and bad ways. It is also an effective tool for socialisation and education. The media has been crucial in drawing attention to women's concerns, but it has also had a detrimental influence by promoting violence against women via pornography and depictions of women as a female body to be bought and sold. In general, the media portrays women in a limited way and perpetuates stereotypical gender roles and the idea that women's duties are limited to those of wife, mother, and servant to men. This is particularly true in advertising.

The contribution of media, especially new media, to the empowerment of women is being more recognised. Women who are empowered have greater information, more financial independence, are better equipped to make choices for themselves, their families, and their communities, and can actively participate in processes that might have a significant impact on their future.

Studies reveal that women contribute a significant amount of their money back into their families and communities, which may aid in reducing poverty and enhancing health and education. A lot of women are the backbone of their families and communities. Many new media platforms have the potential to improve social, economic, and cultural contexts by giving women more resources to educate themselves and their children, improve their own health and the health of their families and communities, and start their own businesses. , innovation to enable them to be safe, have a voice and actively participate in political processes and shape and create the future they want. Giving women and girls more access to the Internet can help them develop reading, writing and other basic skills.

Unfortunately, there is evidence that women and girls are being neglected in India. They do not have the chance to interact with new forms of media, which is a barrier in and of itself to society's capacity to fully capitalise on new digital possibilities.

The amount of women in the workforce, especially in the media, has a global influence on their development in fields that get more social respect from males. Working women have fought against the division of men and women into gender-specific occupations continuously. Although advancement in the media is slower and admittance is simpler, women are often discouraged from hard and sociological activities regardless of their technical and professional accomplishments.

Women have made significant progress in the media industry during the last 20 years, and their contribution to all media has grown. In reality, during the last ten years, India's perception of women's roles has changed significantly. They now have additional duties to carry out across many departments. This is as a result of an increase in female media workers over the last ten years. Now, a growing number of women choose to enrol in professional courses in India. In this research, different problems with women's engagement in the media are identified and examined.

According to a survey by the International Women's Media Foundation (IWMF, 2011) of 500 media organizations in 59 countries, women make up only 33% of the full-time journalistic work force, while men make up 73% and 41% of senior management positions. Jobs in newsgathering and editing and write it. 80% of BBC production managers are women, 54% work in television production and 50% in senior management positions. Email makes up 53% of the BBC Executive Board, while women make up 50% of the Trusty (BBC equality information report, 2013). The network of various media outlets grew significantly in the society. There were 100 million users of Facebook in August 2008, and 963,812,360 members as of March 2013, with 61 million of them users being in India. Twitter had 6 million unique users per month in 2009, and 200 million in 2012 (<http://www.beevolve.com/twitter-statistics/#a1>).

The number of people using mobile phones rose from 12.4 million in 1990 to over 6 million in 2011. 1.6 trillion text messages were exchanged in 2011 and 78% of people have a cell phone. These tendencies identify the narrowly dispersing media field. This information paints a picture of how men and women interact with the media. Hundreds of millions of women are involved in media-related problems and have transformed into generators, organisations, facilitators, and participants. This is seen from the standpoint of being "good and helpful." Through the media, they may take part in the crucial national and local discourse. In the media industry, women have access to these positions.

Women are increasingly entering the field of mass communication. Women make up 82% of print readers for arts, crafts, gift suggestions, design, and fashion. In positions of high management, the number of women has grown. Only around 1 in every 12 top-level management jobs is held by a woman in all 239 of the world's nations. Women make up 27% of the senior management and 26% of the governing bodies, according to a study done in 2011-2012 by the International Women's Media Foundation. The poll found that there were more women in positions of power and authority. Statistics from South Africa show that women make up about 80% of the country's managerial ranks. The proportion of women in the media industry is lower than what was stated by the International Women's Media Foundation (35.1%). About a quarter of news organisations' top brass are women, according to these estimates. The majority of those working in the media were employed in the middle and upper levels of the workforce, which are most closely associated with routine news gathering, writing, and editing.

While the authors of this study do not assume that every woman working in the media has aspirations of reaching the highest levels of management or government, they do predict that there will be a rising tide of influential women in the sector.

Women in India have always fought for a position in the journalism industry. Only 12% of media workers were Indian women, according to Gallagher (1995). According to an IWMF report, women now make up 25% of the workforce at all of the firms studied. Despite this advancement, males still outnumbered women by a 4:1 ratio. In the Indian media companies that were analysed, women's salaries were consistently lower than men's, particularly at the managerial and executive levels. This would lend credence to Joseph's (2005) study of female journalists in India who worked together on the same assignment. According to the IWMF study, wage parity was more common in middle management and entry-level professional positions.

Women's relationships to media are examined within a very complicated technical, legal, economic, and political framework. In a media-saturated age of multichannel television and 24-hour Internet access, when half the world's population doesn't even make a phone call, it's easy for everyone to forget past experiences. Women are now 'a middle-level group of media producers, directors, journalists and reporters in many countries around the world; Gallaher (1995a) found that 37% of news anchors and presenters in the broadcast media in Europe were women, compared to a third of broadcasters and television producers in Africa and the Americas. Spears et al. (2000) discovered that women delivered 41% of news on radio and 56% of news on television. There were 36% reporters. 31% of women worked in television, according to Alfaro (1997). It is true that there are now more women working in the media than ever before, practically everywhere in the globe. Gallaher (1995a) discovered that fewer than 3% of top media executives and decision-makers were female, with just 8 firms having female deputy directors (Peters, 2001). According to Jamieson (2001), in the United States, 30% of top media executives are women, whereas in Europe, 9% of senior management positions in the telecommunications sector are held by women.

Need of the study:

It is clear that women in India are disproportionately underrepresented in the media as compared to males. Limited information regarding the portrayal of women in Indian media is provided by a small amount of research that has been done. Even though those investigations made an effort to comprehend the causes, they did not provide a whole knowledge of the obstacles that constrained their advancement. The reasons why so many women in Indian media do not succeed at the top must thus be understood and thoroughly investigated. This research is important because it will not only investigate the factors that lead to such uneven gender representation in the media but will also provide recommendations for employers and society to help tear down barriers for women.

Objectives:

- ❖ To carry out situational studies of the many roles that women have in the media industry. To learn more about how women individually feel as the headrest fluctuates and what they would want to improve, qualitative research was conducted in addition to quantitative analysis.
- ❖ To pinpoint the elements that prevent women from advancing their careers in the media industry and determine if any of them are gender-specific.
- ❖ Suggest some strategies to overcome the barriers through discussions with the various difficulties.

Methods:

Participants:

In the present study 200 women were participated as a respondent. 100 women from Ayodhya city of Uttar Pradesh and 100 women from Lucknow city of Uttar Pradesh were chosen for fulfilling the object of the present study. They were employed in different positions in media sector. The responder, who mostly works in customer service, was classified as medium level reporters and entry level customer service executives. Over the last several years, there has been a rise in the proportion of women working in the

media in the city of Lucknow. Due to its glory, glitz, beauty, and prominence, it would seem that more and more women are joining the media industry.

Three layers of information have been gathered:

- **Entry level:** The company's career opportunities and the number of women working in the media industry.
- **Middle level:** Growth-related opportunities.
- **Top management:** Percentage of women in higher management position.

The research relies on two primary data sources:

- Primary data was collected from Ayodhya and Lucknow cities of Uttar Pradesh from media sectors include interviews with women employees.
- Secondary data was collected on the basis of temporal analysis which was based on macro/micro studies.

Tools:

- **Questionnaire of participation in media:** This questionnaire was prepared by the researcher. It has 20 items/questions related to women participation in media sector.
- **Semi structured interview schedule:** This schedule was also prepared by the researcher for collecting more information regarding women participation in media sector.

Procedure:

Questionnaire and interview were administered individually to the participation after getting oral permission of the respondent. Respondent were assure that their views and responses will not be disclose to anyone at any time.

Data analyses:

Tools for both quantitative and qualitative data analytics were used to examine the data that had been obtained. To analyse and show the data in the form of graphs, charts, and maps to highlight the main findings of the research, the quantitative statistical data obtained has been processed by various applications (SPSS and Excel).

Results:

In both locations, the data showed that there are now more women working in the media. Because of its splendour, allure, and prominence, it has been noticed that more and more women are working in the media. According to data research, the media industry requires between 5 and 8 years of experience at the medium level and little to no entry-level job experience before being considered for positions at that level. The analysis shows that higher numbers of women are engaged in middle level and very few are working at top management level. The analysis of entry level media sector is presented in table 1:

Table-1: Percentage of women entering in media sector (n=200)

Levels	Percentages
Entry level	27
Middle level	68
Top management	5

The above table showed that 68% women are engaged in middle level, 27% is in entry level, and only 5% are engaged in top management level in media sector were the study was conducted.

Media company policy:

Few, media companies have gender policies. The respondent of the present study believe that Media Company is gender sensitive. In this sector women are encouraged to participate in training by organizing them during working hours. Both cities respondents reported that they are encouraged for developing new media skills to collect current and new information from the society. Respondents feel that training and developing new skills have an in direct effect on in their career growth.

Almost of women feel that networking is essential or extremely important for professional advancement. Most of our respondents—between 80% and 90%—are willing and able to put in additional time at any time, which puts them in a position where they can show their dedication to their jobs. This may be especially true given their age (30+ on average) since only the younger generation entered this sector over the last ten years, which is when it had a rapid expansion. Working additional hours is crucial in the media industry, where many women claim that their jobs regularly need them to attend events and meetings after work hours. Other examples of irregular work hours include reporters and editors of magazines and newspapers who are on field assignment.

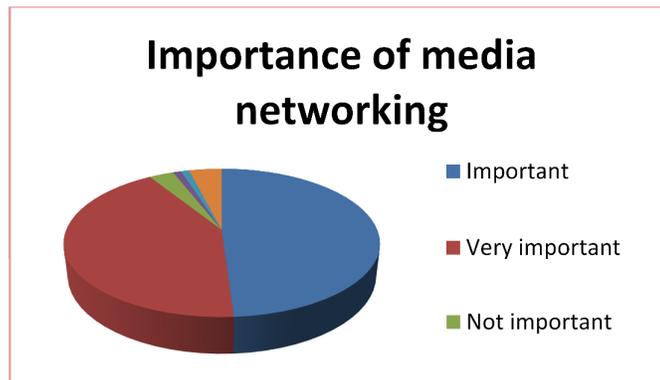
The respondent's explanation on the importance of networking media is shown in table 2. Six possibilities were chosen for the responses: important, very important, not less important, unsure, and strongly believe not contributed: Table 2 showed that most of the respondent feel that media is important for their activities and life satisfaction.

Categories	Percentage
Important	49
Very important	42
Not important	3
Less important	1
Do not know	1
Firmly believe not contributed	4

Table-2: Importance of media networking

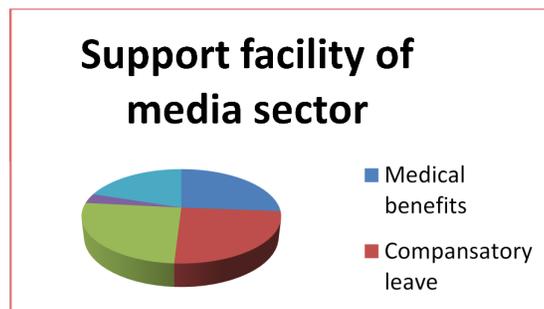
The percentage was this category 49% and 42% respondent expressed their views that media is very important for them. Very few percentages of respondent expressed their views about media as less important and do not know categories. The graphic representation of this trend is presented in figure-1:

Figure-1: Graphical representation of importance of media networking



The performance and quality of the work are the primary determinants of promotion in the media industry. Most women don't believe their male coworkers have a higher chance of being promoted. The support system that is provided to women in the media industry, including transportation and compensated time off. Between two cities, there are just a few minor variances in this regard. Table 3 presents graphically the actual picture of support facilities in media sector.

Figure-2: Graphical representation of support facilities of media sector



Social aspect:

In Lucknow, respondents said that their families and spouses support their desire to pursue careers, with the majority of women rating their families' support as being extremely high. Very few respondents reported that family and husband have flexible approach with their career. Table-3 presents the analysis of family support:

Table-3: Support of family

Categories	Percentage
Supportive	45
Very supportive	26
Adjust schedule for each other	25
Not at all supportive	1
Flexibility in approach	3

Table 3 reveals that 45% women feel that family and husband are supporting to their participation in media sector. 26% women feel that family and husband are very supporting to their participation in media sector. 25% of women feel that family and husband are adjust schedules for each other to their participation in media sector. Very few women feel that family and husband are flexibility in approaches and not at all supportive to their participation in media sector.

Women working in media sector or in other sector performs double burden of family and career well. In Lucknow city maximum number of respondent told that they are managing double of family and work simultaneous. Respondents in the second research area explain that they have dealt with contradictory situations while juggling their families, jobs, and extracurricular activities. 30% of those polled admitted to sacrificing their careers for their families.

Table-4: Responses of respondent on engagement with family and work

Categories	Percentage
Managing successfully	78
Conflicting situation	4
Compromising situation	18

Table 4 reveals that 78% women respondent that they are managing successfully with their family and work, 18% women respondents that they comprise in situation with their family and work. 4% women responded that they are in conflicting situation with their family and work.

During the interview process many respondent admitted that they are very much guided and motivated by their family. They responded that they have taken a little break in their career for domestic responsibilities which impacted their career progression. Maximum number of respondent has been successfully managing both duties. The stress caused by conflicts between work and family obligations was reported by a very small percentage of respondents.

Discussion:

Women in the media business have certain features in common, but they also vary in a number of ways, according to a comparative examination of their status at various levels. Their age experiences and marital status are important factors that affect their career growth. They retorted that they made the decision to pursue a certain vocation on their own. The respondents to the current survey said that their professional choices are influenced by the employment market, family support, and effective mentoring. We shouldn't ignore the reality, however, that today's young people who are starting out in the workforce and are designated as entry-level employees have more career options than had seniors. Similarity, when a women inters into marriage and with children priorities change and that define the actual situation, hesitation, dilemma and confusion regarding career option and better paying job in media or other sector.

The main motivational factor for women in media is perhaps the salary provided by different media companies. Their company encouraged and facilitated them to grow more profoundly. Media sector

provides equal opportunities to women to grow in the organization. Media companies do not discriminate them when their promotion is due, they got it. They reported that no discrimination exist at the workplace in this sector. They also believed that interpersonal skills and networking are crucial for their career development.

The main finding of the inquiry, which was broken down into the analysis of the data linked to the obstacles and possibilities experienced by women in media and society, was emphasised in the current study. The data were gathered from two cities, Lucknow and Faizabad. Although women's involvement in the media in India has risen, they are still underrepresented in top positions in this industry as compared to males. There are some factors that hinder women growth in this area.

1. The stereotype and pre-tradition towards women are considered as a significant factor which affects their career choice.
2. The position which women hold within media field shapes and traits which they developed play a significant contribution.
3. Mentoring is crucial for the success of women in the media industry.
4. Women still bear more burdens of family responsibilities and have less time to their work place.
5. Inability and involving other activities is another factor for women in not reaching higher position.
6. Women have little career planning. They do not have fixed their goal and lack of confidence and attitude is limited in women.

India's performance is well below the global average with Indian women only limited number is on higher post in private firms in the country, particularly in media sector. Present study confirms that women progression in media is very slow. Organizations in the media should be open and honest about their hiring, promoting, and training practises. Employees who are women should be encouraged to take part in initiatives that support the personal growth of women. It is important for women to have a definite life goal and aspirations. For women to maintain focus throughout their careers, goals should be clearly articulated from the outset. At last the present study concludes that major advancement of women in media sector comes from insensitivity towards women social roles and responsibilities.

References:

1. Alfaro, R. M. (1997) Communicators: competencias poor la igualdad. In Rosa Maria Alfaro and Helena Piniella Garcia Majors en los Medias: ¿ Presence o Protagonismo? Lima: Association de Communicators Socials Calendric, pp. 59-100.
2. Gallagher, M., (1995a). An Unfinished Story: Gender Patterns in Media Employment, Reports and Papers on Mass Communication 110, Paris: UNESCO.
3. Intel, "Women and the Web" report, January 2013, available at: www.intel.com/shewill/
4. Jamieson, Kathleen Hall (2001). Progress or No Room at the Top? The Role of Women in Telecommunications, Broadcast, Cable and E-Companies. Annenberg Public Policy Center, University of Pennsylvania; available at: www.appcpenn.org/internet/publicpolicy/progress-re

5. Margaret Gallagher, (1995). *An Unfinished Story: Gender Patterns in Media Employment*. Paris: UNESCO. Thirty of the 43 nations that Gallagher's study examined are also included in the Global Report study. These include: Sub-Saharan Africa: Malawi, Mozambique, Namibia, South Africa, Tanzania, Zambia, Zimbabwe; Americas: Canada, Chile, Ecuador, Mexico, Peru, Venezuela; Asia & Oceania: Australia, India, Japan; Eastern Europe: Bulgaria, Estonia, Hungary, Lithuania, Romania, Russia; Nordic Europe: Denmark, Finland, Norway, Sweden; Western Europe: France, Germany, Spain, and United Kingdom.
6. Peters, Bettina (2001). *The Varied Pace of Women's Progress*, Nieman Reports, Volume 55, No.4, 97-99.
7. Spears, G., Kasia S., and Gallagher M. (2000). *Who Makes the News? Global Media Monitoring Project 2000*. London: World Association for Christian Communication.
8. "The State of Broadband (2012) Report: Achieving Digital Inclusion for All" and "The State of Broadband (2013) Report: Universalizing Broadband", at www.broadbandcommission.org. In each report, Chapter 3 provides different examples of the use of broadband networks, services and applications for achieving the MDGs.
9. International Women's Media Foundation, "Global Report on Status of Women in the News Media", 2011 <http://iwmf.org/pdfs/IWMF-Global-Report.pdf>
10. International Women's Media Foundation, "The Global Network for Women in the News Media", (2011-2012) <http://iwmf.org/pdfs/IWMF-Global-Report.pdf>
11. World Bank (2012), "Information and Communication for Development 2012: Maximizing Mobile". <http://www.beevolve.com/twitter-statistics/#a1>