

Marginalisation of Women in Media With Special Reference To India

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Abstract:

The aim of this study is to carry out a literature review on women working in media in order to know the state of marginalisation, and to understand whether and to what extent the studies conducted so far have addressed these issues: nature of marginalisation in specific media. What are the hurdles it created in developing carrier. The article relies on a literature review about women in media. For this purpose, a literature search on Scopus, Google scholar, Pub med and Research gate has been carried out, using a set of selected keywords. Selected papers have been analysed and classified in an attempt to identify main topics, and results obtained from previous studies. This study contributes to the expansion of literature on women in media, and explored perspective towards marginalisation of women. The study literature review puts in evidence that this is the issue, which gives us the possibility to identify new trends and future directions for research. The results highlight the nature of marginalisation of women in media and role of media in empowerment of women. Study highlights many young girls are taking education in mass media but entering into field as journalist marginalised them due to patriarchy.

Keywords: marginalization , media, women

Introduction:

Marginalisation if needed to define are the ways in which individual person or whole community is shoved beyond the edges of general society(Seveluis J et.al ,2020)¹. These marginalised and vulnerable groups in India are migrants and refugees, women, girls, indigenous peoples, ethnic minorities, people with special needs, the LGBTI community, the north- eastern states and those discriminated because of their socio-economic status (UNHDR, 2016). Media has immense power in democracy, however how they focused issues and portrayal of women is significant effect on society. The principal character in Bernard Shaw's Pygmalion bemoans, 'why can't woman be like man!' The media can play a salutary and a liberating role to give to the women the distinctive and the exclusive space, which must belong to them to enable them to generate the ethical and moralizing impulses for the entire society(Justice Ray ,2008)². In India from media platforms and women's empowerment movements considering they are a part of a highly deep rooted patriarchal society and face violence both sexually and domestically because of their caste and gender(Malve Tripti,2020)³. Women constitute the half of the humanity and the female population of India stands at 48.5% as per census 2011. Within the culture of age old patriarchy women have historically been neglected in every sphere of life even the history of women has not been fairly documented. Though things have changed gradually still women continue to be neglected in many ways in the contemporary times. Whereas, may not be wrong to argue that many road blocks and impediment in the path of women development, empowerment and emancipation continue however there is a greater stress on the idea

³ (Malve, 2020)

of inclusivity and mainstreaming of women in the present era(Parveen R,2020)⁴. The last 50 years of feminist activism in India has managed to challenge the 5,000 years of patriarchal order. The main achievements were the deconstruction of violence against women, questioning of male domination within the family, kinship, religion, media and the State, in addition to a series of legal reforms. Understanding of privilege to reshape the world has been the distinct contribution of the feminist movement along with the focus on the marginalised(Patel &Khajuria,2016)⁵. In general mainstream mass media like newspapers, magazines, radio and film and television on the whole, serve the government and corporate interests, alternative media which are small and non-commercial projects advocate the interests of those who are marginalised and excluded from the mainstream, like the poor, political and ethnic minorities, labour groups, and LGBT identities(Kapoor &Kumar,2018)⁶. CR (Community Radio) gives marginalised communities where their voice is not heard an opportunity to express their views where in the mainstream media these voices are not provided any space or time. Voluntary organizations, civic groups, NGOs, Women's groups/organizations, etc. are now entering into broadcasting to share, express, empower, give voice, to many communities to benefit them with the broadcast(Yalala Nirmala,2015)⁷.

Methodology :

Present paper aim to draw literature review about marginalisation of women in media. Study published in Scopus,Google scholar and Pub med & research gate were used. It covers 17 studies from various streams such as scientific, technical, medical, and social sciences. The study research protocol concerns:

1. **Definition of Subject area:** The study investigation addresses the topic of marginalisation of women in all type of media, and mostly journals belonging to social sciences domain and gender studies.
2. **Definition of the data range time-period of publishing.** Researcher decided to include papers published from 2001 onwards and studies conducted in India only in our analysis.
3. **Selection of key words** to find papers through the Scopus searching engine. To this end, we combined the words “media & women” with different search terms: “Marginalisation and gender” or “women journalist and marginalisation” .
4. **Perspective/model/framework** for analysing selected documents. The framework for the analysis of the papers is related to the study research questions, and therefore the content of the papers was examined and discussed, addressing how and why women in media were marginalized and in what form in India.

Results and Discussion:

Enrolment in Media Education:

If enrolment of female students in journalism, as part of higher education, has shown a significant rise, yet their entry in the media industry has not dented the status quo of discrimination, or stopped women from deserting the profession mid-way. Mapping of gender mainstreaming in journalism education holds the promise of ushering in affirmative policies and actions in changing the media discourse pertaining to exploitation, disempowerment and marginalisation of women(Bamezai Gita et.al.2020)⁸.

Employment in Media :

Women are entering journalism, a profession long reserved for men. Some have chosen to focus on investigative reporting, covering human rights violations, corruption or other subjects that are off-

⁴ (Reshma, 2020)

⁵ (Dr Vibhuti Patel, 2018)

⁶ (Dr Vaishali Kapoor, 2018)

⁷ (Nirmala, 2015)

⁸ (Gita Bamezai, 2020)

limits in their society. Like their male colleagues, they are the targets of threats, intimidation, physical violence, and even murder because of their reporting. But because they are women, the harassment often takes specific, gender-based forms, including sexual smears, the violence of a sexual nature and threats against their families(Shivkumar,2018)⁹. The exclusion and oppression of women by transnational corporations is translated into media representation and employment. Almost all women in language media felt that women are not recognized as professionally competent today. This leads to widespread discrimination in salary, promotions and work assigned making it very difficult for women to survive in the field(Tomar R.2011)¹⁰. Many of the media industries reject women at the time of recruitment. The management will decide the ratio of the male and female workers. the media is the platform of gender discrimination(Rajeev Priyanka et.al.2019)¹¹

Nature of marginalisation:

Media as a challenging profession involves all media workers to face risks and difficulties. However, lives of women are more challenging than man in the world of journalism. Unequal work status, gender based discrimination in duty allotment, poor working conditions, exposure to abuse are some of the challenges faced by women journalists in workplace as well as in field. Women journalists often have to negotiate with various personal, professional and socio structural challenges, which are often less, talked about(Chakraborty.et.al.2015)¹² Discrimination in the types of work assigned to women journalists, promotional opportunities, sexual harassment, lack of maternity benefits and poor support conditions for working mothers are all part of the familiar stories told by women journalists across the countries of South Asia(Sahu Geeta,2014)¹³.

Marginalisation in online media :

Marginalizing women's news in online media. Based on the results of data analysis, it can be concluded that The exploitation of women in online media includes: a) Online prostitution, b) Women are made into commodities, c) Threats of digital violence, d)Women are sexually harassed, e) Harassment of women in the name of local culture, f) Contract marriage 'siri' marriage. Whereas the form 2) Marginalizing Women in Online Media is carried out such as: a) Title of online news that corner women, b) Marginalizing women by using diction, c) Lowering the dignity of women with culture, d) Lowering the dignity of women with terms(Dain &Emma,2020)¹⁴.

Women representation by media:

When the role of a woman is portrayed differently in the mass media and by societal norms, greater self esteem could result, leading to a higher motivation among women to use the computer and the Internet for their own development and even pleasure(Johnson,2010)¹⁵.Media play an important role in the marginalisation of women by promoting an aggressive consumerist culture. Media tried to preserve patriarchal values and culture(Nigam S2001)¹⁶. The mass media organizations should work hard in providing the opportunities for women to win the equality with men and give full play to its individual potential, so as to create the unique female brand image and realize the equality discourse power. Women should also make unremitting efforts for equality discourse power(LI Xiao-hui & LEI Min,2010)¹⁷.

⁹ (Shivkumar, 2018)

¹⁰ (Ranu, 2011)

¹¹ (Priyanka Rajeev, 2019)

¹² (Chakraborty Dr Joya, 2015)

¹³ (Geeta Sahu, 2014)

¹⁴ (Dian Marisha Putri, 2020)

¹⁵ (Johnson, 2010)

¹⁶ (Nigam, 2001)

¹⁷ (LI Xiao-hui, 2010)

Conclusion:

Marginalisation of women found everywhere irrespective of work place. Media is considered as a weapon for awareness however women working media also facing marginalization in the context education, employment and promotion. Women are facing lot of challenges, still insecure and low dignity treatment.

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