

GENDER EQUALITY AND COMMUNICATION

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Abstract:

In ancient time there were many Rishi and Sadhus who taught many virtues about peaceful life, but at the same time Gargee and Maitrayee were too brilliant ladies, who made our literature rich and strong enough. That means they were educated nicely with their parents. Here we could mention the part of gender equality. In thirteen century at the time of Chakradhar, Saint Dnyandev and Saint Namdev, all three gave enough space to women as a part of Women Empowerment. In the 16th Century Cchatrapati Shivray, treated all women in with great honor. Here men & women respect each other but it happened very rarely and not all times; and the question of gender equality occurred.

Gender Equality means all genders should enjoy the same rights, resources, opportunities & protections. But if we have a look over the society, despite many national & international affirming their human rights, women has less access to property ownership, credit, training & employment. Although there are lots of rules & laws to protect against gender equality, the mentality of society is not changing accordingly. In the Indian Constitution and even in preamble it is clearly mentioned about Justice, Liberty, Equality and Fraternity to all; the question of Gender Equality is arising all time and all where. For this the very important role which are known as the fourth pillar of the democracy, that are Media means ways of communication are very important. Here Printing media, broadcasting media and Digital media have to play their roles more effectively than before to achieve the goal of gender equality.

Introduction:

India is one of the biggest Democratic Nation. The constitution is the main source to govern the nation. The constitution provides for the fundamental right to equality and tolerate no discrimination on the ground of sex, cast, creed or religion. It also additionally guarantees political rights and other benefits to each citizen with the

affirmation of equality in all spheres; however the moot question is whether or not it's far being implemented.

There are given 10 core units (गाभा घटक) which relates the every Indian. For e.g. The History of Indian Struggle Movement for Freedom, Constitutional Responsibilities, Protection of Environment etc. But one of them is **EQUALITY IN MEN AND WOMEN**. Also there are 10 National Values (राष्ट्रीय मूल्ये) that are mentioned like Sensitiveness, Neatness, Punctuality, Scientific Attitude etc. Among them one is very important and that is **EQUALITY IN MEN AND WOMEN**. Still the question arises of Gender Equality. It may be because of 'Male Dominated Society'. Women/ Girls are always bounded by many more limitations. Actually in ancient times there were brilliant women like Gargee and Maitrayee. They made our literature strong enough. यत्र नार्यस्तु पुज्यन्ते तत्र नारी देवतः is our culture. But, due to some circumstances, this mentality of society started to change, and the females were purposely dominated or humiliated and this psychology was spreaded throughout.

At present not only women but also third gender are also fighting for their rights in equality. Hence its time for Media to play an important role & communicate for maintaining the gender equality more than before. The differences arise from distinctions in biology, psychology, economically, education wise and cultural norms should be understand softly.

Now its timely requirement to communicate on gender equality where all three genders should get their own space to pursue the required rights, responsibilities and opportunities. So all means of communications i.e. T.V. Radio, Books, Pamphlets, Hoardings ,Internet platforms like Facebook, Whats App, Twitter, You tube, ... these all have to make awareness about Gender Equality and help to progress our society, to develop our nation. Actually our Constitution not only grant equality to women, but also empowers the states to measures of positive discrimination in favour of women.

Objectives:

- To create awareness about gender equality in the society.
- To make more effective use of mass media for circulating the virtue of gender equality.
- To relate the terms gender equality & communication.

- To update the knowledge about gender equality.
- To try to give some hints to journalists about gender equality.

Methodology: Survey of Literature

Key Words:

1. **Gender Equality:** consideration of all three genders, means male, female and third gender with same attitude. To respect all three's feelings, needs and opportunities by the same way. To give the space for all three's progress, development and achievement.
2. **Communication:** Two way process of reaching mutual understanding in which participants not only exchange information, news, ideas, and feelings but also create and share the meanings. Television, radio, mail, newspaper, telephone are the powerful means of communications that people and machines use to make contact and share information.
3. **Media Ethics:** It's a subdivision of applied ethics dealing with the specific ethical principles & standards of media including broadcast media, film, theatre, the arts, the print media & the internet.
4. **Third gender:** A third sex is a concept in which individuals are categorized either by themselves or society, as neither man nor woman.
5. **Feminism:** The theory of the political, economic & social equality of the sex. **OR** Organized activity on behalf of woman's right & interest.
6. **The Constitution:** The constitution of India is known as '**Bharatiya Samvidhan**' which is the Supreme law of India.
7. **Democracy:** It is the government of the people, by the people & for the people.

1.1 Ancient History of Gender Equality:

The Hinduism God Shiva is still worshiped as Ardhanarishwara; i.e. half male & half female form. ^{1} Ardhanarishwara denotes the equal respect to male and female; as the union of both is the origin of human being. In ancient time there were many Rishi

and Sadhus who were brilliant enough but at the same time Gargee and Maitrayee were two ladies, who were the most brilliant one. That means they were educated nicely with their parents. Here we could mention the part of gender equality.

1.2 Thirteen Century

In thirteen century at the time of Chakradhar, Saint Dnyandev and Saint Namdev, all three gave enough space to women as a part of Women Empowerment. Mahdaisa was the most brilliant woman in Mahanubhav Sampraday. She wrote Dhawale, which are famous as the first poetical form in Marathi Literature. Saint Dnyandev reconstruct the Varkari Sampraday in 13th century. His whole literature is one of the most important mode of communication with general people. As Sanskrit was the language of knowledge, he used to write and talk in Prakrit i.e. the language of people that time. Also he gave an opportunity to his younger sister Saint Muktabai to be the Guru of Yogi Changdev. Muktabai wrote 'Tatiche Abhang' through which she guided about how to overcome the mind frustration, to her elder brother-Saint Dnyandev and the whole society as well.

योगी पावन मनाचा साही अपराध जनाचा | जग जालेया वन्ही संतमुखे व्हावे पाणी |

शब्द शस्त्रे झाले क्लेश संती मनाचा उपदेश | जग हे पटब्रह्म दोरा ताटी उघडा ज्ञानेश्वरा || [2]

Muktabai's Haripath Abhang emphasized the importance of chanting the name of HARI, self-discipline and how to maintain the peace in the society?

दया धरा चित्ती सर्वाभूती करूणा | निरंतर वासना हरिरूपी ||

मुक्ताईचे धन हरिनाम उच्चारू | अवघाचि संसारू मुक्त केला || [3]

At the same time, Saint Namdev also played very important role in spreading Varkary Sampraday throughout the country. He travelled from Maharashtra to Punjab by overcoming so many obstructions. In his home all women i.e. his mother, wife, sister, daughter in laws & his maid namely Saint Janabai all these had written many Abhangs in Prakrit. Though Saint Janabai was maid by occupation, she gave a lot of inspiration to that time of women and had a great right of advising all.

नामदेव कीर्तन करी पुढे नाचे पांडुरंग | जनी म्हणे ज्ञानदेवा बोला तुम्ही अभंग ||

1.3 Sixteen Century & British Time

In the 16th Century Cchatrapati Shivray, treated all women in with great honour. We know the story of Hirkani & Kalyan's Subhedar's daughter-in-law. At the same time Saint Bahinabai, Saint Tukaram's Shishya gave the new view to society through her 'Abhangs'. Masaheb Jijabai, Rani Tarabai, Rani Yesubai, Ahilyabai Holkar remained the well-known women rulers in Maharashtra. When British ruled over India, many women involved in the Struggle of Freedom. Many of them inspired the society with their writings and participating in action plans as well. Some of them opened the schools for girls, for women, for widows and so on. Here men & women respect each other but it happened very rarely and not all times; And question of gender equality occurred.

2.1 Gender Equality meaning & current picture :

Gender Equality means all should enjoy the same rights, resources, opportunities & protections. But if we have a look over the society, despite many national & international affirming their human rights, women has less access to property ownership, credit, training & employment. Many feminists involved in the movement of FEMINISM and are fighting for women's right. According to them "Gender Equality doesn't mean that men and women have to be same, but that their rights, responsibilities, & opportunities will not depend on whether they are born male or female." ^[4] If we search then we come to know that there are very less opportunities to get higher education to all girls as compare to boys. The proportion of drop-outs in girls is more than that of boys. Though according to Right to Education Act (RTE), **there is free and compulsory education to age group of 6-14**, at this stage, traditional gender norms expects girls into helping with household chores & sibling care. This leads their irregular attendance, hence there is increase in the rate of dropout. Early marriage, lack of safety in schools, Long distance between home to school & low aspiration related to girls education also lead to them dropping out. Actually our Constitution not only grant equality to women, but also empowers the state the states to measures of positive discrimination in favour of women. There is clearly mentioned about the Reservation for women in Local Self Government, The National Plan of Action for girl child, National Policy for the Empowerment of Women, Importance of Women's education. Still it's time to rethink on the issue of Gender Equality. And the

question of third gender is peeping like a challenge in front of our society which is actually much critical to solve.

2.2 Third Gender:

Third gender or third sex is a concept in which individuals are categorized either by themselves or by society, as neither man nor woman. From a right based perspective, this third gender options should be voluntary, providing trans people with the third choice about how to define their gender identity. Those identifying as third gender should have the same rights as those identifying as male or female.

“The Hijara of India is one of the most recognized and socially accepted groups of third genders. There are countless other cultures in which the third gender is seen as an intermediate being rather than as a movement from one conventional sex to the other, either male to female or vice versa.”^[5]

Again the question of these third gender’s education & equality remained so far. So they all gathered and made the noticeable movement for their Fundamental Rights in which they succeeded. Actually justice, liberty, equality and fraternity are already mentioned in the Indian Constitution. With the reference of that “Judge of Delhi High Court who reinstated **section 377** opted not to heed the call of justice & renewed the guideline of the law with regards to the brand new question of transgender.”^[6]

3.1 Role and Responsibility of Media about Gender Equality:

Although there are lots of rules & laws to protect against gender equality, the mentality of society is not changing accordingly. For this the very important role which are known as the fourth pillar of the democracy, that are Media means ways of communication are very very important. Here Printing media, broadcasting media and Digital media are playing their roles.

- **Printing media:** newspapers, magazines, pamphlets, hoardings etc.
- **Broadcasting media:** T.V. radio, Theatres, DVD & VCD, Tape records, pen drives, advertisement etc.
- **Digital media:** Facebook, Twitter, What’s app, blog, Tumblr, Pinterest, Hashtag, Instagram, linked in, Hike, Reddit, You Tube all are having the platform of Google.

Right from beginning the books, magazines, pamphlets, hoardings, T.V. radio, Tape records, advertisement etc. were playing their roles much better. Our Saint wrote Abhangs to guide the society. Authors wrote novels, dramas, autobiographies to sow the virtue of gender equality. Poets played their valuable roles accordingly. Directors had produced beautiful & effective cinemas, dramas & many more events. On television, we are already watching many advertisements. But now a days, the population increase and since 2016, **India is known as Digital India**, the communication became faster than before. So with the help of all these Digital Medias of Communications have to play more effectively to imbibe and implementation the factor of **GENDER EQUALITY**. Though the men are physically strong, women are equally powerful with their sense of feelings and stretching capacity of hard work. For that these medias, have to pay full attention with all their views, ideas and aspects on following points.

3.2 Aspects - expected from the media

- 1) Increase in the birth rate of girl child
- 2) Welcome the birth of all genders with equal happiness
- 3) Do not give different treatment on the basis of gender
- 4) Vanishing of the superstitions related to Gender issue
- 5) Education to all genders
- 6) Stop early marriage of Girls and even of Boys in Rural & *Adivasi* region
- 7) Fight against dowry and suicide cases
- 8) Give equal opportunities and confirmations of job facilities
- 9) Pay the same wages to all and not on the basis of sex
- 10) Respectful treatment at the place of job
- 11) Stop the use of bad words to any gender
- 12) Give good facilities of washrooms at every common places for all.
- 13) Create equal opportunities in Politics to all genders

In the stream of communication and journalism, the above points should get the first preference. The apps having the google platform like Facebook, Twitter, What's app are the means of faster communication but these should be used positively. It's a responsibility of every journalist to reach up to the grass root level with positive and useful message about gender equality. Here are some suggestions-

- While addressing to the audience, some common nouns should be used for respecting the gender equality. e.g. teacher, student, doctor, engineer, driver, player, singer, dancer, researcher etc.
- Bold scenes must be strictly prohibited and avoided through the films and advertisements. The journalist have to focus on such issues.
- There are so many videos, short films, photos, posters, pamphlets in which female models (in very short cloth) are used only because of earning money. Here the role of journalist is very important to stop such women's role and to save and maintain our rich culture.
- There should not be relation between work and sex. e.g. woman in kitchen, man on driving seat, dance of third gender etc. All these roles must interchange according to the particular's need.
- Being the male dominating society, many limitations are on females, like सात व्या आत घरात... Stop such criteria and guide on gender equality.
- Always do focus on successful stories of all genders, like Arunima Sinha, Lakshminarayan Tripathi, Shakuntala Devi etc.

While talking about gender equality, everyone should think that human being first and then gender. Here the journalists have to prove their ethical role with the help of mass communications, to promote the values of universal respect for life, rule of law and legality which will be very helpful to achieve the goal of gender equality.

References:

[1] Monier Williams Sanskrit- *English Dictionary*- 2008

[2] R. C. Dhere, Sakal Sant Gatha, *Tatiche Abhanag* ,

[3] Yashwant Joshi, *Saptarashmi haripath*, Jyashthraj Prakashan, Titwala, 2008

[4] ABC of *Women Worker's right & Gender Equality*, ILO 2000

[5] Hines, Salley & Tam Sanger, *Transgender Identities* Towards a Social Analysis of Gender Diversity, New York, 2010

[6] Akash Kori, <http://blog.ipleaders.in/laws-relating-to-third-gender/> 2018

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