

Attitude of Educated Women about the role of Media towards Gender Awareness

Anjali Pandey

Assistant Professor, Blue Mountain College of Teacher Education, Dehradun

ARTICLE DETAILS

Article History

Published Online: 20 January 2019

Keywords

Attitude, Educated Women, Role of Media and Gender Awareness

ABSTRACT

Media plays a catalytic role in transforming the society in a globalized world. World has undergone rapid changes in all spheres due to the impact of media. Media today hugely influence the perceptions and ideas about the role of girls and women in society. With this view, the researcher tried to study the attitude of educated women about the role of media towards gender awareness. Normative survey method was adopted for this study. Stratified random sampling method was used to select 480 educated women of district Dehradun and district Haridwar. The researcher used self-constructed and standardized 'Attitude Scale about the Role of Media towards Gender Equality' for the data collection. Percentage analysis has been done for the analysis of the data. The findings revealed that most of the educated women agreed that media has worked against gender inequality. Most of the educated women strongly agreed that media has made women aware of their rights. Most of the educated women agreed that media has taught women to protect their rights. Most of the educated women strongly agreed that media has made women aware towards gender exploitation. Most of the educated women strongly agreed that media has provided courage to the women to fight against gender exploitation. Most of the educated women agreed that media has raised the voice against gender inequality. Most of the educated women strongly agreed that media has increased the debate over gender issues. Most of the educated women agreed that due to media, gender disparity has become biological disparity. Most of the educated women agreed that media has increased gender equality. Most of the educated women agreed that due to media, gender violence has reduced.

Introduction

Media plays a catalytic role in transforming the society in a globalized world. World has undergone rapid changes in all spheres due to the impact of media. Media today hugely influence the perceptions and ideas about the role of girls and women in society. Media plays a transformative role in achieving gender equality in societies by creating gender-sensitive and gender-transformative content and breaking gender stereotypes, by challenging traditional social and cultural norms and attitudes regarding gender perceptions both in content and in the media houses and by showing women in leadership roles and as experts on a diversity of topics on a daily basis.

According to **Mali & Patankar (2015)**, "*The Indian media sensitize gender issues and focus on women issues in a decisive way. Their role is detrimental for the women empowerment in India*". Media raise social problems before society. Media play a vital role in the society to convey right message from sources of committees and commissions. Media stand together as a pillar of awareness about equal opportunity of men and women, their problems as well as solutions. In all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses, women have crucial role to play.

However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalized by male domination. In this context, media has an important role to play – to create awakening in

women to achieve their potential as the prime movers of change in society. In today's world, print and electronic media play a vital role in effectively conveying this message. **Narayan (2002)** investigated that media has raised issues of women. It has highlighted rights of women in the society. It has tried to mold opinion of people regarding rights of women. **Narayana & Ahamad (2016)** revealed in their study that media have a great potential for the empowerment of women. They also found that media increase the participation and access of women to expression and decision-making.

Kumari (2020) revealed that social media is a new tool, weapon or platform for women to discuss, communicate, voice their opinion, and organize campaign and online activism. It has become very clear that media has reached and influenced each and every aspect of the life of individual, especially the status of women in terms of gender equality. Women occupy the half of the population of the world. Hence, it becomes imperative to study the attitude of educated women about the role of media towards gender equality.

Objectives of the Study

The main objective of this research was to study the attitude of educated women about the role of media towards gender awareness.

Delimitations of the Study

The present study has been delimited as follows:

1. The present study has been delimited to district Haridwar and district Dehradun of Uttarakhand.

2. The present study has been delimited to the educated women of district Haridwar and district Dehradun.
3. This study has been delimited to those women who have completed their bachelor degree program.

Research Method

Normative survey method was adopted for this study.

Sample and Sampling Procedure

Stratified random sampling method was used to select 480 educated women of district Dehradun and district Haridwar. The researcher selected twenty secondary schools and twenty-degree colleges from district Dehradun and district Haridwar. From these schools and colleges, the researcher selected 240 working women and from colleges the researcher selected 240 non-working women randomly.

Analysis and Interpretation of Data

Table – 1
Attitude of Educated Women about the role of Media towards Gender Awareness

Item Nos.	N & %	SA	A	U	D	SD
Item - 1	480	139	215	66	43	17
	%	28.96%	44.79%	13.75%	8.96%	3.54%
Item - 2	480	226	105	38	59	52
	%	47.08%	21.88%	7.92%	12.29%	10.83%
Item - 3	480	106	199	50	62	63
	%	22.08%	41.46%	10.42%	12.92%	13.12%
Item - 4	480	175	164	46	52	43
	%	36.46%	34.17%	9.58%	10.83%	8.96%
Item - 5	480	207	112	53	59	49
	%	43.12%	23.33%	11.04%	12.29%	10.22%

The above table shows the responses of the educated women on the item no. 1 “media has worked against gender inequality”. The above table shows that 28.96% educated women strongly agreed that media has worked against gender inequality, while 44.79% educated women agreed with this statement. 13.75% educated women did not decide whether media has worked against gender inequality. On the other hand, 8.96% educated women disagreed with the statement that media has worked against gender inequality, while 3.54% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 1 “media has worked against gender inequality”.

The above table shows the responses of the educated women on the item no. 2 “media has made women aware of their rights”. It is evident from these responses that 47.08% educated women strongly agreed that media has made women aware of their rights, while 21.88% educated women agreed with this statement. 7.92% educated women did not decide whether media has made women aware of their rights. On the other hand, 12.29% educated women disagreed with the statement that media has made women aware of their rights while 10.83% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have very positive attitude regarding the item no. 2 “media has made women aware of their rights”.

The above table shows the responses of the educated women on the item no. 3 “media has taught women to protect

Tool Used

The researcher used self-constructed and standardized ‘Attitude Scale about the Role of Media towards Gender Equality’ for the data collection. Six dimensions of gender equality have been considered for the present scale: Gender Awareness, Social Equality, Educational Equality, Economic Equality, Familial Equality and Rewards & Entitlements. The scale has five response alternatives: Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree. The present research has involved only first dimension of this scale and this dimension contains only 10 items.

Statistical Techniques

Percentage analysis has been done for the analysis of the data.

their rights”. It is evident from these responses that 22.08% educated women strongly agreed that media has taught women to protect their rights, while 41.46% educated women agreed with this statement. 10.42% educated women did not decide whether media has taught women to protect their rights. On the other hand, 12.92% educated women disagreed with the statement that media has taught women to protect their rights while 13.12% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 3 “media has taught women to protect their rights”.

The above table shows the responses of the educated women on the item no. 4 “media has made women aware towards gender exploitation”. It is evident from these responses that 36.46% educated women strongly agreed that media has made women aware towards gender exploitation, while 34.17% educated women agreed with this statement. 9.58% educated women did not decide whether media has made women aware towards gender exploitation. On the other hand, 10.83% educated women disagreed with the statement that media has made women aware towards gender exploitation while 8.96% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have very positive attitude regarding the item no. 4 “media has made women aware towards gender exploitation”.

The above table shows the responses of the educated women on the item no. 5 “media has provided courage to the women to fight against gender exploitation”. It is evident from

these responses that 43.12% educated women strongly agreed that media has provided courage to the women to fight against gender exploitation, while 23.33% educated women agreed with this statement. 11.04% educated women did not decide whether media has provided courage to the women to fight against gender exploitation. On the other hand, 12.29% educated women disagreed with the statement that media has

provided courage to the women to fight against gender exploitation while 10.22% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have very positive attitude regarding the item no. 5 “media has provided courage to the women to fight against gender exploitation”.

Table – 2
Attitude of Educated Women about the role of Media towards Gender Awareness

Item Nos.	N & %	SA	A	U	D	SD
Item - 6	480	113	157	129	42	39
	%	23.54%	32.71%	26.88%	8.75%	8.12%
Item - 7	480	157	152	49	65	57
	%	32.70%	31.67%	10.22%	13.54%	11.87%
Item - 8	480	158	189	37	40	56
	%	32.92%	39.38%	7.70%	8.33%	11.67%
Item - 9	480	160	192	35	40	53
	%	33.33%	40.00%	7.29%	8.34%	11.04%
Item - 10	480	143	209	54	42	32
	%	29.79%	43.54%	11.25%	8.75%	6.67%

The table 2 shows the responses of the educated women on the item no. 6 “media has raised the voice against gender inequality”. It is evident from these responses that 23.54% educated women strongly agreed that media has raised the voice against gender inequality, while 32.71% educated women agreed with this statement. 26.88% educated women did not decide whether media has raised the voice against gender inequality. On the other hand, 8.75% educated women disagreed with the statement that media has raised the voice against gender inequality while 8.12% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 6 “media has raised the voice against gender inequality”.

while 11.67% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 8 “due to media, gender disparity has become biological disparity”.

The above table shows the responses of the educated women on the item no. 7 “media has increased the debate over gender issues”. It is evident from these responses that 32.70% educated women strongly agreed that media has increased the debate over gender issues, while 31.67% educated women agreed with this statement. 10.22% educated women did not decide whether media has increased the debate over gender issues. On the other hand, 13.54% educated women disagreed with the statement that media has increased the debate over gender issues while 11.87% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have very positive attitude regarding the item no. 7 “media has increased the debate over gender issues”.

The above table shows the responses of the educated women on the item no. 9 “media has increased gender equality”. It is evident from these responses that 33.33% educated women strongly agreed that media has increased gender equality, while 40.00% educated women agreed with this statement. 7.29% educated women did not decide whether media has increased gender equality. On the other hand, 8.34% educated women disagreed with the statement that media has increased gender equality while 11.04% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 9 “media has increased gender equality”.

The above table shows the responses of the educated women on the item no. 8 “due to media, gender disparity has become biological disparity”. It is evident from these responses that 32.92% educated women strongly agreed that due to media, gender disparity has become biological disparity, while 39.38% educated women agreed with this statement. 7.70% educated women did not decide whether due to media, gender disparity has become biological disparity. On the other hand, 8.33% educated women disagreed with the statement that due to media, gender disparity has become biological disparity

The above table shows the responses of the educated women on the item no. 10 “due to media, gender violence has reduced”. It is evident from these responses that 29.79% educated women strongly agreed that due to media, gender violence has reduced, while 43.54% educated women agreed with this statement. 11.25% educated women did not decide whether due to media, gender violence has reduced. On the other hand, 8.75% educated women disagreed with the statement that due to media, gender violence has reduced while 6.67% educated women strongly disagreed with this statement. These responses indicate that most of the educated women have positive attitude regarding the item no. 10 “due to media, gender violence has reduced”.

Conclusions

Following conclusions have been drawn from the present research work:

- Most of the educated women agreed that media has worked against gender inequality while least number of educated women strongly disagreed with it. It means that most of the educated women have

positive attitude regarding the item no. 1 “media has worked against gender inequality”.

- Most of the educated women strongly agreed that media has made women aware of their rights while least number of educated women are unsure about it. It means that most of the educated women have very positive attitude regarding the item no. 2 “media has made women aware of their rights”.
- Most of the educated women agreed that media has taught women to protect their rights while least number of educated women are unsure about it. It means that most of the educated women have positive attitude regarding the item no. 3 “media has taught women to protect their rights”.
- Most of the educated women strongly agreed that media has made women aware towards gender exploitation while least number of educated women strongly disagreed with it. It means that most of the educated women have very positive attitude regarding the item no. 4 “media has made women aware towards gender exploitation”.
- Most of the educated women strongly agreed that media has provided courage to the women to fight against gender exploitation while least number of educated women strongly disagreed with it. It means that most of the educated women have very positive attitude regarding the item no. 5 “media has provided courage to the women to fight against gender exploitation”.
- Most of the educated women agreed that media has raised the voice against gender inequality while least number of educated women strongly disagreed with it. It means that most of the educated women have positive attitude regarding the item no. 6 “media has raised the voice against gender inequality”.
- Most of the educated women strongly agreed that media has increased the debate over gender issues while least number of educated women are unsure about it. It means that most of the educated women

have very positive attitude regarding the item no. 7 “media has increased the debate over gender issues”.

- Most of the educated women agreed that due to media, gender disparity has become biological disparity while least number of educated women are unsure about it. It means that most of the educated women have positive attitude regarding the item no. 8 “due to media, gender disparity has become biological disparity”.
- Most of the educated women agreed that media has increased gender equality while least number of educated women are unsure about it. It means that most of the educated women have positive attitude regarding the item no. 9 “media has increased gender equality”.
- Most of the educated women agreed that due to media, gender violence has reduced while least number of educated women strongly disagreed with it. It means that most of the educated women have positive attitude regarding the item no. 10 “due to media, gender violence has reduced”.

Implications of the Findings

It has been found in this research work that educated women have high positive attitude about the role of media towards gender awareness. Therefore, it can be recommended to the different means and mediums of media to approach all the women in such a way that their awareness regarding gender issues may be increased and they may have positive attitude towards role of media in the issues of gender awareness. The various means and mediums of media should try to inform the women of the society about the gender parities in the fields of politics, business and gender justice. The media should try to make women feel their worth so that they can feel empowered. The media should try to change mindsets of the people hardened by centuries of socialization and cemented by custom, culture and religion. Media can play a huge role in the liberation of the mindset of the people of the society.

References

1. Dorius, S.F. & Firebaugh, G. (2010). Trends in global gender inequality. *Social Forces*, 88(5), 1941-1968.
2. Hassanzadeh, J., Moradi, N., Esmailnasab, N., Rezaeian, S., Bagheri, P., & Armanmehr, V. (2014). The correlation between gender inequalities and their health-related factors in world countries: A global cross-sectional study. *Epidemiology Research International*, 1-8.
3. Kumari, M. (2020). Social media and women empowerment. *International Journal of Scientific & Technology Research*, 9(03), 626-629.
4. Mali, N.S. & Patankar, P.S. (2015). Role of media in prohibition of gender discrimination. *Research Front*, 3, 51-56.
5. Narayan, P.D. (2002). *Empowerment and poverty reduction: a source book*. Washington, DC World Bank Publications.
6. Narayana, A. & Ahamad, T. (2016). Role of media in accelerating women empowerment. *International Journal of Advanced Education and Research*, 1(1), 16-19.
7. Tegegne, K. (2006). *Factors affecting gender equality in private higher education of Ethiopia: The case of north Gondar*. Proceedings of the Fourth National Conference on Private Higher Education in Ethiopia, 460-474.