

# **UNDERSTANDING THE ROLE OF WOMEN IN MEDIA**

## **A critical study of women in media through audience perspective**

Dissertation submitted to the Kerala University for the partial fulfilment of the Requirement Of the Degree Of Bachelor Of Arts

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**DEPARTMENT OF JOURNALISM AND MASS  
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**SREE NARAYANA COLLEGE**

**KOLLAM**

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# **UNDERSTANDING THE ROLE OF WOMEN IN MEDIA**

**A critical study of women in media through  
audience perspective**

**Career Related First Degree Programme in  
Mass Communication and Journalism**

**Under CBCS(2a)**

**Year: 2018-2021**

# **CERTIFICATE**

This is to certify that the dissertation '**Understanding the role of women in media: A critical study of women's role in media industries and their issues**' is a record of studies carried out by Sandra Sabu, Gautam G. R, Harsha L Ravikumar, Nithya and Aromal S.S at Department of Mass Communication and Journalism, under my guidance and submitted to the University of Kerala in the partial fulfilment of the Degree of Bachelor of Arts. First Degree Programme in Mass Communication, Journalism and Video Production under CBCSS system.

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# **DECLARATION**

We hereby declare that the dissertation entitled '**Understanding the role of women in media: A critical study of women's role in media industries and their issues**' is a record of research work carried out by us at the Department of Mass Communication and Journalism, Sree Narayana College, Kollam, under the guidance of Smt. Anaswara Krishna and submitted to the University of Kerala in partial fulfillment of the requirement for the award of the Degree of Bachelor of Arts, First Degree Programme in Mass Communication, Journalism and Video Production under CBCSS system.

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# **ABSTRACT**

In the current society, media plays a major role in defining an individual's life and daily routine. One's plans and ideas are arranged and executed with the help of media. Media creates a foundation for the creative contents and topics helping individuals in flourishing and developing their creative space. In the field of media there are no gender differences creativity plays the best part. Women ,considered by the Indian traditional society to be the one who should be discriminated against and excluded from political and family related decisions, the one who enjoys poor treatment, violence and exploitation enjoys a sense of freedom and pleasure with rise of media. Women in the present century hold a major role in the field of media. Creating revolutions in the field of journalism. Creative women heads often produces great developments in the field of media. As technology advanced more and more women started coming to the mainstream media, women oriented programmes, female centric films etc started popping and crowned the hitcharts. This study is undertaken to know about the co-relation between women and media and how women influence the society through media. For the purpose of this study a survey was conducted between 50 students studying under the University of Kerala. After analysing their responses it is found that, women became more prominent and transient in the media compared to the mere rendition in the past. Female depiction in the leading media has declined over time and the fact that women are represented in the mainstream media does not mean they enjoy equality.

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CHAPTER 1  
**INTRODUCTION**

# INTRODUCTION

The most significant and greatest social movement enduring is the movement for liberation of women. Though the most important goal for women empowerment is to improve the quality of life of women but it has also profound consequences in social, economic and political scenario of the existence of women. The media through its reach to people at large has been influential though not to the degree longing in sustaining the association for women liberation by centering disregard and marginalization of the position of the women within the society (Ray, n.d.). Communication is exceptionally vital for women's development and mass media renders a significant contribution. It is to be noted down that development of women's education and their access into service and job has contributed to the augmentation of media. In all subjects of life whether for controlling of population growth, spread of literacy or improving excellence of life for the public at large, welfare of the community, family planning, women have a central role to play. However, women can be anticipated to cooperate in this role when they become aware of their effectiveness and are not intentionally marginalized by male domination. In this context, media has a significant part to play that is to generate consciousness in women to attain their prospective as the prime transporters of changes and modifications within the social setting. In the present existence, print and electronic media play an essential part in efficiently communicating a message that needs to be spread to the masses (Ray, n.d.). In order to discuss about the role of women in mass media, it is essential that one should acquire knowledge and understand the present situation of women in India. There has been an imperative contribution of the media in the empowerment of women within the country and in the promotion of their shelter, protection and well being

## **1.1 The image of women in media**

Media research on women and mass media has focused mainly on the interpretation of the practices and the operations carried out in various mass media and various forms of messages publicized by the mass media. Content examination is the most frequently used tactic in the study of media images of women. How women are characterized in radio, television, the press, and film, as essayed in the Research studies regarding the image of women in mass media. Because promotion and publicity is considered predominantly significant in forming representations of women tasked in the media, which are cost-effectively dependent on its sustenance, research results affecting to sex-role representation in advertisements will be considered as another area (Ceulemans & Fauconnier, 1979). In India, it has been observed that in the present world as well as in the past, women are undoubtedly subject to violent and criminal acts such as child marriage, domestic violence, abuse, rape, murder, sexual harassment and so forth. When these problems against women began to assume a major form, which proved to be disadvantageous for the development of the country, then there were formulation of laws and rules for combating crime against women, but it has been observed that despite of the rules still there is prevalence of criminal acts and violence against women. On the other hand, there are women who are contributing an effective role in mass media such as they participate in the advertisement of goods and services, they are obtaining high educational qualifications in the fields of arts, science, technology, medical, vocational and so forth. Women are engaged into professions such as doctors, lawyers, administrators, teachers, managers, trainers, counselors, entrepreneurs, athletes, sports persons etc. and are contributing towards the welfare of the community. In films, television programs and radio broadcasting, women are participating and are acquiring jobs; they have become achievement oriented with the impact of globalization, advancement of technology and significance of education.

## **1.2 The influence of the media on the views of gender**

Of the most important areas are the powers and the influences on how one looks upon men and women, mass media is considered to be the most enveloping and one of the most prevailing. Transforming all through the daily lives of the individuals, media suggest their communications and messages into ones awareness at every point. All forms of media corresponds the depictions of the sexes, most of which bring about impracticable, stereotypical, and restrictive observations. Three themes illustrate how media represent gender. First, women are underrepresented, which mistakenly implies that men are the enlightening sets, they are more authoritative and women are trivial or unrecognized. Second, men and women are depicted in stereotypical ways that replicate and maintain communally approved views of gender. Third, descriptions of relationships between men and women highlight conventional roles and regularize crime and violence against women (Wood, 1994). The influence of media upon the views of gender have been that normally societies and organizations are male dominated, males have more power and authority as compared to females; on the other hand, it is also a fact that women are acquiring enhanced educational qualifications, they are engaged in jobs, services and even run their own businesses and are participating towards the welfare of the community.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

**Women, Media and Polit - Pippa Norris** examines that gender is one of the primary fault lines running through contemporary American politics. The political agenda has become deeply polarized by such issues as affirmative action, abortion rights, and welfare reform. In short, gender politics, once regarded as marginal, has emerged as one of the core dividing lines in identifying politicians, parties, issues, and voters in America. Not surprising, the way media covers gender politics has long been a matter of contention. The issue at the heart of this book is whether, as critics suggest, media coverage of women in America reinforces rather than challenges the dominant culture, thereby contributing towards women's marginalization in public life. This collection of original essays by twenty-one top academics and journalists is the first book to systematically examine the impact of the media on women's power in America. It focuses on how the role of American women as citizens, political leaders, and feminist activists has been influenced by the media, for better or worse, in recent decades. Using multimethod approaches involving surveys, content analysis, focus groups, interviews, and personal experience, the authors analyze the role of women as journalists, the impact of campaign coverage, images of women in power, and coverage of women's movement and feminist policy issues.

**Women in Mass Communication – Pamela J. Creedon** analyse that the effect of feminsim on the field of mass communication is more important now than ever. The Third Edition of Women in Mass Communication has been greatly expanded and updated to cover the most urgent issues of today. New to this edition are chapters on women's opportunities and obstacles in online journalism, the role of women in health communication fields, and the growth of the number of women in the field of sports journalism. With a particular emphasis on race, culture, and ethnicity leading scholars in the field provide compelling analyses of the ways in which feminist theory and feminist perspectives affect mass communication. The Third Edition of Women in Mass Communication provides this generation of students with a feminist heritage and passes the agenda to improve the status of women—and men—working in the mass communication professions on to them. WMC3 is no longer a status report; it is truly a call to action before it's too late.

**Women and Media: A Critical Introduction by Carolyn Byerly and Karen Ross**

mentions that women and Media is a thoughtful cross-cultural examination of the ways in which women have worked inside and outside mainstream media organizations since the 1970s. Rooted in a series of interviews with women media the text provides an original insight into women's experiences. The book explains the ways that women have organized their internal and external campaigns to improve media content (or working conditions) for women, and established women owned media to gain a public voice. Identify key issues and developments in feminist media critiques and interventions over the last 30 years, as these relate to production, representation and consumption.

**Women, Media, And Violence : a critical analysis by Vidya Jain and Rashmi Jain**

discuss about the experience of women in patriarchal societies all over the world. A subordination on a daily basis regardless of the class to which they belong. Women have been treated as the 'other' who required subordination, control, and differential treatment. Whether it is economic security, food security, health security, personal or political security, women and young girls are affected in very specific ways due to their physical, emotional, and material differences, and also due to the important social, economic, and political inequalities existing between women and men. Despite constitutional provisions and affirmative action by the government to bring in gender equality, women still face many challenges. The recent spate of violence and rapes provoking widespread public outrage and unprecedented protests has led to a serious debate over the strategies and approaches that need to evolve to counteract threats towards the safety of women.

**Challenging Images of Women and the Media: Reinventing Women's Lives, edited by**

**Theresa Carilli and Jane Campbell :** collects fifteen articles addressing the status of women through an examination of depictions of women in the media. This in-depth study shows how mixed messages from the media muddle attempts at breaking the "glass screen," causing women to constantly question their role in global culture. With cake ads followed by diet commercials, the media's depiction of women is both confusing and contradictory. While more and more women have begun to contribute to the media as respected anchors, talk show hosts, and commentators, these portrayals are often counteracted by music videos and reality television shows such as Jersey Shore. This collection seeks to analyze these depictions and their effects on women and culture. The contributors to this anthology hail from such diverse locations as Japan, Australia, Pakistan, India, China, Bulgaria, and the United States. With this global focus, Challenging Images of Women in the Media scrutinizes issues of race,

ethnicity, class, and sexuality through a study of gendered media portrayals. By challenging the status quo of media images, the contributors to this essential volume invite a dialogue about women's lives.

**Women, Inequality and Media Work by Anne O'Brian** investigates how women experience gender inequality in film and television production industries. Examining women's place in the production of media is vital to understanding the broader and related question of how women are (mis)represented in media content. This book goes behind the camera to explore the world of women working in media industries and unpacks the systemic gender inequality that they experience at work. It argues that women internalize their experience of gender inequality by adopting various beliefs: whether it is that gender does not matter in the workplace; that the workplace is now post-feminist; or by adopting a sense of self as liminal, neither fully included nor excluded from the industry.

CHAPTER 3  
**RESEARCH AND METHODOLOGY**

# RESEARCH AND METHODOLOGY

## 3. RESEARCH

Research is a scientific and systematic search for relevant information. It's an art of scientific investigation. Research involves collection, organization and a systematic analysis of information to increase our understanding of a topic or issue. There are two basic approaches for research, quantitative approach and qualitative research. Quantitative research from the name itself can be identified that it is the research that is expressed using quantitative. It is the generation of a data in quantitative form. This method emphasizes the statistical, mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Qualitative research is concerned with subjective assessment of attitude, opinion and behaviour. Generally the techniques of focus groups interviews, projective techniques and depth interviews are used.

### 3.1 General Objective

To study critically about the status of women in media sector

### 3.2 Specific Objectives

- To analyse if women are represented along with men in the mainstream
- To analyse gender bias in media
- To analyse the opportunities for women in media

### 3.3 Research Design

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research. Here we have quantitative Form of analysis. Quantitative research, from the name itself can be designated that of analysing research using quantities. Studying and emphasizing the statistical, mathematical or Numerical analysis of data collected through polls, questionnaires and surveys. Qualitative Research on the other hand is an assessment of analysing attitude, opinion and behaviour.

### **3.4 Method Of Study**

Content analysis and survey was chosen as the method of study. In this study we closely examined the role of women in various media through survey.

### **3.5 Field Of Study**

The study is conducted among the youngsters of the society, mainly students studying under Different universities

### **3.6 Period Of Study**

The study was conducted from 2021 January to 2021 May The span of time is mainly focused On collecting the data, analysing the presentation of stories in different channels and reading Related books and reviews

### **3.7 Selection Of Sample Studying**

The study is conducted on the University of Kerala students from various degree programs to analyse the status of women in media.

### **3.8 Hypothesis**

Hypothesis is a principle instrument in research. Simply speaking hypothesis is an assumption or some supposition to be proved or disproved. But for a researcher, it's a formal question that the researcher intended to resolve.

#### **3.8(a) General Hypothesis**

Women are ones the last contributes in the media, today women should active participation in media but still their representation is much lower than male.

### **3.8(b) Specific Hypothesis**

Even though the importance of women in media has increased, women continue to face violations from their workspace.

CHAPTER 4  
**CONTENT ANALYSIS**

## **4.1 Violence against female media workers**

The safety of female media workers has in recent years developed into a serious concern, as it creates another obstacle to gender equality within the media. The majority of female media workers experience gender specific harassment both inside their organisations, outside of them, and more increasingly online. Gender-based violence (GBV), both digital and physical, pose a threat to freedom of expression and access to information. Silencing female journalists constitutes an attack on democracy itself as it leads to self-censorship: women retreating from the public sphere because of the harassment. Almost a third of female journalists consider leaving the profession because of the threats, intimidation or attacks they endure. More than a third of female journalists avoided reporting certain stories for the same reason. Almost half of female journalists experience online abuse. Many of them indicate the abuse has led them to become less active or even inactive on social media, while it's a crucial part of the job. Threats are often of a sexual and racist nature, targeted at the person instead of the content, making the workplace an unsafe environment for women. This leaves the male-dominated field of media with even fewer female voices.

We believe that the media sector has the responsibility to provide a safe working environment for all staff and to develop policies that prevent GBV. It is imperative media organisations have mechanisms in place that ensure necessary support for those who have experienced GBV at the workplace, while performing their work outside and/or via digital means.

## **4.2. Role of media in creating gender equality**

We strongly believe in the transformative role media can play 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. By showing women in leadership roles and as experts on a diversity of topics on a daily basis, not as an exception.

In many countries around the world women's opinions are dismissed and they are not taught to ask questions and be part of public debate. Without information women don't know about

and can't exert their rights to education, to property, pensions, etc. and they cannot challenge existing norms and stereotypes. This makes it impossible to achieve inclusive societies as we aim to achieve through the Global Development agenda. Access to information empowers women to claim their rights and make better decisions. The media industry needs to be encouraged to produce gender-transformative content and to develop self-regulatory equality policies, including access to decision-making positions. Monitoring and evaluation mechanisms need to be set up to assess the progress within the sector. Thereby creating gender equality in content, workplace and management.

### **4.3. Recommendations to the Commission on the Status of Women**

To recognize the crucial role of media in achieving gender equality in all domains by creating gender sensitive and gender-transformative content and breaking gender stereotypes.

Media should lead the way towards gender equality through gender-sensitive and gender transformative content. For this we need coherent policies, rules, and mechanisms on all levels, starting with national media policies and media industry self-regulation.

Safety of female media workers needs to be a key priority for Member States and the media industry. A culture of safety needs to be created and effective mechanisms for complaints and redress need to be put in place.

### **4.5. Threats faced by women journalists**

Women were not initially proficient in the media. But since women began to appear in the media, threats against them have also risen. Women journalists, whether they are working in an insecure context, or in a newsroom, face risks of physical assault, sexual harassment, sexual assault, rape and even murder. They are vulnerable to attacks not only from those attempting to silence their coverage, but also from sources, colleagues and others. A 2014 global survey of nearly a thousand journalists, initiated by the International News Safety Institute (INSI) in partnership with the International Women's Media Foundation (IWMF) and with the support of UNESCO, found that nearly two-thirds of women who took part in

the survey had experienced intimidation, threats or abuse in the workplace. In the period from 2012 through 2016, UNESCO's Director-General denounced the killing of 38 women journalists, representing 7 per cent of all journalists killed. The percentage of journalists killed who are women is significantly lower than their overall representation in the media workforce. This large gender gap is likely the result of the persistent under-representation of women covering important beats and reporting from conflict, war-zones or insurgencies or on topics such as politics and crime.

CHAPTER 5

**QUESTIONNAIRE AND INTREPRETATION**

## **QUESTIONNAIRE AND INTREPRETATION**

This questionnaire is prepared to find out the extend of female representation in the media, whether it ensures equality, do women enjoys proper freedom, plight of the women in the media, the violence against women, the positives and negatives women enjoy in the media field are surveyed. This questionnaire and interpretation is based on the survey conducted on students of various degree programmes under the university of Kerala

# QUESTIONNAIRE

- 1) Is it possible to say that every media institution operates with equal emphasis on men and women?
  - Yes
  - No
  
- 2) Do you agree that media sector is a good field for women to work in?
  - Yes
  - No
  - Sometimes
  
- 3) Do you think women are more represented in the media now than in the past?
  - Yes
  - No
  
- 4) Many fields like media, acting, business etc women face violations. Do you agree with the statement?
  - Yes
  - No
  
- 5) Are women in the media able to bring out their full potential?
  - Yes
  - No
  
- 6) Which media do most women work for?
  - Print
  - Television
  - Radio
  - Online media
  
- 7) Is the media a women friendly field?
  - Yes
  - No
  
- 8) Do women get as many opportunities as men in the media?
  - Yes
  - No

9) Do you think women can prove their abilities both onscreen and offscreen ?

- Yes

- No

10) Is there still gender bias in journalism?

- Yes

- No

# INTREPRETATION

1) Is it possible to say that every media institution operates with equal emphasis on men and women?

- Yes - 65%
- No - 35%



Fig:1

2) Do you agree that media sector is a good field for women to work in?

- Yes – 62%
- No – 7%
- Sometimes – 31%

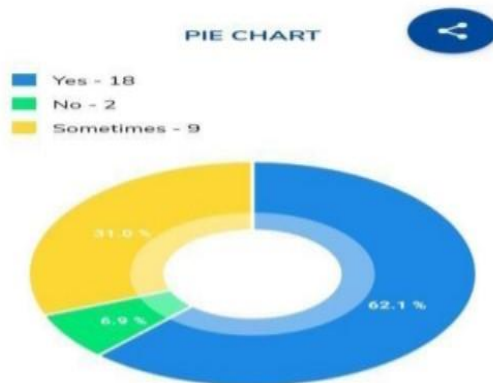


Fig1.1

3) Do you think women are more represented in the media now than in the past?

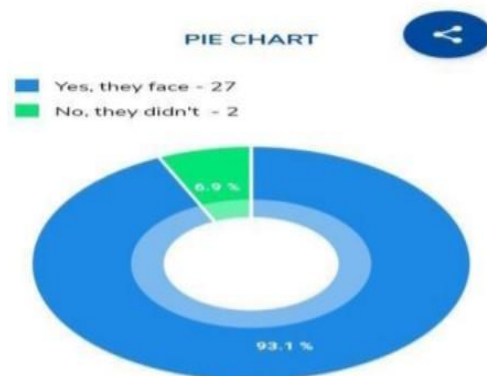
- Yes – 93%
- No – 7%



Fig1.2

4) Many fields like media, acting, business etc women face violations. Do you agree with the statement?

- Yes – 93%
- No – 7%



5) Are women in the media able to bring out their full potential?

- Yes – 35%
- No – 65%



6) Which media do most women work for?

- Print – 3%
- Television – 41%
- Radio – 7%
- Online media – 48%



7) Is the media a women friendly field?

- Yes – 41 %
- No – 59%



8) Do women get as many opportunities as men in the media?

- Yes – 59%
- No – 41%



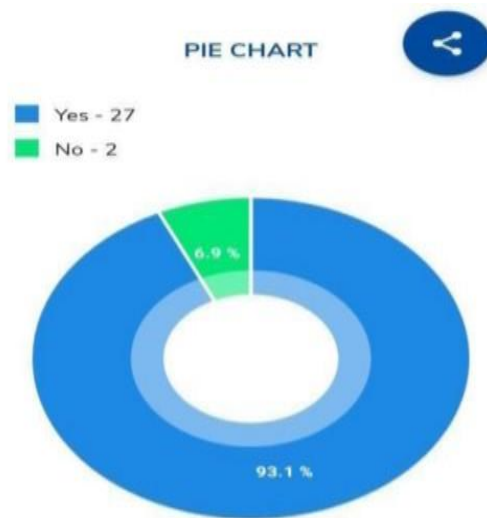
9) Do you think women can prove their abilities both onscreen and offscreen ?

- Yes - 35 %
- No – 65%



10) Is there still gender biased in journalism?

- Yes – 93%
- No – 7%



CHAPTER 6  
**FINDINGS AND ANALYSIS**

## **5. FINDINGS AND ANALYSIS**

### **Under representation of women in media**

Around the world, women are far less likely than men to be seen in the media. As subjects of stories, women only appear in a quarter of television, radio, and print news. Women's underrepresentation in the workplace and this gender-imbalanced picture of society can reinforce and perpetuate harmful gender stereotypes. It is clear that the media must change how it reflects the world. Present society shows a slight improvement in the field of gender discrimination. Women oriented programme, initiatives for women have been taken by media for development of women. Rise in female employment helped in balancing the gender equality as well as balancing the ratio in terms of employment. But even after trying to cop the equality arrangement it can be noticed women are still underrepresented in the media as well as in the society. Still in the present not but the least consider women to be an object of attraction, a subject of persuasion, a brand. Magazines like the Playboy often portrayed women as a subject of sexual attraction. Presentation of women as sexual objects and to the setting the standards of beauty that women are expected to reflect. Results show that female employers are still facing inequality in terms of employment. Thus it can be noticed that female representation does not guarantee equality in the media today or only in a supporting role. Present society saw a great uptake in the growth of women. Women tend to be strong, courageous and have the power question the immoral ideas. Women still faces vigilante and violent harrasaments from the society in real and in fiction. Certain regional soap operas portray female characters a sad and emotional outfit. Yet in the present scenario there are changes imposing a positive and powerful portrayals. Introduction of web media opened a path for women to have a better life and positive mind set. Thus From the above finding and the analysis on the critical study of women's role in media, it is understood that Majority of people promote women empowerment but not all media outlets give equal importance to men and women. Although the importance of women in media has increased, women continue to face violations from areas such as the media, business and acting. People

consider the media sector as a good field for women to work. Women work the most in online media.

## **Online media - women empowerment and equality**

The growth of web platforms and online media sources has paved a foundation directly or indirectly in the field of women empowerment. Before the advancement and growth of technologies, women empowerment was mixed with traditions and customary restrictions. Once web platforms and social media foundations started growing in the society. There occurred a positive rise in female empowerment. Social media has become the agent of social change which helped and supported women's empowerment in various aspects such as mobilizing attention of global community towards women's rights and challenges discrimination and stereotypes across the globe. Social media has given platform to discuss issues and challenges of women through blogs, chats, online campaign, online discussion forums, and online communities which is mostly not disseminated or propagated by mainstream media. Women who were physically inactive started becoming technically active after the introduction of online media. They found social media to be a platform of entertainment and education. Introduction of social platforms like Facebook, twitter, instagram, tiktok etc helped women in showing their true potentials. These social areas helped women in expressing their hidden talents. Introduction of basic commodities under a single click helped them understand and manage things and programmes. Online media is a vast area of endless searches. Online media is becoming one of the most powerful tools where women can start new companies, venture or start-up as they can contact and converse with customers and consumers directly. Female entrepreneurs can do marketing through social media which is very cost effective and can be easily channelized. Through social media, entrepreneurs can directly communicate and take feedback and suggestions about their online products or services within short durations. People can search and create creative ideas and thoughts making source of employment. Social media is a strong platform to discuss and share views, experiences to channelize hashtag movements to stop sexual violence and discrimination against women. It is a new frontier to organise campaign or rally by women's rights activists to come forward and fight for gender equality. Through social media, women across the globe are connected and supporting each other such as lawmakers, politicians, business owners for gender equality. Thus it can be told that online media directly/indirectly played a major role in women empowerment.

CHAPTER 7  
**CONCLUSION**

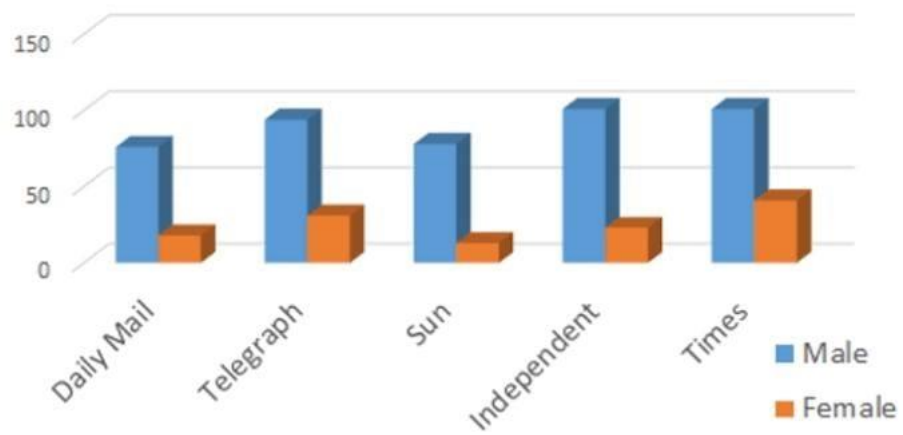
## 6. CONCLUSION

Women were once termed or was defined as an object of attraction and persuasion, tending the audience to get attracted to the service. Media services in the golden age ranging from print to audio – visual, from short shelf life to long shelf life gathered audience mainly because of the representation of women. Magazines like the Playboy often portrayed women as a subject of sexual attraction. Presentation of women as sexual objects and the setting the standards of beauty that women are expected to reflect. Women were always forced to follow the traditional cultures generally. Considering India as the best example, traditional Indian culture portrays women as the one next to man. As technology and development advanced, society and thoughts developed, finding a different angle. Ideas developed coping with new generation. Women who were once restricted to pause their dreams started dreaming again. They were encouraged to come to the mainstream society and mainstream media. Women in the present century hold a major role in the field of media. Creating revolutions in the field of journalism, women often faced discrimination and other customary restrictions. Women who demanded coverage from media outlets were originally categorized as misfits or insane, as they were perceived as departing from their traditional domestic roles. During the second half of the 20th century, media outlets and journals covering a range of feminist issues emerged around the world. Contents focusing Isis International Bulletin in Italy and the Philippines and Manushi in India were made momentous hot topics of the media. Gaining influence in media across the world, women became valiant in expressing their ideas and issues to the society, the positive and negative approaches were courageously expressed by them. For example; In 2017, with the #MeToo movement, a number of notable female journalists came forward to report sexual harassment in their workplaces. Such instances show how important is women to the society. More and more women have started choosing media as their field of media, ranging from radio jockeys to entertainers and news presenters thus breaking the customary shackles of restriction. The Women's Edition program brings together women journalists across the globe to report on various issues from their respective regions and countries. Around the world, women are far less likely than men to be seen in the media. As subjects of stories, women only appear in a quarter of television, radio, and print news. Rise on online media and social platforms gave women a foundation to stand and express their points to a large number of divergent audience with superquick feedbacks. Thus on the detailed analysis of the role of women in media, it can be concluded that female representation is having a rise in the media field, which was under-represented and on the

analysis underrepresentation of women in the workplace, it can be notified that this gender-imbalanced picture of society can reinforce and perpetuate harmful gender stereotype. Around the world, women are far less likely than men to be seen in the media. As subjects of stories, women only appear in a quarter of television, radio, and print news. Rise on online media and social platforms gave women a foundation to stand and express their points to a large number of divergent audience with superquick feedbacks. Thus on the detailed analysis of the role of women in media, it can be concluded that female representation is on the rise in the media, which was under-represented.

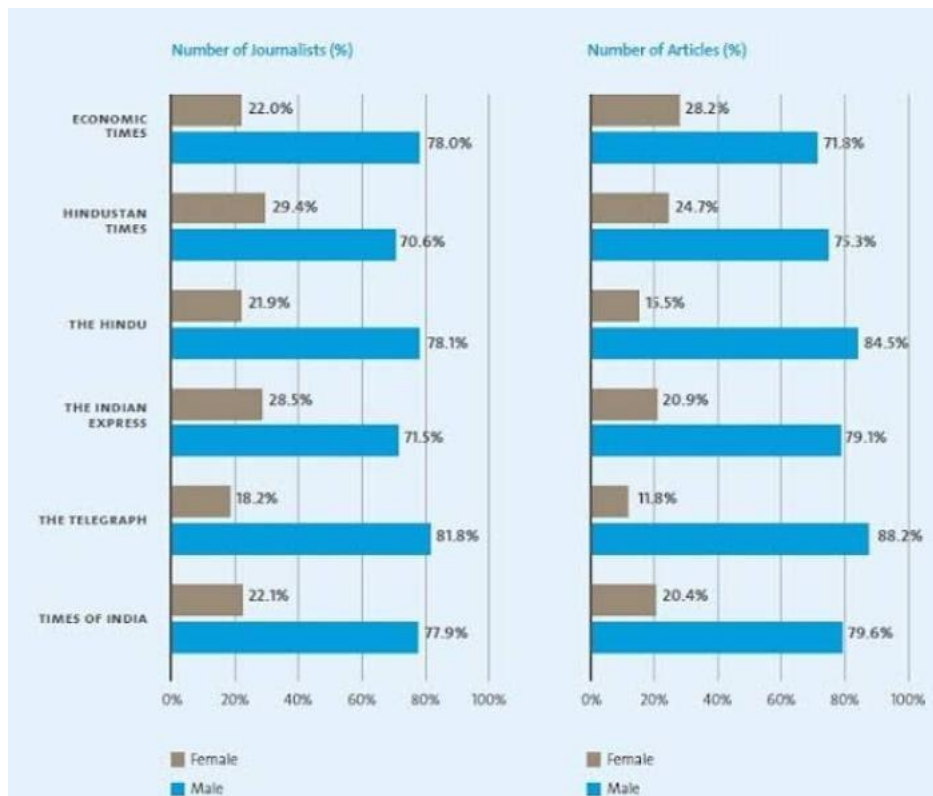
**CHAPTER 8**  
**APPENDIX**

Bylines by gender  
Sat Oct 6, 2012



Hard evidence : Is there still a gender bias in journalism

Source : The Conversation.com, 13 November 2013



Less women in Indian news rooms. Men get to do more serious work : study finds

Source : The News minute, August 02, 2019

## Male-dominated shows

**Mock the Week**  
Andy Parsons,  
Dara O Briain,  
Russell Howard  
and Hugh  
Dennis are  
regulars on  
the topical  
BBC2 comedy  
show



Male dominated shows

Source : The Guardian



100 women 2015. Women much still less visible in media

Source : BBC News, 23 November 2015



Homei wyaravella : A portrait of a ground breaking photographer.

Source: e – flux conversations. September 2017



Its 2019, but women barely figure in top positions, panels and pages in the media.

Source : [Newslaundry.com](http://Newslaundry.com) , August 02, 2019



Less women in Indian newsrooms, men get to do more ‘serious’ news : study finds

Source : The News minute, August 02, 2019

CHAPTER 9  
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